

TINDER UNVEILS ITS NEW EUROPEAN BRAND FILM, SHOWCASING HOW A SINGLE 'LIKE' TRANSFORMED THE LIVES OF BERLIN-BASED DANCE DUO BRUTALISMUS 3000

LONDON (DECEMBER 26, 2024) – Today, Tinder unveiled its new European brand film '[Wherever It Takes You](#)', highlighting the incredible possibilities sparked by one simple action: a 'Like' on Tinder. The campaign kicks off with the true story of dance duo [Brutalismus 3000](#)—Victoria Vassiliki Daldas and Theo Zeitner—who met on Tinder and have since become one of Europe's most celebrated new acts in dance music.

The new film tells Victoria and Theo's love and creative story in reverse, rewinding through the pivotal moments of their journey. From commanding huge stages on their European tour to their first album release, and their first date, the narrative culminates at the very beginning: their match on Tinder back in 2018.

The film launches at the start of dating 'peak season' - the period from the end of December until Valentine's Day on 14th February. On Tinder, there are 2.1 million more messages sent per day during this period compared with the rest of the year, and a stunning 298.4 million more likes sent during peak season compared to the rest of the year.

The true peak comes not at New Year but on the first Sunday in January, popularly referred to as 'Dating Sunday'. In 2025, it will occur on 5th January. Data from Tinder reveals that on Dating Sunday 2024, the number of messages sent globally was nearly 20% higher, and the number of 'Likes' was nearly 15% higher compared to the rest of the year.

"At Tinder, we believe dating is about more than one defined outcome—it's about the endless possibilities that can unfold when two people connect," said Paolo Lorenzoni, VP of EMEA Marketing. 'The story of Victoria and Theo of Brutalismus 3000 shows how Tinder empowers this new generation of daters to create connections. Their journey is a testament to the fact that every match, Wherever It Takes You, has the potential to change lives in ways that most people could never believe. It Starts With A Swipe'

Brutalismus 3000's story was chosen as the first in a series of real-life narratives showcasing talent across Europe who found a connection on Tinder. The film's vibrant visuals, high-energy beats, and heartfelt moments underscore Tinder's promise: It Starts With a Swipe. The campaign will launch across TV and VOD (including Amazon Prime Video, ITVX, Channel 4, VEVO, Canal + Max, TF1+, Disney +, Netflix, RTL+, Joyn, Atres Player & Mitele), Social Media (including Snapchat, Instagram, Youtube, TikTok) and out-of-home placements in Germany, France, Spain and the UK on 26th December. In 2025, Tinder will expand the campaign with more European stories showcasing the endless possibilities born on the app.

The film was ideated and co-created with Tinder's European creative agency LePub.

###

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.

<https://uk.tinderpressroom.com/news?item=122606>