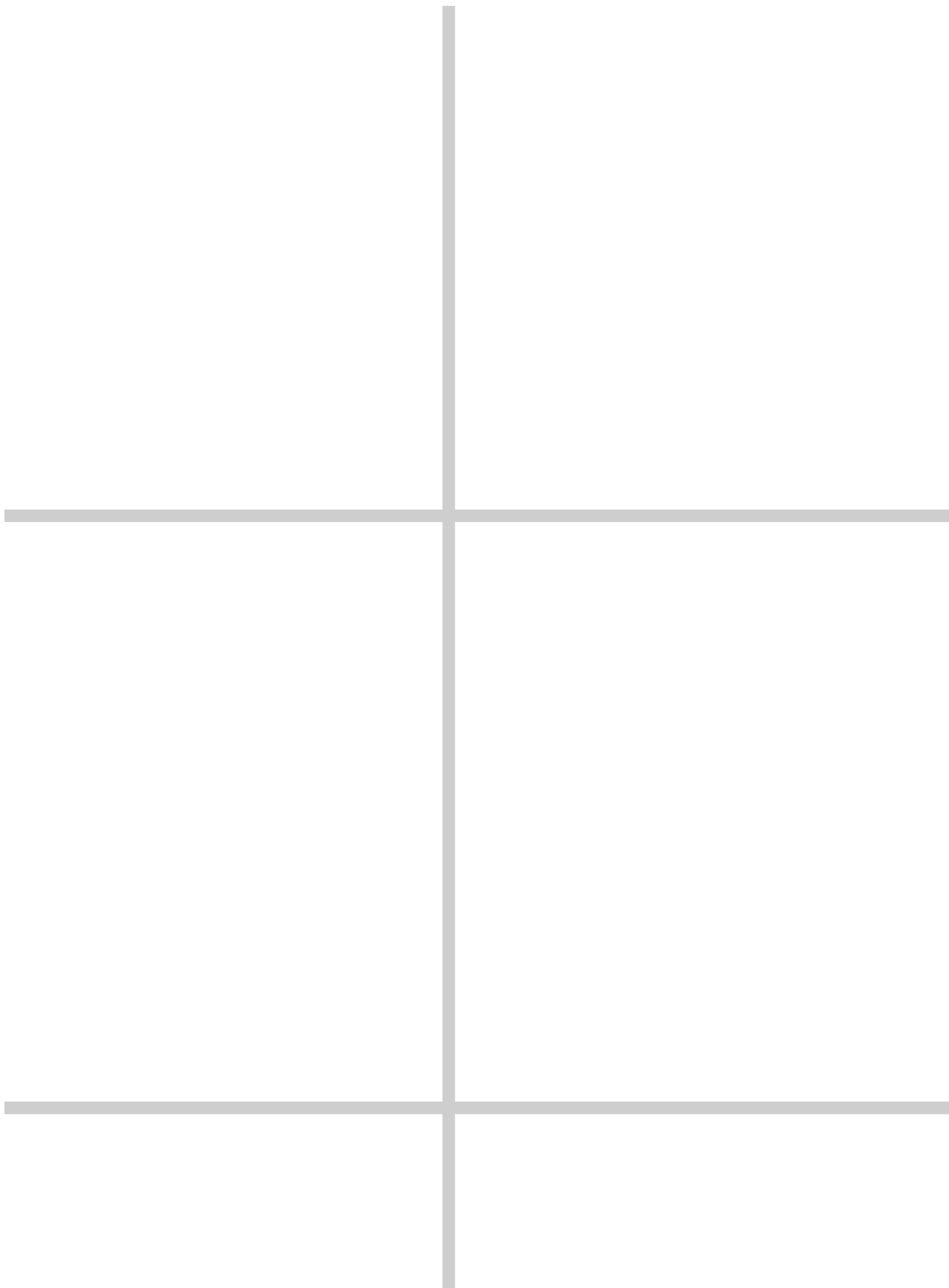


DOUBLE DATES, REAL MATES: TINDER TURNS UP THE FUN FOR GEN Z DATING WITH ‘DOUBLE DATE ISLAND’ REALITY-FORMAT

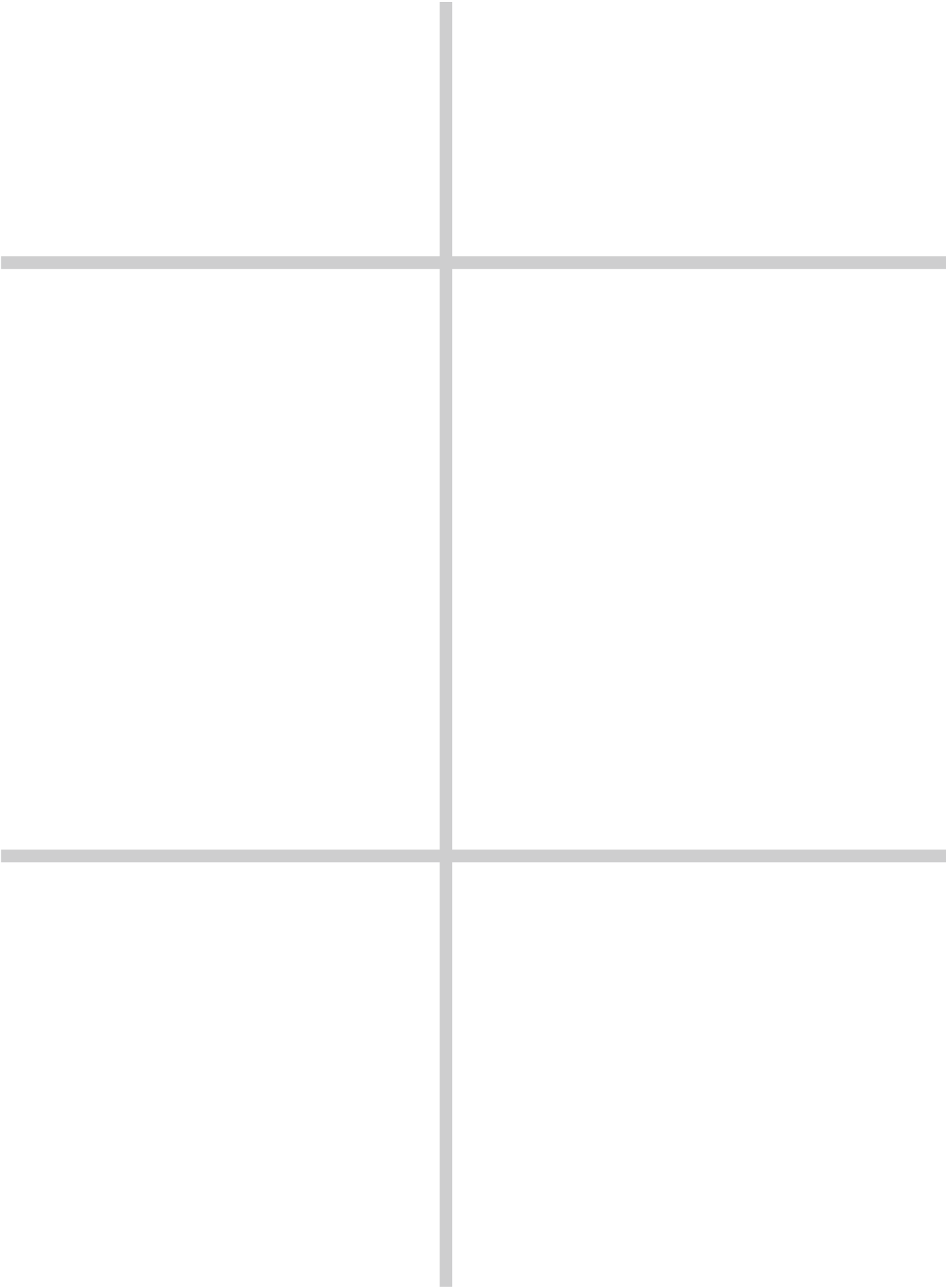
A real-life double dating experience brought to life through a social content series will run across five European markets this August to support Double Date - Tinder’s new feature designed to make dating more fun, low-pressure and friend-first





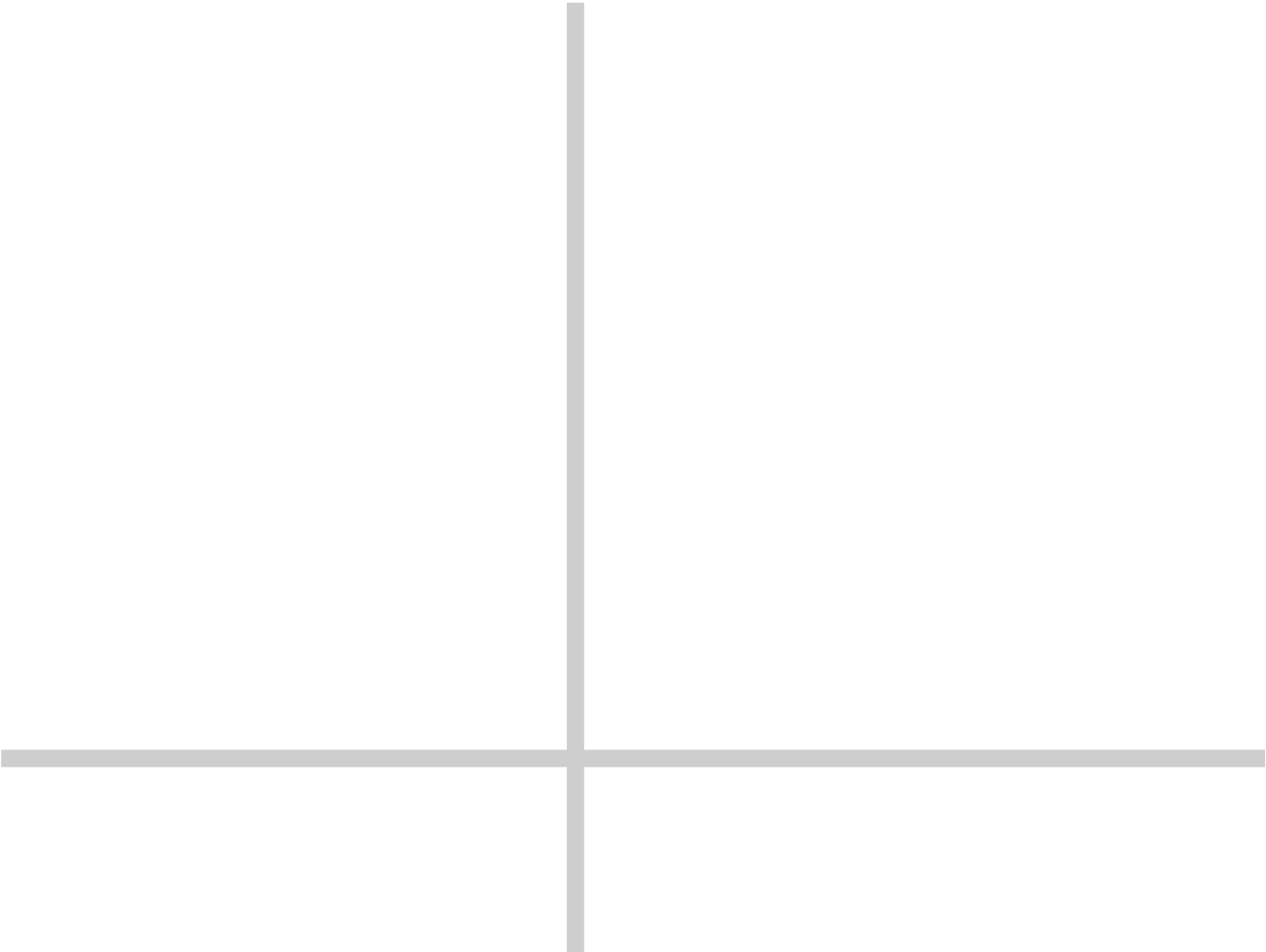


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Bestie-Certified Dates This Way



LONDON - 19th August 2025 -Tinder has launched Double Date Island - a bold new integrated marketing campaign that couples reality entertainment with the aspirational appeal of creator-led brand trips. Developed in-house and rolling out across social media platforms in the UK, France, Italy, Spain, and Germany, the campaign is designed to promote Tinder's latest product feature, **Double Date** - a low-pressure, friend-first approach to dating.

Set in a villa in Ibiza, Tinder has recruited eight real-life creator 'besties' from across Europe to be part of **Double Date Island** - with all of them taking part in a week of shared dates, connection and content creation. Creators **Carmie Sellitto** (1.4M TikTok / 451K Instagram) and **Spencer Elmer** (285.1K TikTok / 168K Instagram) will make up the first duo, while the second duo will feature fashion creator **Ellie Smith** (70K TikTok / 311K Instagram), who'll be joined by her best mate, Annabelle Holden. Both pairs were selected to reflect the humour and openness of Gen Z dating culture.

Each bestie duo will embark on a series of double dates, with the highs, awkward moments, and unexpected sparks documented in real time. Audiences can follow the experience through creator-led social content that offers a behind-the-scenes look into dating as a pair, with fully produced episodes dropping on Tinder's YouTube pages the following week.

The campaign is grounded in Tinder's insight that Gen Z increasingly engages with dating in collaborative, socially driven ways, from group chats to IRL double dates. Double Date is Tinder's response to this trend, and since launching earlier this year, **90% of people using the feature are under 30⁽¹⁾**, indicating strong uptake among the platform's core demographic.

*"We're tapping into the formats Gen Z already loves: entertainment, creators and social-first storytelling, to show what dating with your best friend can look like," said **Paolo Lorenzoni**, VP EMEA Marketing at **Tinder**. "Double Date reflects a growing shift in how young people approach dating. They're prioritising fun, authenticity and shared experiences over pressure or performance - and our campaign is too. It's designed to meet young daters on the platforms they love, in the formats they engage with, while reflecting how dating is evolving."*

Tinder's European marketing team developed the campaign concept and strategy in close collaboration with Raptor, who is leading production and execution of the social content series in partnership with Amity Studio. OMD is overseeing media planning and buying across Europe to ensure broad reach and resonance with Gen Z audiences.

Content will roll out on TikTok, Instagram, YouTube and BeReal, with localised amplification in each of the five launch markets. Creator content is complemented by VOD, as well as a bespoke Snap AR lens designed to encourage in-app engagement with the Double Date feature.

ENDS

Notes to editors

1 - Internal Tinder Testing Data 2025

About Tinder

Launched in 2012, Tinder revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages – a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe".

Tinder is a registered trademark of Tinder LLC and It Starts with a Swipe is a trademark of Tinder LLC.

About Double Date

Double Date is a new feature that lets you and a friend pair up and match with other pairs. Whether you're looking to meet new people or just enjoy the ride together, it's a low-pressure, group-first way to explore the world of dating side by side. Announced in June 2025 and rolled out globally in July 2025.
