Tinder UK Newsroom

Tinder unveils new safety campaign 'Green Flags Only'

Tinder, the world's biggest dating app, is launching a new European digital campaign -***Green Flags Only.*** Safety can often be viewed as the less glamorous side of online dating, being told what not to do, especially to Tinder's 18-25 audience, which makes up half of its members. This campaign looks to flip it on its head and shines a spotlight on a number of Tinder's safety tools, to ensure that dating doesn't ever lose its magic.

Rather than preaching to avoid red flags, Tinder heroes the green flags that singletons should look out for, to ensure that they are always in control when using the app. These green flags exist in the form of Tinder's safety features which include Photo Verification to ensure members are who they say they are, Block Contacts to avoid any colleagues or exes and Video Chat which was designed by Tinder's safety team to facilitate a pre-IRL date that puts comfort first.

Working with CPB London and director India Harris, this eye-catching campaign deliberately adopts a high energy, yet refreshingly honest tone to communicate that staying safe can be cool. Dynamic graphics, popular social media style VO and a catchy track all combine to bring the magic of dating to life, grounded in Tinder's safety features.

Targeted at Gen Z consumers (18-25 year olds), the campaign answers their calls for authenticity and the ability to sense check a match before meeting. Over half (57%) have admitted that they want to get to know their dates on a deeper level and 48% intend to have video chats and more conversations with matches before meeting IRL.*

The ***Green Flags Only*** campaign is live from today for four weeks running in four markets (UK, Germany, France and Spain), across social media platforms - Tiktok, Snap, Instagram, Youtube and Pinterest.

The campaign highlights the following three safety features:

- **Photo Verification** - Once someone has created their Tinder profile - and added their photos during the sign-up process - they are encouraged to leverage Tinder's Photo Verification feature. It helps confirm that they are the person in their profile by comparing profile photos with a series of posed photos taken in-app. Members who verify their profile get a blue tick and are more likely to get a LIKE, too.
- **Block Contacts -** Block Contacts allows members to input which of their contacts they'd rather not see, or not be seen by, on Tinder in their settings. Whether those contacts are already on Tinder or decide to download it later using the same contact info, they won't appear as a potential match. Whether members want to avoid a colleague or an ex, the feature gives them more control over their experience.
- **Video Chat -** Tinder's video chat feature was built with control and comfort as its first priority. The in-app video calling feature allows members to meet digitally, verify their match is genuine and better assess whether the chemistry is there before an IRL date - all without giving out personal contact details.

Tinder's long-standing commitment to safety started with the Swipe, ultimately requiring mutual interest to send a message. Over the past several years, the app has continued building best-in-class features in the Safety space. These three features are part of Tinder's wider trust and safety efforts, which include most recently an updated Reporting process as well as other product features, such as Does This Bother You and Are You Sure.

**Research conducted by Opinium - survey of 1,001 Gen Z UK adults (18-24) 14th - 17th September 2021*

Additional assets available online: Video (4)

https://uk.tinderpressroom.com/2022-03-07-Tinder-unveils-new-safety-campaign-Green-Flags-Only