



AWARD: BREAKING BARRIERS

WINNER: TINDER: ONCE UPON A BI

BACKGROUND AND CONTEXT

As a brand that has always confronted geographic, historic and cultural barriers that limit how we meet new people, Tinder sought to combat Bi+ erasure and underrepresentation common in media. Tinder knew that addressing this would not be a simple fix, but wanted to show solidarity with its large Bi+ community of members.

The brand recognized that it could give this community a voice and looked to them to deliver a narrative uniquely focused on them. This meant messaging that was authentic and backed Tinder's credibility.



CAMPAIGN OBJECTIVES

The business goal was to spark conversation about the Bi+ community, especially among Gen Z 18-24 year olds.

The specific campaign objectives were to:

- Bring visibility to the Bi+ community, while driving brand awareness
- Additionally position Tinder as an inclusive platform and a catalyst for making connections

CREATIVE STRATEGY

Aware that the heteronormativity of childhood fairy tales has defined what love should be, Tinder wanted to challenge these well known fairy tales and incorporate the Bi+ perspective.

Thus, "Once Upon a Bi" was created – content that reimaged classic romantic stories with a Bi+ perspective, a new interpretation for an audience that often felt alienated. Additionally, the Tinder app features were subtly integrated into the storyline as a catalyst for each narrative.

To ensure authenticity in execution, Tinder teamed up with Bi+ creators, who are powerful voices in the LGBTQ+ community. These creators shared personal dating experiences to kickstart a positive, uplifting conversation within the community.



"Fantastic creators, good encapsulating message, and felt very native to YouTube."

– John Deschner, Maximum Effort

WHAT ROLE DID YOUTUBE PLAY?

By partnering with Bi+ YouTube creators Anna Akana and Miles McKenna, Tinder was able to reframe the conversation about bisexuality with its core audience, strategically using TrueView In-Stream and leveraging Content Creator YouTube Channels.

TrueView enabled these videos to be shared with targeted audience segments. To find high resonance audiences that expanded reach beyond the creators' followers, Tinder used affinity interest categories that overlapped with content produced by creators.

The dedicated videos were further bolstered with paid media to reach larger audiences – with a targeted YouTube paid campaign to drive views and awareness.

"Great use of YouTube – affinity groups for targeting and creators to tell story."

– Sheryl Goldstein, EVP, Chief Industry Growth Officer, IAB



OVERALL EFFECTIVENESS

Refined audience targeting was impactful to Tinder's strategy, as it allowed Tinder to tap into its most relevant user base. As a result, the brand saw substantial lifts:

- 55% video view rate
- 2M video views

Furthermore, the exceedingly positive comments on the videos demonstrated that the Bi+ community felt heard and seen, which was also carried over to the brand image as well.

WHY DID THIS CAMPAIGN WIN?

Once Upon a Bi is a great example of an inclusive campaign that leveraged rewarding partnerships to tell compelling stories.

From collaborating with YouTube creators to targeting affinity audiences, the brand brought awareness to a once sensitive subject utilizing humor.

This particular use of YouTube was the glue that connected Tinder to its audience in a meaningful way through conversation that many in the Bi+ community could relate to.



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