

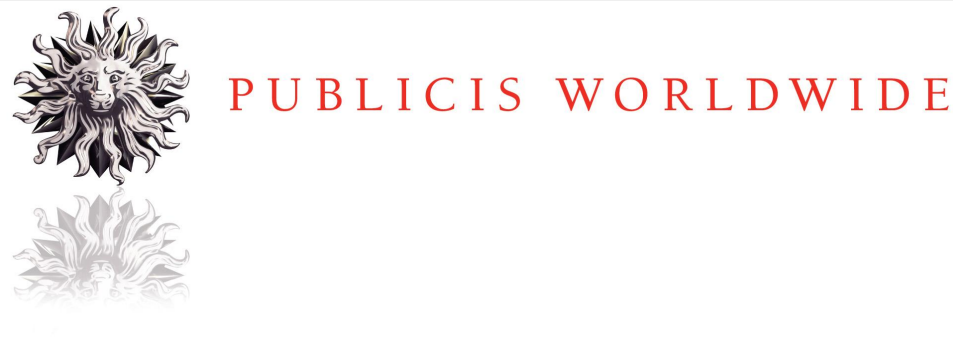
Publicis: Tinder



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Who We Are & Our Mission

- ❑ Our Mission: to be our clients indispensable creative partner in their own marketing transformation
- ❑ Our company believes this era demands a combination of strategic, creative, and digital ideas that help clients with their own marketing transformation.
- ❑ We opened our doors in the US in 1993
- ❑ We are a worldwide company with more than 330 offices in over 110 countries employing nearly 75,000 professionals
- ❑ Our main offices are in New York, Seattle, Dallas, San Francisco, Toronto, and Montreal



Methodology



- ❑ Our Motto: Make it Right, Make it Magic, Make it Work
 - ❑ Make it Right: develop the right strategies to unlock growth
 - ❑ Make it Magic: create experiences loved by consumers that make brands and businesses more vital
 - ❑ Make it Work: build frictionless systems on the right platforms
- ❑ We aim to better support clients by placing them at the core of everything they do
- ❑ Power of One: model we use by tapping into complementary capabilities across the Publicis Groupe network
- ❑ We thrive on making solutions to propel brands, businesses and categories forward

Clients

- ❑ Our Major clients include Tinder, Diesel, Cadillac, CITI, Walmart, Red Lobster, Doctors of the World, Arc International, Bombardier Transports, Bridgestone Corporation, British Airways, Carrefour, Chello Broadband, Coca-Cola, Daniel Swarovski, Ericsson, European Central Bank, L'Oreal, Nestle, Norwegian Salmon Commission, Thomson, UBS, among many others
- ❑ Our clients feel like they can trust us



Strengths

- ❑ 2018 Takeaways:
 - ❑ We were ranked No. 1 in new business league tables
 - ❑ We confirm our 2020 objective of +4% organic growth
 - ❑ Operating margin up 60 basis points
 - ❑ Four key highlights of 2018: new business, financial performance, organic growth and transformation
 - ❑ We are ahead on all the strategic and operational KPI of our transformation to become the market leader in marketing and business transformation
- ❑ 2017 Takeaways:
 - ❑ Our group was in the midst of a transformation
 - ❑ The quality of our work during this transformation shows our company's strength and ability to adapt to deep changes affecting our industry, proving we are stronger than we were in 2016
 - ❑ We performed very well in the US
 - ❑ We generate over 50% of our revenue
 - ❑ Our free cash flow performance rose to nearly 1.3 billion euro leading to a substantial reduction in our net debt to 727 million euro



Strengths & Awards

Recent Awards:

- ❑ Network of the Year at Eurobest 2018
- ❑ The Publicis Singapore and Vicks India new campaign #TouchOfCare, One in a Million, has reached the Top 5 most creative brand ideas for Ad Age
- ❑ Worldwide we have won a total of 24 at The Clio awards 2018: 6 Golds, 6 Silvers and 12 Bronzes
- ❑ Swarovski has chosen Publicis 133 as its lead global creative agency
- ❑ Publicis Worldwide Australia & New Zealand CEO, Andrew Baxter Wins Top Marketing Institute Award
- ❑ Publicis Venezuela was once again awarded the first place in the 2017 Agency Rankings



Our Client:



- ❑ Tinder was launched in 2012 as the first dating app that involved “swiping” left or right to find potential matches among users
- ❑ The app became the dominant “dating” app for younger generation, and invented the norms behind “swiping” left and right
- ❑ By 2014, the app was experiencing over “a billion swipes per day”
- ❑ The app was tested on college campuses and was widely accepted as a way of meeting new people

Key Facts & Problem

- ❑ Although the app was created with the wholesome intention of playing matchmaker, the reputation of the app now is deemed as a place for finding a late-night hookup instead of a happily ever after.
- ❑ Millennials and Gen Z are turning their attention elsewhere when looking for an online dating app, as they do not want to be associated with the reputation and associated behavior that comes along with being a stereotypical Tinder user.
- ❑ The company's original intention of creating connections in a playful manner has been lost, despite the target market's desire for finding a dating connection through the convenience of an app



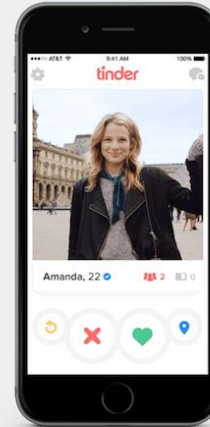
Target Market

- ❑ College spring breakers ages 18-25
 - ❑ Gen Z
- ❑ By incorporating a collaboration between Tinder and Barstool Sports, more males will be more inclined to attend the event



Communications Objectives

- ❑ To effectively communicate the idea that “Consent is Sexy” in a relevant and playful manner that still gets the message across
- ❑ By re-aligning the idea that it’s a “sure thing”, Gen Z and millennials will be more inclined to partake in creating a Tinder profile and communicating on the app, because the brand is aligned with promoting the idea of consent and safe dating
- ❑ Creating brand awareness through hashtags such as
 - ❑ #DateResponsibly
 - ❑ #DontLetConsentBeLEFTBehind
 - ❑ #knowyourRIGHTs #Surething



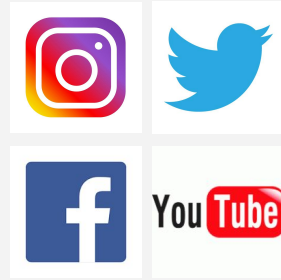
The Campaign

- ❑ A huge beach blowout promoting the idea of “The SURE thing” located in the major shores that bring in the college spring breakers
- ❑ Gulf Shores
- ❑ Miami Shores
- ❑ Jersey Shore

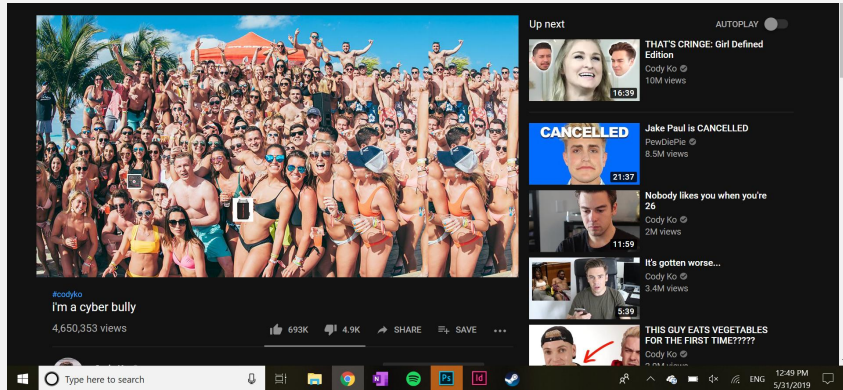
- ❑ CONSISTING OF:
- ❑ Interactive games
- ❑ Special Guests- Ellie Schnitt, John Mulaney, Terry Crews, Amber Rose
- ❑ \$wag, \$wag, \$WAG!!!!
 - ❑ All promoting the idea that “It’s a Sure thing” and “Don’t let consent be LEFT behind, know your RIGHTS”
 - ❑ Koozies, Condoms, Fanny Packs, shot glasses, sunglasses, tattoos, t-shirts



How we would hype it up...



- ❑ Creating buzz and traffic by:
 - ❑ Influencers on Instagram, Twitter, and Facebook
 - ❑ Youtube Hype video
 - ❑ By partnering with Barstool, we would have access to their social media platforms as well as podcasts (Youtube, Instagram & IGTV, Twitter, FB)
 - ❑ Ex: David Portnoy (founder of Barstool and creator of the “One Bite” pizza review) would do a “pizza review” at The Sure Thing locations



The Swag

What do college students like more than hookups? Free stuff!



RESPONSIBLY

