Launching nationwide on 26th December, in the lead up to ‘Dating Sunday’, across TV, VOD & Social Media platforms

LONDON (December 26, 2023) — Today, Tinder releases its first UK brand film as part of “It Starts with A Swipe” - a global campaign that launched earlier in the year, as Tinder continues to redefine the narrative around dating by exploring the possibilities that extend beyond the search for 'the one’. The film celebrates all forms of human connection and the realness of dating for today’s young singles.

Dispelling the notion that Tinder is solely a platform for finding short-term and casual romantic connections, the film delivers a first person view of Ava, as she turns to Tinder to meet new people as she moves to a new city, London.

From a first date with ‘Nathan’ - who challenges conventional dating norms - to Maya, who turns out to be a best friend after the pair agree they don’t fancy each other. The narrative shows that different types of relationships can develop over time, challenging preconceived conceptions about immediate sparks and the journey to finding meaningful connections.

Set to the upbeat track 'Deadbeat Gospel' by Edinburgh-born producer Barry Can’t Swim, the soundtrack embodies the euphoria of living in London in your twenties, syncing perfectly with the experiences of the characters shown in the film.

Tinder recently revealed that 75% of young singles believe their generation is challenging the dating and relationship standards of previous generations[1]. The film’s creative reflects this cohort’s intentionality and transparency, with self-love and personal fulfilment, fuelling the ‘realness in dating’ narrative observed in the campaign. The campaign will be delivered across TV, VOD, and cinema across the UK.

“Tinder is the world’s most popular app for meeting new people. It enables connection between people that may never have normally met. Today, no dating journey is linear, it is full of possibility and self-discovery as our desire for human connection is as strong as ever. Our brand film aims to create a ‘that’s me’ moment - whether it’s remembering when you moved to a new city or sought new relationships and the crucial role that Tinder can play.” Says Joanna Pons, Senior Marketing Director, Northern Europe, Tinder.

The 60-second film will launch on Boxing Day (26th December), in the lead up to the busiest dating period of the year, which includes ‘Dating Sunday’ where singles traditionally turn to dating apps with a fresh approach for the new year ahead; Based on last year’s ‘Dating Sunday’, Tinder users responded on average 19.4 minutes faster than on any other Sunday of the year. The number of ‘Likes’ was up by 18.2% as well as messages sent, which increased by 22% compared to the rest of the year.

Created in collaboration with W Communications and directed by Jamie Whitby, the film utilises mixed media, including stills, handheld camera footage, and 3D scanning. An approach designed to capture the authenticity of the protagonist’s moments.

“When the brief came in, I'd recently gotten out of a long-term relationship and was pleasantly surprised by the sorts of experiences and friendships that Tinder ended up unlocking, so this project felt to me like one of the best briefs I could get: an opportunity to tell a story with a truth that I genuinely believed in at its core. Trying to stay loyal to that truth ended up becoming the creative engine driving this project: authenticity was absolutely everything - in casting, in performance, in production design, and shooting style.” Said Jamie Whitby, Director.

ENDS

Background Details

- Streaming: (UK) TV, Cinema, VOD and across Tinder’s owned TikTok, Instagram, Snap and YouTube channels.

Credits:

Client: Tinder UK

Senior Marketing Director: Joanna Pons

Marketing: Maddie Riley

Agency: W Communications

Executive Creative Director: Scott Dimbleby

Senior Agency Producer: Gabby Griffin

Creatives: Joe Bishop, Gabby Griffin

Agency Production: Lily Freeman

Designer: Kieran O'Sullivan

Executive Agency Producer: Warren Johnson

Production company: Agile

Media Agency: Cream

Director: Jamie Whitby

Director Assistant: Max Bachis

Executive Producer: Richard South

Producer: Laura Mival

Post Producer: Ben Carey

Editor: Jack Williams

Editors: Eden Read, Joe Corrie

Production Manager: Jack Wiles

Location Manager: Amrit Sahotay

1st Assistant Director: Ty Hack

Director of Photography: Spike Morris

Sound Recordist: Fynn Greenfilend-brown

Casing Director: Holly Shearn @ Lane

Art Director: Sarah Asmail

Costume Designer: Adida Agiree

Makeup artist: Jess Summer

Music Supervision: Oliver Jay and Lisa McCaffery for Curved Arrow

Recording studio: Forever Audio

Final Mix: Builder’s Tea

Composer: Barry Can’t Swim

Business Affairs: Sophie Smith for Arthur and Martha

Cast leads:

Ava: Tash Major

Maya: Juliette Alexandra

Oskar: Levi Lowe Lennon

Isaac: Ayaz Khezrzadeh

Nathan: Sam Howard-Sneyd

MC: Bagge

About Tinder Launched in 2012, Tinder is the world’s most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all users are 18-25 years old. In 2022, Tinder was named one of the World’s Most Innovative Companies by Fast Company. Tinder is a registered trademark of Match Group, LLC. ‘It Starts With A Swipe’ is an unregistered trademark of Match, LLC.

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[1] A survey of 4000 18-25 year olds in the US, the UK, Canada and Australia between April 21, 2023 and April 25, 2023 conducted by Opinium on behalf of Tinder.

[2] Internal Tinder data comparing 8 January 2023 with yearly averages.

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https://uk.tinderpressroom.com/2023-12-26-TINDER-CELEBRATES-THE-REALNESS-OF-DATING-AND-HUMAN-CONNECTION-WITH-ITS-FIRST-BRAND-FILM-IN-THE-UK