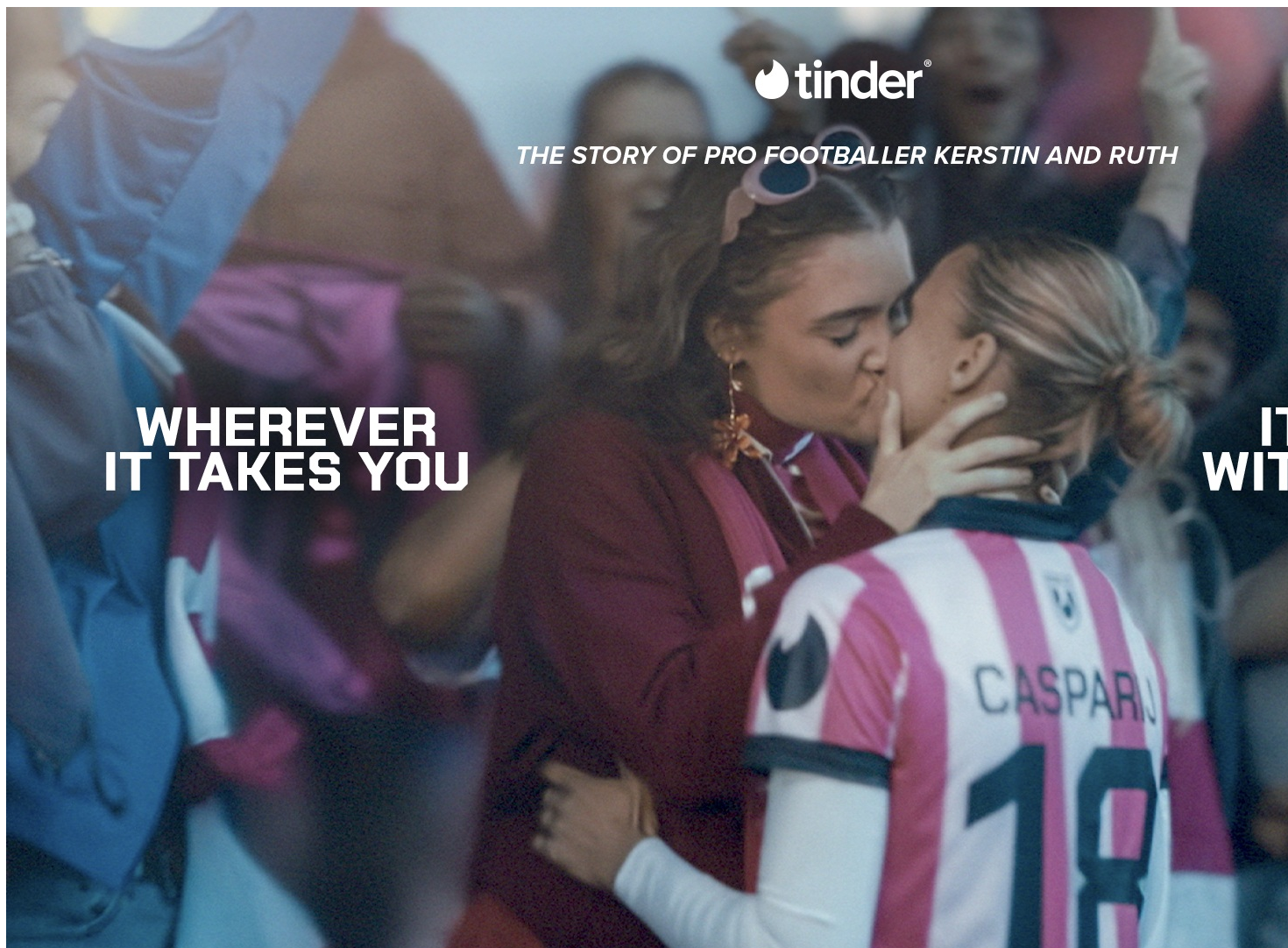


## TINDER'S LATEST EUROPEAN BRAND FILM FEATURES MAN CITY STAR KERSTIN CASPARIJ AND HER PARTNER RUTH BROWN

Launching across the UK, France, Spain, and Germany, the campaign celebrates real connections - running across VOD, OOH, audio, and social platforms.



**London, July 2 2025** - Today, Tinder introduced its latest European brand film **'Wherever it Takes You'**, celebrating the unexpected connections that can come from one small gesture: a 'Like' on Tinder. The film centres on the true story of WSL footballer **Kerstin Casparij** and her partner **Ruth Brown**, who met on Tinder two years ago - and whose relationship sparked not only love, but Ruth's growing passion for the game that already defined Kerstin's life.

The film goes live across paid media on July 3rd as a summer of women's football kicks off across Europe. WSL footballer Kerstin - who plays for Manchester City and the Netherlands national team - and her partner Ruth are **the first UK-based couple to feature in the series** which highlights real-life narratives of talented individuals from across Europe who found a connection on Tinder. Previous films included Berlin-based duo [Brutalismus 3000](#), and French YouTubers [Charles and Melanie](#).

Tinder's newest film follows the **real-life journey of Kerstin and Ruth**, charting the milestones of a relationship rooted in shared ambition and the beautiful game. Set against a backdrop of stadium lights and focused training sessions, the film traces Kerstin's flourishing career and Ruth's growing passion for the game - sparked by meeting Kerstin on Tinder two years ago. From first dates to professional contracts and championship goals, their story unfolds in snapshots of connection, rewinding back in time to their first date and the moment they matched on Tinder. As the narrative moves from present-day triumphs to early moments of discovery, it captures the unique rhythm of a relationship built through sport, support - and a 'Like' that changed everything.

Directed by British filmmaker Rawtape - hailing from the north of England and known for blending social realism with a modern edge - the film was shot on location in Manchester, grounding Kerstin and Ruth's story in the very place they call home. With an instinctive understanding of what it means to pursue big dreams, rooted in the unique energy of the North, Rawtape captured the authentic everyday magic of their relationship in a way that feels both relatable and cinematic.

"This campaign has been pretty surreal for us. How many people get to dress up and relive their first date together, the whole experience was very nostalgic. People are often asking us how we met, so we're excited to give them such a high production answer", said **Kerstin and Ruth**

"At Tinder, we believe that every connection - even unexpected ones - have the potential to shape a meaningful journey," said **Paolo Lorenzoni, VP of EMEA Marketing**. "Kerstin and Ruth's story is a beautiful example of what can unfold when two people connect - from going on the very first date to creating a shared life built around passion and partnership. Their journey reflects how Tinder can empower a new generation to define love and connection in ways that feel true to them."

"With 'Wherever it Takes You' we wanted to reflect the intimacy and realism of a true story, while elevating it with a cinematic lens. Kerstin and Ruth's journey gave us a rich narrative full of emotion, ambition, and connection. It's a celebration of modern love, told with honesty and we wanted to honour that with a film that feels both grounded and inspiring", said **Bruno Bertelli Global CEO LePub, CCO LePub Worldwide**

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.

Alongside the campaign launch, Tinder will be hosting a series of experiential events in London and Manchester in July. Designed for those who care less about the score and more about the spark, Tinder Hot Matches will offer football fans a chance to compete in a foosball tournament, watch a game of football, or even meet someone special who supports the same team. Events are taking place in White Rabbit Studios in London on July 5th, and at Factory International in Manchester on July 9th. Events are subject to availability. T&Cs apply. Must be 18+.

---

### 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 and CCO LePub Worldwide: Bruno Bertelli  
Global Chief Creative Officer: Cristiana Boccassini  
Chief Creative Officer: Francesco Poletti  
Chief Creative Officer: Luca Boncompagni  
Chief Creative Officer: Cinzia Crociani  
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  
Experience Strategist: Filippo Ricardi  
Client Service Director: Fabian Doerr  
Group Account Director: Giulia Melegati  
Account Manager: Ana Tablado  
Chief Production Officer: Francesca Zazzera  
Producer: Laura Mazzia  
Junior Producer: Arianna Pellegrini

**Production**

Director: Rawtape  
1st AD: Ali Copland  
DOP: Jamie Ackroyd

Managing Director: Fergus Brown  
Managing Director: Lucy Kelly  
Executive Producer: Elizabeth Doonan  
Executive Producer: Joel Spencer  
Producer: Maya Dufeu  
Production Manager: Kamran Marzban

**Local Production Unit**

Producer: Natalie Reid  
Production Manager: Callum Crozier

**Post Production**

Prodigious  
Head of Post-production: Alfredo Beretta  
VFX lead compositor: Alessandro Congiu  
VFX compositor: Mattia Palomba, Riccardo Stasi  
Online Editor: Sandro Iurini  
Offline editor: Francesca Catalisano  
Audio: Disc to Disc  
Grade: Matthieu Toullet - Company3

---

<https://uk.tinderpressroom.com/TINDERS-LATEST-EUROPEAN-BRAND-FILM-FEATURES-MAN-CITY-STAR-KERSTIN-CASPARIJ-AND-HER-PARTNER-RUTH-BROWN>