



Tinder

Welcome to class

GenZ is the first generation to be born in the post-Internet world. So they've almost always used the internet as their eyes and ears.

They do everything online—order clothes, food, phones, watch movies, start conversations and so on. The only thing they weren't—or rather couldn't—do online was to find like-minded people to date, laugh, interact with.

But now they can.

Why do we like them?

Gen Z lives in a global, multicultural world that is hyper-aware as well as hypersensitive. They believe in causes, a collective language. They collectively want to create a better society, a better future.

With the kind of social capital and wokeness they bring to the table, they are our next 'quality clout'. They're socially-clued enough to be the next culture innovators.

These uninitiated 18-year-olds might be new to the Tinder world but these are the people who will go on to form new opinions and a new culture around Tinder.

So they're our perfect opportunity to change people's perception about us. And conclude our transition from a hook-up app to an app full of people and possibilities.

Do they like us back?

On their part, they've already witnessed young people around them being socially raised by Tinder.

They know of the app and are aware of its possibilities.

And even if they have any preconceived notions about the app, they're young and experimental enough to evolve their opinion.

So they're excited about finally being an adult and using their right to swipe.

It makes for a rather perfect ~relationship~

How do we get their right swipe?

As people who've recently entered a life of real freedom, they're excited about finally being an adult. But they're also little kids who're figuring out how the world works.

They are well-informed about the world but still seeking answers about their own identity.

They want to form an inclusive, sensible future but are still figuring out their own personal responsibilities.

There's a dichotomy in their personality which is an ongoing theme of their young life.


1

ROUTE ONE

I hate growing up, it's awesome

Tinder U is a partner for these people who aren't kids anymore but also don't have many real responsibilities weighing them down.

So, while we told our slightly older audience that **adulthood can wait**, we tell these enthused-adult-cutlets that it's okay to **adult at their own pace**.

TINDER U
**ADULT
AS PER
YOU** 

Manifesto



Manifesto

Adult when they notice the length of my skirt on a summer day.

Kid as soon as I notice the first drops of rain.

I do pick up my mom from the airport

Though dad still pays for my petrol.

Adult when my friend needs my advice

Kid when she goes after my fries

I'm a candy-for-breakfast adult who believes in a healthy choice.

I'm all about my rights.

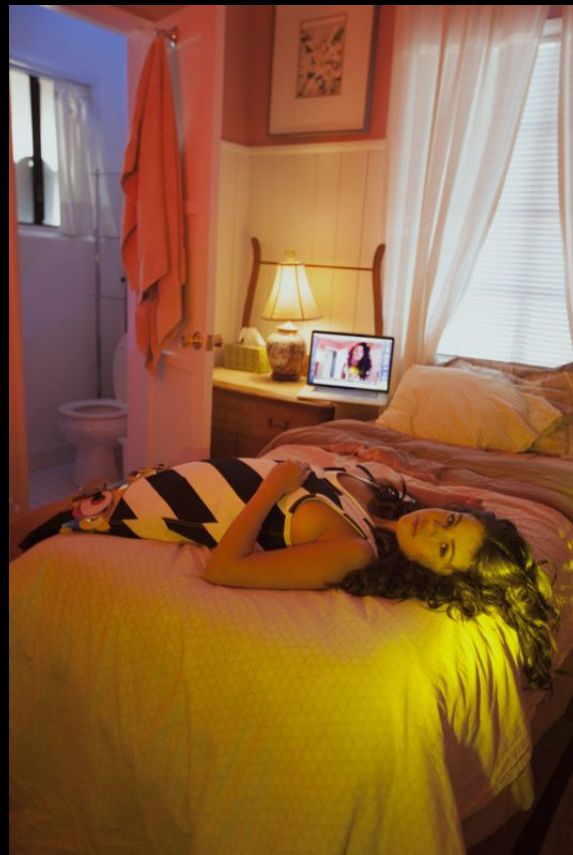
A woke voice.

I'm a kid who is an
Adult as needed
Adult as per requirement
Adult as per my taste
A kid who is adulting at my own pace

So go on, you, too, do you
Adult at the speed of you

Tinder U, adult as per you.





#TINDER



#ADULTASPERYOU

GROWING UP

IT'S

AWESOME

#ADULTASPERYOU

#ADULTASPERYOU

#TINDER

#TINDER

#ADULTASPERYOU

Wild
ONLY

#ADULTASPERYOU

#TINDER

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#ADULTASPERYOU

Wild
ONLY

#ADULTASPERYOU

#TINDER

#ADULTASPERYOU

#TINDER

**ALL
BODIES ARE
BEAUTIFUL.**

**EXCEPT
MY EX'S.**

#ADULTASPERYOU

#ADULTASPERYOU

#TINDER

**I HAVE
A CAR.**

#ADULTASPERYOU

#ADULTASPERYOU

#TINDER

#ADULTASPERYOU

**I DON'T
SUPPORT
CHEATING**

**UNLESS
'S WITH IT!
ZZA. P[**

#ADULTASPERYOU

#TINDER

#ADULTASPERYOU

//ANYTHING!!

**BUT I JUST
DON'T
WANT TO.**

#ADULTASPERYOU

**BORN
TO BE
WILD.**

**ONLY
AFTER
EXAMS.**

#ADULTASPERYOU

**DECIDED
WHO TO
VOTE FOR.**

**CAN'T
DECIDE
WHAT TO
WEAR.**

#ADULTASPERYOU



WHO
SLEEPS
WITH THE
LIGHTS ON.

**I'M A
FEARLESS
ADULT.**

#ADULTASPERYOU



**NO
MEANS
NO.**

**ESPECIALLY
WHEN IT COMES
TO MY FRIES.**

#ADULTASPERYOU



Poster Mockup



Billboard Mockup

#TINDER

#ADULTASPERYOU

**I LIKE TO
COMMIT.**

TO SATURDAY

NIGHTS.

#ADULTASPERYOU

#TINDER

#ADULTASPERYOU

CLEANING
UP THE
EARTH

**MY ROOM
IS EXTRA
TERRESTRIAL,
THOUGH.**

#ADULTASPERYOU

#TINDER

#ADULTASPERYOU

FIGHTING FOR

**WORLD
HUNGER.**

SURVIVING ON

INSTANT
NOODLES.

#ADULTASPERYOU

#TINDER

#ADULTASPERYOU

**I'M PRACTICING
THE ART OF
BEING PRESENT.**

**JUST NOT IN
CLASS.**

#ADULTASPERYOU

#TINDER

#ADULTASPERYOU

**I ENJOY MY
FREEDOM
OF SPEECH**

**ESPECIALLY
WHILE ARGUING WITH**

**AUTO-WALA
BHAIYA**

#ADULTASPERYOU

2

ROUTE TWO

Admissions now open

Speaking of dichotomies,

parents of the world tell their kids not to waste these college years and use them to figure things out—their masters, their career, their jobs.

These kids, too, want to figure things out, but also about the world outside class.

The stuff that is not found in textbooks.

The stuff that they learn from friends and new experiences as they exercise their new-found freedom.

And, Tinder U is with them on this 3-year (or more) journey where they learn things that are not on college curriculum, like:

Responsible dating

Finding your tribe

Finding your person

Finding yourself

Finding your interests and so on...

Tinder U is with them as they make sure they don't waste these years and take chances, fail, explore, learn things that are not on college syllabus. So,

TINDER U

 **OUT OF
SYLLABUS**

UT OF SYLLABUS

Manifesto

Session: 2020-23 • Class: Tinder U • Subject: Out of Syllabus

**YOU HAVE THREE YEARS
TO ANSWER THE FOLLOWING
QUESTIONS. YOUR TIME STARTS NOW.**

- 1) Are people who don't like desserts worth your time?
- 2) How many dog friends are too many dog friends?
- 3) When is the right time to:
 - (a) leave a party
 - (b) leave a class
 - (c) leave a date
 - (d) leave an all-you-can-eat buffet brunch
- 4) How to have healthy boundaries without building a brick wall?
- 5) How to pretend you enjoy hiking and other physical activities for the rest of your life?
- 6) How to ask for help without being a diva?
- 7) What to wear for:
 - (a) halloween party
 - (b) a date
 - (c) an interview
 - (d) to a concert. (Hint: Not a jumpsuit, never a jumpsuit)
- 8) How much perfume is too much perfume?
- 9) How to choose good people?

Where to hide the bodies of those who have wronged you?
- 10) How to 'live and learn'? And what does it even mean?

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**HOW TO ASK
FOR HELP
WITHOUT BEING
A DIVA?**

#OutOfSyllabus

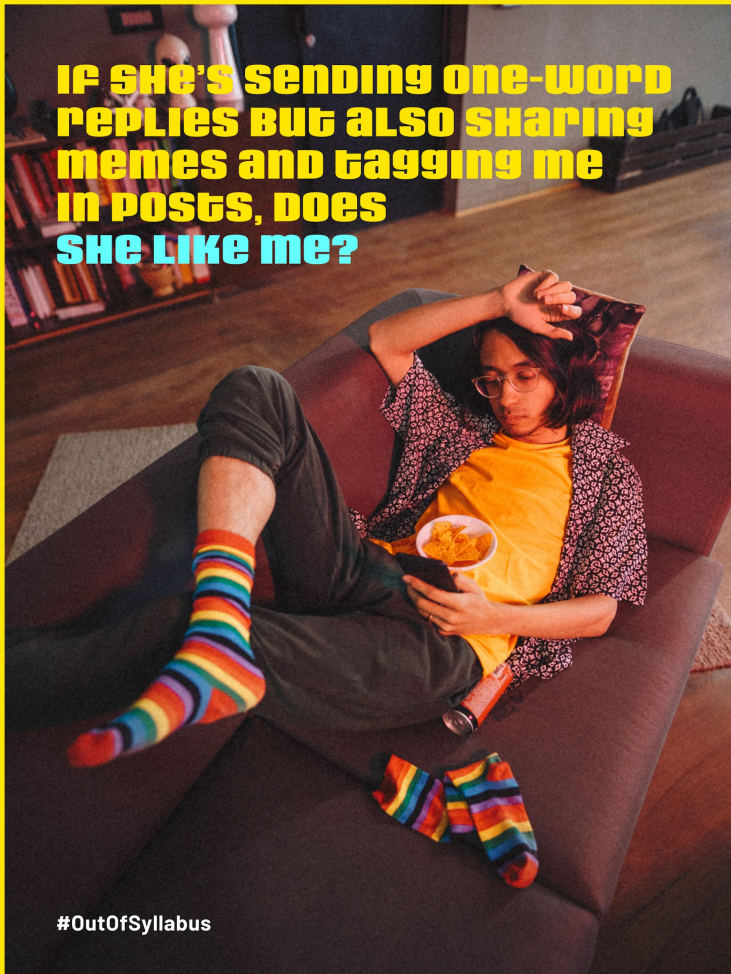
**HOW TO
'LIVE AND LEARN'?
AND WHAT DOES
IT EVEN MEAN?**

#OutOfSyllabus

**HOW MUCH
PERFUME
IS TOO MUCH
PERFUME?**

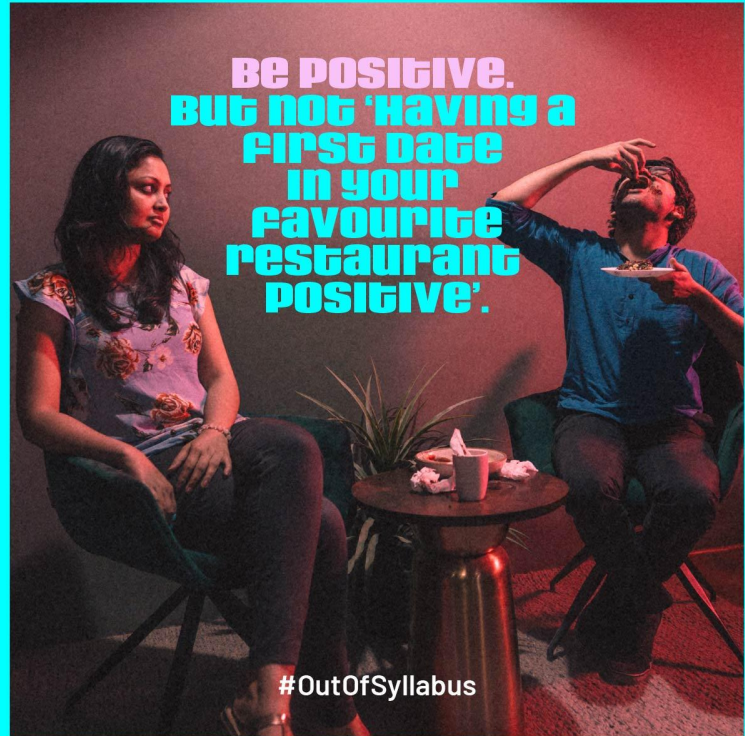
#OutOfSyllabus

**IF SHE'S SENDING ONE-WORD
REPLIES BUT ALSO SHARING
MEMES AND TAGGING ME
IN POSTS, DOES
SHE LIKE ME?**



#OutOfSyllabus

**BE POSITIVE.
BUT NOT 'HAVING A
FIRST DATE
IN YOUR
FAVOURITE
RESTAURANT
POSITIVE'.**



#OutOfSyllabus

**RELATIONSHIP GOALS:
FINALLY agreeing on
WHICH restaurant
to order from.**



#OutOfSyllabus

**IF I DON'T GET BANGS BUT
COLOUR MY HAIR SOFT PINK,
WILL PEOPLE BE ABLE TO TELL
THAT I'M GOING THROUGH
A BREAKUP?**



#OutOfSyllabus

Question no. 01:

IF SHE SAID 'yes'
THE LAST TIME
BUT THIS TIME
SHE'S SAYING 'no'.
DOES SHE MEAN:

- (a) NO
- (b) NOPE, YOU GOTTA GO
- (c) HELL NO, OPEN TINDER GO
- (d) ABBE NAHI BHAI

#OutOfSyllabus

TINDER U

IF SHE'S SENDING ONE-WORD
REPLIES BUT ALSO SHARING
MEMES AND TAGGING ME
IN POSTS, DOES
SHE LIKE ME?

#OutOfSyllabus

TINDER U

**IF I GO OUT
ON FRIDAY NIGHT,
SLEEP IN ON SATURDAY
AND THEN GO ON A
TINDER DATE
ON SUNDAY,
am I Living a
Balanced Life?**

#OutOfSyllabus

**IF I'VE MET HIM TWICE
AND HUNG OUT
WITH HIS DOG ONCE,
am I NOW FRIENDS
WITH HIS DOG?**

#OutOfSyllabus

POST COPY: You have three years to figure it out. Get crackin'

IF I HAVE 3 TICKETS
FOR A CONCERT
THAT'S 3 WEEKS AWAY,
HOW MANY SWIPES
DO I NEED TO FIND
THE PERFECT
MUSIC PARTNER?

#OutOfSyllabus

I HAVE 30 MATCHES
AND 17 CHATS. ;)
WHAT IS THE TOTAL
NUMBER OF
FRIENDS I HAVE ???!

#OutOfSyllabus

IF I WEIGH 60 KGS
AND HAVE TO FIT
IN A DRESS THAT'S
SIZE 2,
HOW MANY CHOLA
BHATURAS CAN I BUY
BY SELLING THE
DRESS ON EBAY?

#OutOfSyllabus

POST COPY: You have three years to figure it out. Get crackin'. #OutOfSyllabus

**IF SHE SAID 'YES' THE
LAST TIME BUT THIS TIME
SHE'S SAYING 'NO'.**

DOES SHE MEAN:

- NO
- Nope, you gotta go
- Hell no, open tinder yo 😊
- Abbe nahi bhai

#OutOfSyllabus



**WHEN I SAY NO.
TAKE NOTES!**

#OutOfSyllabus



**WHEN HE ASKS IF
THERE'S A CONNECTION
BUT YOU HAVE NO WIFI.**

#OutOfSyllabus



**NO. POST-ITS ARE
NOT ROOM DECOR.**

#OutOfSyllabus

ACTIVATIONS

FOR FRESHERS

TINDER TAKE-OFF



Boys and girls, welcome on-board Flight Tinder 2019 with service from your current location to literally anywhere else in the world.

We are currently first in line for Tinder take-off and are expected to be flying high as soon as you log in. Our flight time will be as sweet and long as you want. We will be cruising at an attitude of 'single life' at the speed of your Wi-Fi connection. Please turn on your personal electronic devices, that is your cellphones, and fire up your app.

Boy and girls, the app has turned your discovery sign on. If you haven't already done so, please stow your emotional or mental baggage underneath the seat in front of you or in an overhead bin. Please take your seat and fasten your waist belts. And also make sure your fingers and heart are in the right place and position to swipe left and right.

Once we've taken off, the app will come around to offer you a menu of different experiences as per your own choice. We request you to specify your age range, sexual orientation and customise your profile for the best time. The inflight fun and entertainment will begin shortly.

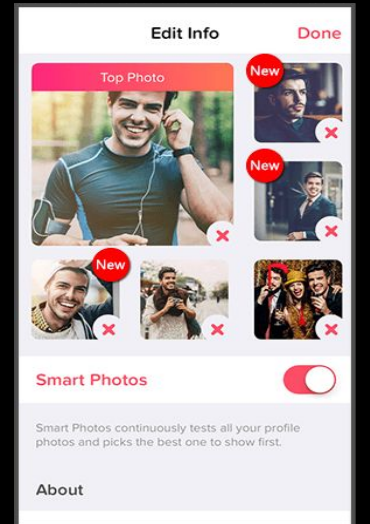
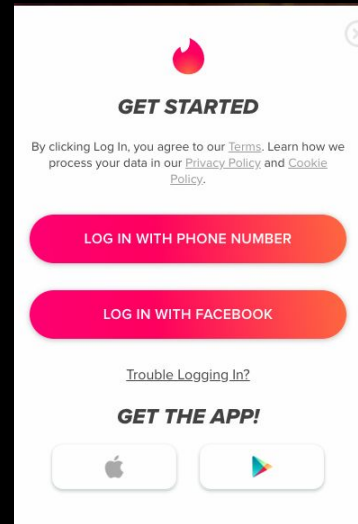
Now we request your full attention as we demonstrate the features of this app.

When the notification sign illuminates, it could be a new match or a message from an existing one. Insert your funny one-liners in the chat window and hit send. We suggest that you keep your wit sharp throughout the flight, as otherwise you may experience turbulence. Or worse, loss of match.

There are several safety exits on this app, like left swipe, unmatched, report, disable discovery, logout. Please take a few moments to understand all these exits. Use them in case of emergency, like during exams.

Constant peer and study pressure could lead to serious repercussions like acne. To decompress, restart the flow of fun by using Tinder regularly. Place your phone firmly in your hand, start the app, swipe and breathe normally.

Smoking is not strictly prohibited for the duration of the flight but we do strongly discourage it. Thank you for choosing Tinder (and healthy lungs). Enjoy your flight.



FOUND ON TINDER

To introduce Tinder to its first-time users in an interesting manner, we plan a hunt. At the Freshers Party, we hold a competition where participants are supposed to hunt for the most clichéd things that are found on Tinder.

How does this work?

- We ask 5 -10 people (at a time) to fire up the Tinder app in their phone.
- They are given 5 clichés that they have to hunt for by swiping on the profiles.
For example: the bio that says 'dog lover' or 'sapiosexual'. Or the guy/girl with a picture of them in Leh, etc.
- The person who finds all 5 clichés in the shortest time wins themselves a Tinder Plus membership.

How does this help?

While searching for the clichés, they will stumble upon profiles that might spark their interest also. Leading to a right swipe and a match? Maybe.

COLLEGE FESTS

LET'S GET THAT (SPONSORED) BREAD

TINDER U

presents

SPECTRUM

One of the things that Indian college students really struggle with during fests is getting sponsorships. Every college wants to throw the best fests but only a few get the sponsorship to make it happen. How about we give these students a chance to win a Tinder sponsorship? After all, who wouldn't love Tinder to sponsor their event!

We start a contest for colleges all across India where the winning college gets a sponsorship.
All they have to do is:

Swipe and start matching! We'll create a live tracking system for all participating colleges and display the graphs on a microsite.

The college with the most matches wins and gets a Tinder sponsorship.

Needless to say, we get the downloads with simple word-of-mouth marketing while they get the matches *and* the sponsorship.



SRCC



NIFT



MIT



DTU



SRM



LSR

AD FEST

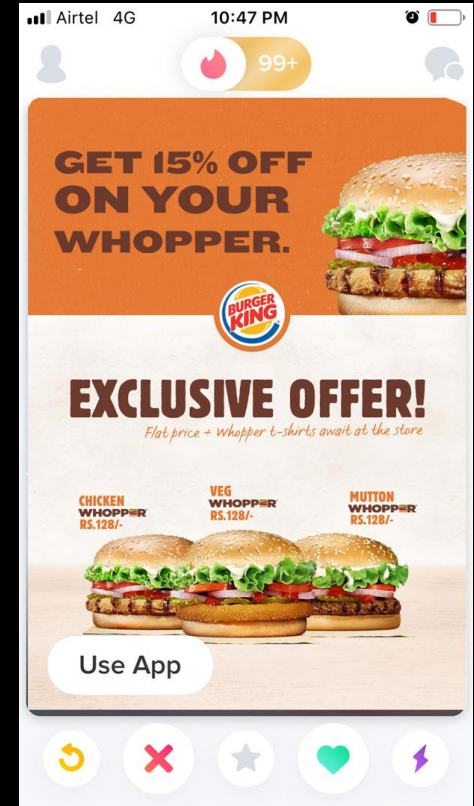
All cool people are on Tinder, including your favourite brands.

With this message in mind, during popular college fests, we give these college students what they want the most—discounts and/or free stuff.

The mechanics are simple: The brands that set up shop in popular college Fests will have a short and sweet message, for example, “Find Burger King on Tinder to get 15% off on your Whopper”

All that these students have to do is swipe until they come across the ad. Once they do, they can show it at the respective counters and get discounts.

How do we do that? Get in touch with a few handpicked college fest committees (eg. Mood Indigo by IIT Bombay) and ask them about the major brands (Dominos, KFC, Chumbak etc etc) that will be featured at the event. Then, we partner with these brands to launch location-specific ads on Tinder for publicity, right swipes and sweet matches. Win-Win.



EXAM-TIME

PAUSE AND REVISE

When exams are near, distractions are plenty. And just like we want students to do well at Tinder U, we want them to do their best at University as well. Right before exams, we put up posters all over their college campus, asking them to 1) Disable their discovery mode on Tinder and 2) Revise with their older matches. The advantage? Exams are the only time when Tinder can get ignored but with these posters we're owning that zone.

The lines can be like:

YOU'VE ALREADY ACED THIS CHEMISTRY EXAM
SO #PAUSE&REVISE

DISCOVERY MODE OFF. STUDY MODE ON.
#PAUSE&REVISE

EXAMS ARE TEMPORARY.
MATCHES ARE FOREVER.
#PAUSE&REVISE

#TINDER_U

TINDER U

**YOU'VE
ALREADY
ACED THIS
CHEMISTRY
EXAM SO**
#PAUSE&REVISE

PAUSE&REVISE

#TINDER_U

TINDER U

**EXAMS
ARE
TEMPORARY.
MATCHES
ARE
FOREVER**
#PAUSE&REVISE

PAUSE&REVISE

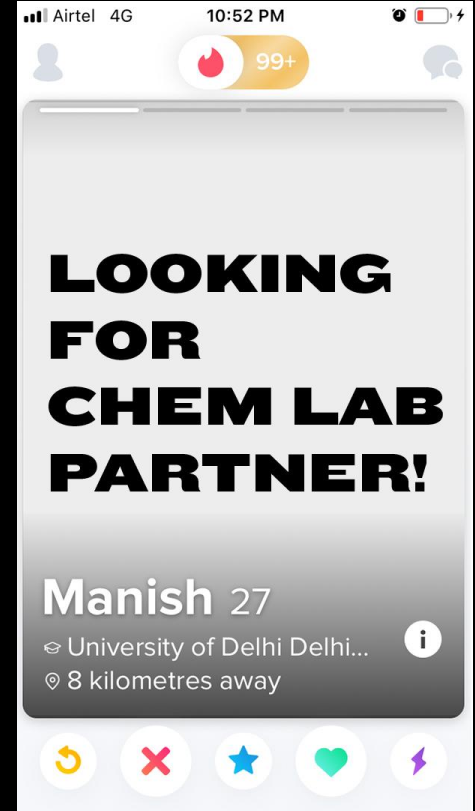
STUDY MATCH

When it comes to exams, everyone studies at their own pace. From those who have finished the course twice to those who have just begun, there always remains one nightmarish subject or topic that you keep avoiding. **Not anymore.** Because with Tinder, you can find someone like you and study with them.

The mechanics are simple:

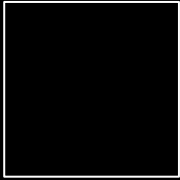
- You upload a text image with your problem subject/topic as the primary Tinder profile image.
- Start swiping, until you find someone with the same problem subject/topic.
- Congratulations! You've found a Study Match.
- Chat with them, exchange notes, meet IRL, join forces to prepare for the oncoming battle.

To give this further momentum, we can put out posts that can help students find their **Study Matches** faster. Like, reducing their radius so that the search remains in and around campus. Or changing their settings to include everyone.

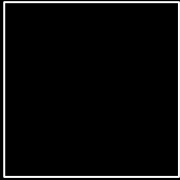


REST OF THE YEAR

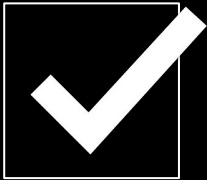
BROKE BUT BALLIN'



SINGLE



TAKEN



TOO BROKE TO DATE

College could be a lot more fun if we were flushed with money. But the reality is hard: pending canteen bills, shared smokes, Friday nights with Maggi, and assignments that cost more than just tears. When you have a shoestring budget, going on dates seems like a luxury, and ballin' seems like a far-fetched dream.

The 'Out of Syllabus' adulting lesson that all of us learn in college is *the art of ballin' when you're broke*. To celebrate this, we start the #BrokebutBallin challenge. The rules are simple:

Share your ballin' story — crazy dates, night outs, travel stories — where you spent the least amount of money. It could be a picnic date under the stars, hitchhiking in Himachal Pradesh or gate-crashing a wedding for dinner — anything and everything that's fun for the broke & woke.

We start this challenge by sharing some ways that we think would be perfect for #BrokebutBallin.

Next step: wait for people to share their baller broke stories.

The person with the craziest date story gets to go on an actual *baller* date, sponsored by Tinder.

DAYS FOR YOU

College days are all about erratic moods, situations and events and the spirit of Tinder U is about highlighting and celebrating just that.

Now, there are so many days dedicated to weird stuff of the world, but nothing that specifically celebrates the highs and lows of college life. Not anymore.

Introducing **#DAYSFORYOU by Tinder U** — a collection of hilarious, relatable and wacky 'Out of Syllabus' days dedicated *specifically* to the helluva' ride that college is.

We'll pick existing days and add a 'college vibe' to them. For example:

September 30th - International Translation Day (Original Day)

Decode-that-Text-Message Day (Tinder U Day)

March 27th - Word theatre Day (Original Day)

Drama Queen Appreciation Day (Tinder U Day)

April 16th - World PJ Day (Original Day)

Wear PJs to class day (Tinder U Day)

April 24th - National Panchayati Day

Appreciate your gossip squad day (Tinder U Day)

VACATIONS

THE TINDER SCHOLARSHIP

At Tinder U, you either have to be there or be square. There are no excuses for low attendance and dedicated students are always rewarded.

We ask our students to log onto their Tinder accounts during summer vacations (for a month) take a screenshot of swiping or engaging in a conversation with a match every day and share the picture with the hashtag #TinderScholarship.

The students with 100% attendance for a month on Tinder stand a chance to win a free Tinder Plus subscription.

Every dedicated student must be rewarded, right? Right.

Caution: No proxies allowed!

TINDER TURF

PUN BATTLE

Puns might be the lowest form of wit and easiest type of humor but they are sure to get you crackin' or cringin'. Whatever your reaction, everyone loves a good pun.

We've all seen college rivalries (ref: Jo Jeeta Wahi Sikander) or even been a part of one. We take these age-old rivalries a step further... with puns.

College fest is the time when these rivals have a face off but this time they'll battle with puns.

Conducted by the Tinder Rep, he/she fires up the Tinder App and start swiping. They will pick up a word from the bio, which will act as the first cue. The cue words will keep changing, to keep the battle going. Everything from dogs to food to love to travel can be picked up.

TINDER REPS

DATING 101

If there's one thing we like more than dating, it's talking about dating. Kids come to college with vague ideas and opinions on dating, thanks to their limited experience. Through this activity, we open up the pool of experiences by having students share their ideas and stories. Thus, facilitating the out of syllabus, adulting knowledge to flow.

How do we do that? *An Open House*

Our Tinder Reps take charge and introduce the topic. They facilitate and moderate the discussion, while all of this is filmed for our social media channels.

Possible Topics:

How to talk without subtext. For example: *"You are so pretty. How are you still single?" / "You have such a pretty face. If you lose weight, you'll be perfect."*

Understanding consent

Why people ghost conversations.



Cost Estimate, Timelines & team structure

Route Creative Content (either 1 or 2)	Costing (INR)	Proposed Team Structure	Timelines
Up to 15 creatives (digital posts, posters, print Ad, hoarding, GIF)	22 lac + taxes (any third party involvement with respect to film production, activation execution, music production, photoshoot, installation, etc.) will be charged as per 15% of the total production budget	Creative Director- 1 Account Director- 1 Account Manager- 1 Art Director- 1 Copywriters- 2 Studio- 1 Animation- 1	15 days
1 Activation idea			3 days
Campaign rollout plan			2 days

