

TINDER UNVEILS ITS LATEST EUROPEAN BRAND FILM SHOWCASING HOW ONE 'LIKE' CHANGED EVERYTHING FOR YOUTUBE STARS CHARLES & MELANIE

Launching in UK, France, Germany and Spain during Spring dating season, the campaign will run across VOD, OOH, audio, and social media platforms.



London, 22 May, 2025 – Today, Tinder unveiled its latest [European brand film](#), *Wherever It Takes You*, showcasing the **extraordinary possibilities** that can arise from a single action: a 'Like' on Tinder. The campaign launches with the real-life story of YouTube stars [Charles and Melanie](#), who met on Tinder and have since risen to fame as two of France's most popular YouTubers.

The film debuts on May 26th, at the perfect moment when spark Charles and Melanie's story was selected as the **second chapter** in a series of real-life narratives highlighting talented individuals across Europe who found a connection on Tinder. As fly, new connections blossom, and singles get ready for a summer full of possibilities. The first campaign featured [Brutalismus 3000](#), the Berlin-based duo, whose music and story embody the **bold, unconventional spirit of modern connections**.

Tinder's latest film rewinds the love story of [Charles & Mélanie](#), tracing their journey from viral fame back to the very moment it all began: matching on Tinder. Through exhilarating parkour stunts and milestone achievements—like the thrill of their first million views and the launch of their YouTube channel—the film playfully captures the bold creativity that defines them. With humor and cinematic flair, it showcases their rise to internet stardom, rewinding to 2018 and their first date at a Paris café terrace after matching on Tinder.

The film's vibrant visuals, high-energy beats, and heartfelt moments bring Tinder's promise to life: **It Starts With a Swipe** was directed by [Guy de la Palme](#), a **French-Belgian-Canadian comedy director** known for his bold humor and unconventional storytelling. Having previously collaborated with **Tinder**, he brings his signature wit and **offbeat cinematic style** to this latest campaign.

The film is set to [Juliette Armanet's song Flamme](#), which is a wonderful illustration of the way love can spark and make us shine. Juliette Armanet is one of France's most acclaimed contemporary artists, with numerous awards. Her songs celebrate the transformative power of love with both intensity and elegance.

"At Tinder, we know there are endless possibilities when two people connect," said **Paolo Lorenzoni, VP of EMEA Marketing**. "Charles and Melanie's story is a powerful reminder that every match holds the potential to lead somewhere unexpected and life-changing. It's stories like theirs that show how Tinder is helping a new generation of daters find connection on their own terms."

"This campaign celebrates the unexpected magic of modern connections. With Charles and Melanie's story, we wanted to show how a single 'Like' on Tinder can spark something far greater than imagined. Creating this film was a chance to blend energy, humor, and heart - capturing what Tinder is all about: new possibilities and limitless experiences." **BRUNO BERTELLI, Global CEO LePub, CCO LePub Worldwide**.

"We wanted to take part in this Tinder campaign because that's where it all started for us. We wanted to show that love can happen where you least expect it, and that there are no rules, no 'right' or 'wrong' way to meet. What counts is what we build together." **Charles and Mélanie**.

The campaign will roll out across VOD, OOH, audio, and social media platforms, delivering an immersive experience. The film was ideated and co-created with Tinder's European creative agency [LePub](#), and reflects the authenticity and excitement of modern connections.

About Tinder

Launched in 2012, Tinder revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill 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 LePub

LePub, powered by Publicis Groupe, was created combining creative excellence with best-in-class data, media, and technology expertise. We believe in transcending traditional communications focusing on helping brands integrate into people's daily lives by delivering culturally relevant experiences fueled by extensive global data and world-class creativity. Recognized as the "Creative Agency of the Year" by WARC in 2022 and

2023, and featured in the Contagious Pioneers ranking of 2022, LePub is the place where brands meet culture. Since its inception, LePub has grown into a global network and, in 2025, has embarked on further strengthening its international footprint, with plans to expand to a total of 10 hubs worldwide.

Credits

LePub
Global CEO LePub, CCO Publicis Worldwide: Bruno Bertelli
Global Chief Creative Officer: Cristiana Boccassini
Chief Creative Officer: Francesco Poletti
Global Head of Artificial Intelligence & Executive Creative Director: Selim Unlusoy
Associate Creative Director: Andrea Afeltra
Associate Creative Director: Silvia Oton
Junior Art Director: Vincenzo Russo
Junior Copywriter: Alessandro Traverso
Head of Strategy: James Moore
Strategic Planner: Juliette Vignolet
Experience Strategist: Filippo Ricardo
Digital Producer & Project Manager: Kejsi Haxhi
Content Specialist: Beatrice Conte
Client Service Director: Fabian Doerr
Account Director: Rossana De Rosa
Group Account Director: Giulia Melegati
Account Manager: Ana Tablado
Account Executive: Claudia Di Febo
Chief Production Officer: Francesca Zazzera
Producer: Laura Mazzia
Junior Producer: Arianna Pellegrini
Print Producer: Giorgia Bellondi
Production and Print Manager: Tina Paoletta
Production and Print Manager: Daniela Inglieri

Production

CAVIAR
Director: Guy De La Palme
1st AD: Clara Teboul
DOP: Lucas Casanovas
Executive Producer: Florent Haese
Line Producer: Maxime Bouyer and Adèle Barach
Line Producer Marseille: Adèle Barach
Production Coordination: Andréa Rocher

Post Production

Publicis Value services S.r.l.
Head of Post-production: Alfredo Beretta
VFX lead compositor: Alessandro Congiu
VFX compositor: Mattia Palomba, Jacopo Ardit, Riccardo Stasi
Online Editor: Sandro Iurini
Offline editor: Francesca Catalisano
Audio: Disc to Disc
Grade: Dominic Phipps - Company3

Photo

Photographer: Lysa Thieffry
Agent and producer: Valerio Cordioli
Digital Operator: Marpessa Sigù
Light Assistant: Renaud MORIN

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