

TINDER-DITCHES-AWKWARD-FIRST-DATES-WITH-NEW-DOUBLE-DATE-BRAND-CAMPAIGN



Tinder unveils "Dump Traditional Dating", a brand campaign celebrating its Double Date feature, a more social way to date.

LONDON, 27 July - Tinder is calling time on awkward silences, forced intimacy and overly formal first dates with "Dump Traditional Dating", a new campaign celebrating its Double Date feature and a more social, relaxed way to meet. Produced by Jellyfish, the campaign is based on a simple insight: dating hasn't evolved, but Gen Z has.

"Dump Traditional Dating" brings this idea to life by replacing the stiff etiquette, scripted romance and outdated rules of traditional courtship with a more modern, social and fun dating experience.

The campaign's hero film starts in a world inspired by period dramas, where young daters are stuck with awkward, old-fashioned dating rules. In an instant, they're transported to a modern Double Date, swapping a formal Victorian environment for an arcade, where they're playing games with their friends and simply having fun.

At the heart of the campaign is the idea that dating doesn't always need to be a solo activity. Tinder's Double Date feature lets users pair up with a friend to match and chat with another besties, helping bring the ease and energy of friendship into the modern dating experience.

Paolo Lorenzoni, VP Marketing EMEA, Tinder, says: This campaign is about challenging the idea that there's only one right way to date. For generations, first dates have followed the same script, but Gen Z is looking for something more social, relaxed and fun. Double Date reflects that change, giving people a lower-pressure way to connect by bringing friends into the experience."

Adrian Thomas and Andrew Stone, Creative Directors at Jellyfish, said: "We didn't just want to tell Gen Z there's a new way to date. We wanted to show just how outdated some of the old rules can feel when you put them next to the way young people actually socialise today."

The idea extends across VOD, radio and bespoke social content. Each execution takes a familiar dating pain point, from historically awkward silences to cringeworthy forced romance and uncomfortable first-date intimacy, and contrasts the old way of dating with the more relaxed, shared experience of a Double Date."

The campaign was created alongside Double Date Island, Tinder's dating series hosted this season on TikTok. While "Dump Traditional Dating" challenges old dating habits, Double Date Island shows how bringing friends along can make dating more social, relaxed and fun. Together, they show that dating doesn't have to be done the way it's always been.

About Tinder

Launched in 2012, Tinder® revolutionised how people meet, growing from 1 match to one billion matches in just two years. 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.

Notes to editors

AGENCY CREDITS - JELLYFISH (part of The Brandtech Group)

VOD

Creative Directors - Andrew Stone + Adrian Thomas

Junior Creatives - Jamie Woods + Luke Howard

Production Director - Paris Williams

Agency Producer - Eleri Evans

Post-Production Director - Jack Simpson

Account Director - John Sharp

Socials

Creative Director - Sophie Owers

Senior Social Producer - Emma Wellwood

Production Director - Paris Williams

Agency Producer - Eleri Evans

Post-Production Director - Jack Simpson

Account Director - John Sharp

Designer - Dafydd Jones

PRODUCTION CREDITS

VOD

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EP - Ben Parkin, Alex Bedford, David Wilson

Producer - Mackenzie Randall

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DOP - Radim Strelka

Art Director: ANTI

Costume Designer: Nil Tomaken

Socials

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