Tinder UK Newsroom

Introducing Swipe Night: An Original Adventure Built for The Swipe® Feature

This first-of-its-kind, interactive experience will give Gen-Z plenty of ways to break the ice



On October 6 at 6:00 p.m. local time in the U.S., Tinder® will launch Swipe Night-- a first-of-its-kind, original interactive adventure that represents a whole new way to match. The Swipe Night story is a first-person, apocalyptic adventure where at key turning points, Tinder members decide what happens to them next. And their choices dictate more than just the story; they also impact who they match with and what they will chat about once the epic journey ends. Now that half of Tinder members are Gen Z (18-25), we've built an entire experience that speaks their language. We can't think of a better way to break the ice than over emojis and the apocalypse.

Every Sunday in October, a new part of the Swipe Night adventure will take place live, right inside Tinder. From 6 p.m. - midnight, any active Tinder member in the U.S. will have the chance to experience the apocalypse together. Because, let's face it, if we knew the world was ending, we wouldn't want to go it alone. Swipe Night follows a group of friends played by Angela Wong Carbone (Chinatown Horror Story), Jordan Christian Hearn (Inherent Vice), and Shea Gabor, led by none other than you. As the story unfolds, you'll face moral dilemmas and practical choices, with only seven seconds to decide and no going back. After each Swipe Night story release, critical choices will be added to members' profiles, showing which decisions potential matches did or did not make. And all of this new information will make for plenty of material for post-apocalyptic banter.

"Seven years ago, Tinder revolutionized the way we meet with the invention of its Swipe feature. Now, with Swipe Night, we're proud to be pushing the envelope again, by letting people connect in ways they can't anywhere else. The level of innovation, interactivity and immersiveness in the Swipe Night adventure is unprecedented in the dating space, and we're excited to continue experimenting with new ways to connect on the Tinder app," said CEO Elie Seidman.

In order to be authentic to the Gen Z audience, Tinder tapped Drake's go-to music video director, 23-year-old Karena Evans (2019 BET Award winner, "Video Director of the Year") to blend immersive storytelling with Tinder's Swipe features. Evans, with writers Nicole Delaney (Big Mouth, Netflix) and Brandon Zuck (Five Points, Facebook Watch), made Swipe Night truly a next generation experience. "We jumped at the chance to work with a brand like Tinder. They gave us the opportunity to experiment with new ways to tell a story, with a highly-engaged, diverse community that's incredibly open-minded," said Evans, director of Swipe Night.

Swipe Night brings responsive, streaming video to Tinder for the first time. But more important than its technical innovation, it offers a new way to use content to start conversations. "More than half of Tinder members are Gen Z, and we want to meet the needs of our ever-evolving community. We know Gen Z speaks in content, so we intentionally built an experience that is native to how they interact. Dating is all about connection and conversation, and Swipe Night felt like a way to take that to the next level. Our hope is that it will encourage new, organic conversations based on a shared content experience." said Ravi Mehta, Tinder's Chief Product Officer.

For members in the continental U.S., be sure to tune-in to Swipe Night every Sunday in October, starting October 6 at 6:00 p.m. local time. Each release of the Swipe Night adventure will only be available for 6 hours, from 6:00 p.m. to midnight. Follow #SwipeNight & @Tinder on Instagram and Twitter and visit swipelife.tinder.com to follow the latest updates on Swipe Night.

Additional assets available online: Photos (1) Video (1)

https://uk.tinderpressroom.com/introducing-swipe-night