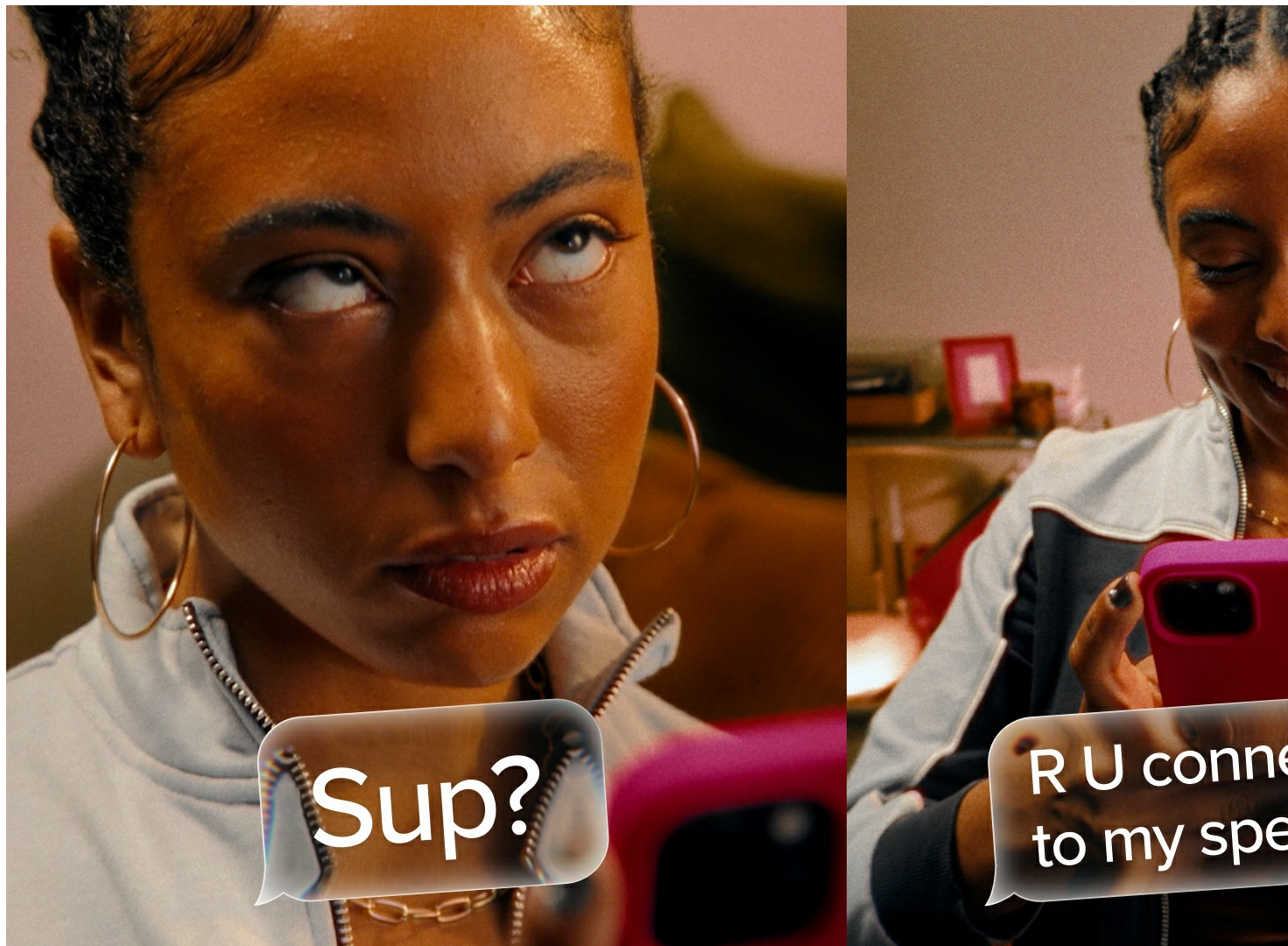


TINDER BREAKS UP WITH BORING OPENERS IN ITS NEW EMEA BRAND CAMPAIGN

Tinder unveils its new EMEA brand campaign "Say Goodbye to Hellos", created to accompany the launch of Astrology Mode and its redesigned Music Modes experience in Europe.



With this campaign, [Tinder](#) invites singles to move beyond the most generic ice-breakers - the "hey", the "how are you?", the "yo", the "hi there" - and start conversations differently: through a shared musical taste, astrological compatibility, or a genuine common ground. In a world where dating can quickly be reduced to an endless stream of profiles and copy-paste messages, [Tinder](#) wants to help put intention, discovery and personality back at the heart of the experience.

A campaign built for a generation that knows what it wants

"Say Goodbye to Hellos" tackles a moment every generation knows all too well: that blank-page feeling when it's time to send the very first message. Rather than letting a conversation start with a simple "hello", the campaign shows how [Music](#) and [Astrology](#) Modes can help create more natural, more personal, and more culturally grounded conversation starters.

Told through two films, the campaign explores two very Gen Z languages of connection: music, when someone vibes on the same sound - the same BPM - as you; and astrology, with a Gemini character looking for someone who can truly understand every nuance of their duality. The films play on the contrast between those forgettable opening messages that kill the vibe and the possibilities unlocked by [Tinder's](#) Modes.

With [Music Mode](#), singles can like other [Tinder](#) users based on musical taste, BPM, a favourite artist or a vibe. With [Astrology Mode](#), they can spark a conversation around star signs, compatibilities and cosmic energy. The campaign was produced by Spanish creative agency [The Human Cannonball](#) and production company [Tonko](#).

A full campaign, from digital to the street

The campaign will roll out in Europe from June 1st for four weeks, across an integrated paid, earned and owned media plan built around two films.

- **On the paid side**, the campaign takes a social-first approach built around the perspective of the person receiving the message, turning that deliberately minimal opening line into a genuine creative engine. It will run across [Prime Video](#), [Netflix](#), [YouTube](#), [Instagram](#), [TikTok](#), [Snapchat](#), [BeReal](#), [Pinterest](#), [Spotify](#) and [Deezer](#) (TF1+ and M6+ for France), with short video formats of 30, 15 and 6 seconds, adapted into social ads, OLV, audio and DOOH. The creative features everyday Gen Z moments, highly expressive reactions, close-ups on the [Tinder](#) interface and a colourful, warm and instantly recognisable visual world.
- **On the owned side**, content is designed with a social-first mindset and deeply rooted in platform culture: [TikTok](#) and [Instagram](#) reels formats, content around summer music trends, [June astrology](#) or [playlists](#), right through to cultural signals of the moment like [Mercury retrograde](#). Interactive stories formats drive engagement, while [Snapchat](#) Lenses extend the experience with filters inspired by astrology and music.
- **On the OOH side**, the campaign takes an immersive point of view: the phone screen. Visuals place the viewer at the heart of the connection moment, with bolder and more personal messages than the usual "hey". In DOOH, the [Tinder](#) interface comes to life with reactions, animated chat bubbles and product demonstrations centered on the Modes.

"With this campaign, we want to move beyond the reflex of a simple 'hey, how are you?' and open the door to more natural conversations. With the redesigned Music Mode and the new Astro Modes,

members now have new starting points, more personal, more cultural, to express something about themselves from the very first exchange and create a singular first interaction, rooted in their personal culture and shared affinities," says **Paolo Lorenzoni, VP Marketing EMEA, Tinder.**

"Today, creating effective global campaigns is not only about finding creative concepts capable of traveling across different regions, it's about adaptation," said **Pepe Alamar, co-Founder of The Human Cannonball.** "This Tinder campaign understands the cultural and creative codes that drive engagement in each market, while making sure every creative asset is adapted to the platform, and audience where it appears. That balance between global consistency and local relevance is what creates stronger connections with the audience."

<https://uk.tinderpressroom.com/news?item=122627>