

National Student Advertising Competition

presented by 2020-2021 competition partner



team 756



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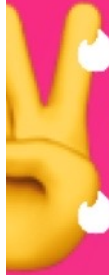
the team

Amy
Brandy
Brendon
Cait
Erin
Jake
Kendall
Patty
Sammy

MILLENNIALS



- 🔥 Raised by Boomers
- 🔥 Grew up during booming economy
- 🔥 Care about experiences they can participate in
- 🔥 Focused on shared values
- 🔥 Grew up in the age of technological innovation
- 🔥 Focused on perfection and idealism
- 🔥 Prefer Facebook and Instagram



GENERATION Z



- 🔥 Raised by generation X
- 🔥 Grew up during an economic decline
- 🔥 Drawn towards authenticity and personalization
- 🔥 Morally practical and realistic
- 🔥 Born and raised in a new technological world
- 🔥 Focused on saving money
- 🔥 Prefer Snapchat and Instagram



who is gen z

tinder's market potential: anyone turning 18 and everyone over 18



Target insights: gen z...


likes to see growing racial and ethnic diversity

Is on track to be the best-educated generation

- in 2018, 57% of 18-21 year olds out of high school were enrolled in a higher education program.

- gen z is also more likely to have college-educated parents

Is more open-minded to societal changes (same-sex marriage, interracial relationships, pronouns, etc)

- 85% of teens say they use YouTube, 72% use Instagram, and 69%  use Snapchat. 45% of teens say they're online several times a day.

The impact of gen z

15-24 year olds make up 15.42% of the world population aka almost **1.2 billion people**

15-19 year olds make up about 7.2 percent of the total U.S. population

From April to July 2020, the number of employed youths from ages 16-24 increased from 4.4 million to **17.5 million**, according to the U.S. Bureau of Labor Statistics





marketing to gen Z

From swiping right to getting engaged generation Z is drawn to simple yet personal content that they can feel a connection with. Tinder is an interactive platform where you get to choose your adventure, this allows gen z consumers to do what they want whenever they want. Our campaign includes advertisements that relate to Genzie ranging from partnering up with Netflix originals to Podcasts to awareness on current issues. Our campaign allows room for the relationships between tinder and its consumers to blossom



An experience generation Z cares more about the meaning behind an event or action than most generations before hand. Certain media strikes a generation when they cannot only be sold to but can be entertained by the authenticity of the company. "be part of the game" encourages the use of the day to be part of the reason behind an action.

Keepin' it real and relatable our campaign utilizes several different strategies that "tug" at the emotions that generation Z wears so proudly on their sleeves. Each ad focuses on a specific aspect of our target market. For example, our #SparkTheFireToStopTheFire campaign addresses the current climate change problems that is impacting gen z's world. Our TinderTalk podcast series shares real and relatable stories from big name stars to micro-influencers to everyday people.

target audience profiles

Faith is an 18-year-old who is currently taking a gap year after she graduates from high school to travel the world. She wants freedom and the ability to pursue her interests. She is an independent soul who yearns to gain euphoria throughout the small joys in life. She knows she wants to continue her education in the future but she wanted to explore everything in the world has to offer her first.

Jackson is a high school senior football player hoping to get recruited by a college team in the Southeastern conference. While most of his time outside of school is dedicated to football, he does find time in his day to relax. He enjoys hopping on Instagram and Twitter to keep up-to-date on current news and events, he is especially passionate about the #BLM movement, climate change and other social justice & political movements. He hopes that one day he can make it big in the NFL so he can have a platform he can use to raise awareness about the issues he cares about while also doing what he loves.

Brooke is a sophomore who has recently switched her major from communication studies to psychology. She recently gained interest in helping others through mental health awareness and coping methods. In her free time she enjoys hanging out with others and meeting new people so she can ask them what their astrological signs are in order to learn more about them.

Kate is a 19 year old who recently moved to the city. She is optimistic about the future. She is unsure about what she wants to pursue but she is ready to start school at her local community college. She currently has a full-time job and pet cat. She loves hanging out with friends and going on social media apps to “de-stress” and escape from the world. Kate’s guilty pleasures include bingeing on Netflix originals and dating shows.

Jacob is a first-year undergrad student at an out-of-state university as a business major. He wants to join some student organizations to make some new friends since he is far from home. He mainly uses Snapchat to stay in touch with his old high school buddies. He enjoys sports outdoors and loves to meet new people. In his free time he loves to watch shows on his favorite streaming services on his laptop since he doesn’t have a TV in his dorm room and he also loves to explore his new campus.



GENERATION Z

For a generation that cares, yet is carefree. Generation Z is concerned about privacy, the planet, social justice, and so much more. Yet, they desire simplicity, fun, and the ability to **choose** to stand out or to sit back. Tinder's playful approach to dating is exactly what a generation of go-getters need. From friends to relationships to everything in between, by being part of the game, users can explore what the world of tinder has to offer. Generation z has always had the world at its fingertips. With just one swipe away from an adventure of a lifetime- tinder can offer users everything they desire as they fully emerge themselves in the simple wonders of tinder to find their next adventure. Don't miss out. Jump in and join the fun.

DON'T EXTINGUISH THE FLAME
BE PART OF THE GAME



branded content .

Why does branded content appeal so naturally to generation Z? Tinder can truly capitalize on the target market by creating consumable and engaging media that double as advertisements. For a generation who is hungry to stay connected and find something relatable to make into the next big trend or viral topic, branded media is an obvious choice to the day the values they represent.



Branded content refers to content that is directly connected to a brand that is targeted at building brand awareness while associating the content with its audience's values in order for brands to create genuine connections with its consumers. Through the use of storytelling, emotional appeal, co-creation, and added value; this is the ideal marketing technique that may be presented through multiple formats and channels to quickly engage gen z while appealing to the groups short attention span and an interest in the in the unfamiliar



Marketers can no longer afford to ignore this concept. How the audience experiences the advertisement is a crucial focal point for an audience with a lack of focus. As a great alternative to traditional ads, branded media is just what tinder needs to quickly and effectively capture gen z while sparking conversation and the flame

micro INFLUENCERS

What they can do for us: social media posts, podcast appearances, Instagram reels, etc

The influence micro influencers have on gen z

gen z requires more **connection** and **interaction** so they prefer influencers that are not as big/famous

gen z is also focused much more on having a **digital presence** than being in the physical world so apps like Snapchat and Instagram are very popular for human interaction

gen z **shops** a lot more on social media and uses apps like Snapchat and Instagram to do so. Micro influencers promote and advertise on these apps so this generation is more likely to buy things from them because they see themselves in these micro influencers' personalities

gen z is very technology focused, so things that are on social media will **attract** them more than something they see in real life

gen z **hates** to be advertised to, they prefer an influencer reviewing a product, watching a how-to demonstration, and then forming their own opinion about products, brands, etc

micro influencer: someone who has between 1000 and 100,000 followers on a social media platform. They focus on a specific niche and are usually an expert in the industry or topic (called content creators).



Micro influencers have way less followers than someone like Kylie Jenner, so gen z gravitates towards them because they know that the smaller names will more likely interact with them

MULTIFACETED MARKETING

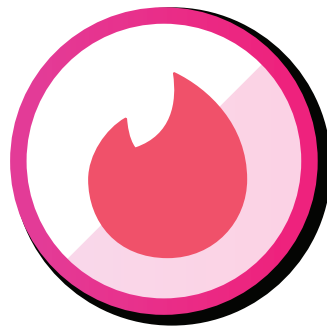
A multifaceted marketing approach to connect with our gen z audience is an effective approach because by using different content marketing strategies our gen z audience can connect with the tinder brand and platform the way that is most intriguing to them. The gen z audience are major content consumers due to social media platforms like Instagram, Tik Tok, and Twitter, as well as media consumption on platforms like Netflix and YouTube. This mass consumption of content that is created is designed to pull audiences in within seconds. This approach has led to gen z media consumers to have short attention spans when it comes to content absorption and has led to challenges faced by brands to create advertising and marketing strategies that connect with the need for quick content. By implementing a strategy where the advertising and marketing is crafted towards the considerations and needs of gen z, the content that is implemented in this strategy is directly targeting different types of gen z consumers in this campaign.

Campaign Objectives

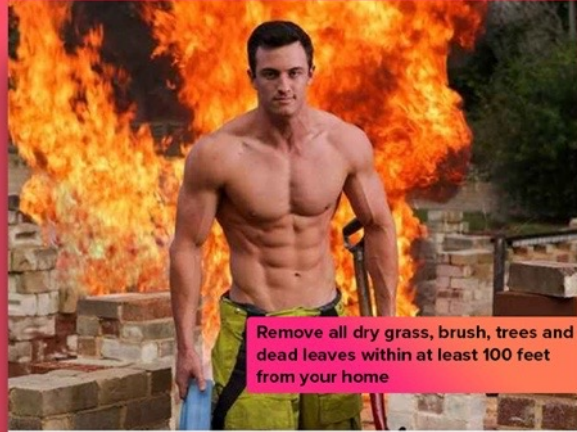
To increase brand love among gen Z, 18 and 19 year olds by communicating possibilities from jumping into the world of tinder

To grow the following of new tinder participants through new registrations and reactivations

We will reach the audience on platforms they are most accustomed with and create a fear of missing out on all tinder has to offer we will also show that our company genuinely cares about improving society



Spark the Fire to Stop the Fire



Liked by **itsstefan** and **thousands of others**

tinder Wildfire szn is upon us. We'd like to help spread awareness and give some tips each month with some help from some flamin' hot firemen on our new virtual calendar! 🙋🏽🔥 And hey your own sexy fireman could be a swipe away! 🔥🤙
#SparkTheFireToStopTheFire

The #SparkTheFireToStopTheFire campaign has a unique, eye catching, and playful tone. We wanted to incorporate tinder's fire theme while also using tinder's platform to raise awareness. This ad targets gen z by utilizing digital downloads of the calendar versus physical copies. Proceeds from calendar sales go towards those effected by wildfires and proceeds will be matched by tinder. This campaign shows that tinder cares about more important things than just getting more people to swipe. This campaign shows that tinder cares about the environment and its consumers. The campaign takes a playful approach and it makes sense that tinder would utilize this position considering their symbols and trademarks. Gen z actively seeks to consume things that have meaning and purpose. This campaign grabs the attention of this generation by focusing in on a recent real world problem, the wildfires. Tying in key aspects of the mindset that makes up members of gen z while also keeping in mind their carefree and playful approach to life.

Spark the Fire to Stop the Fire

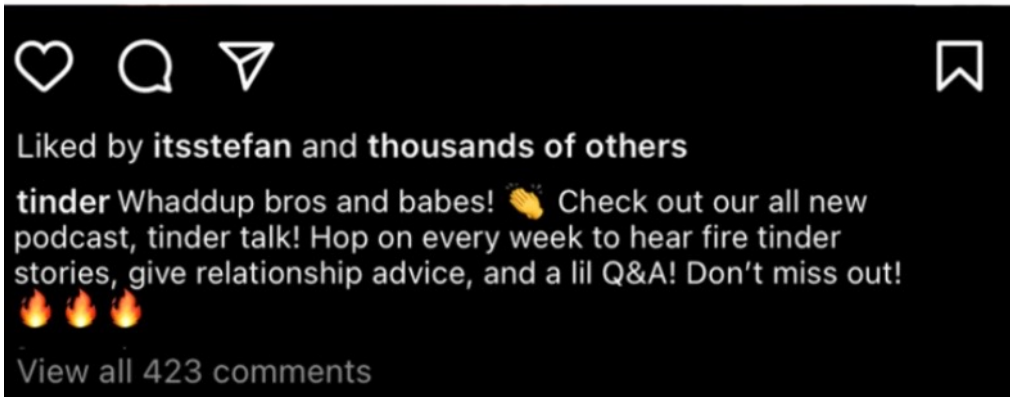


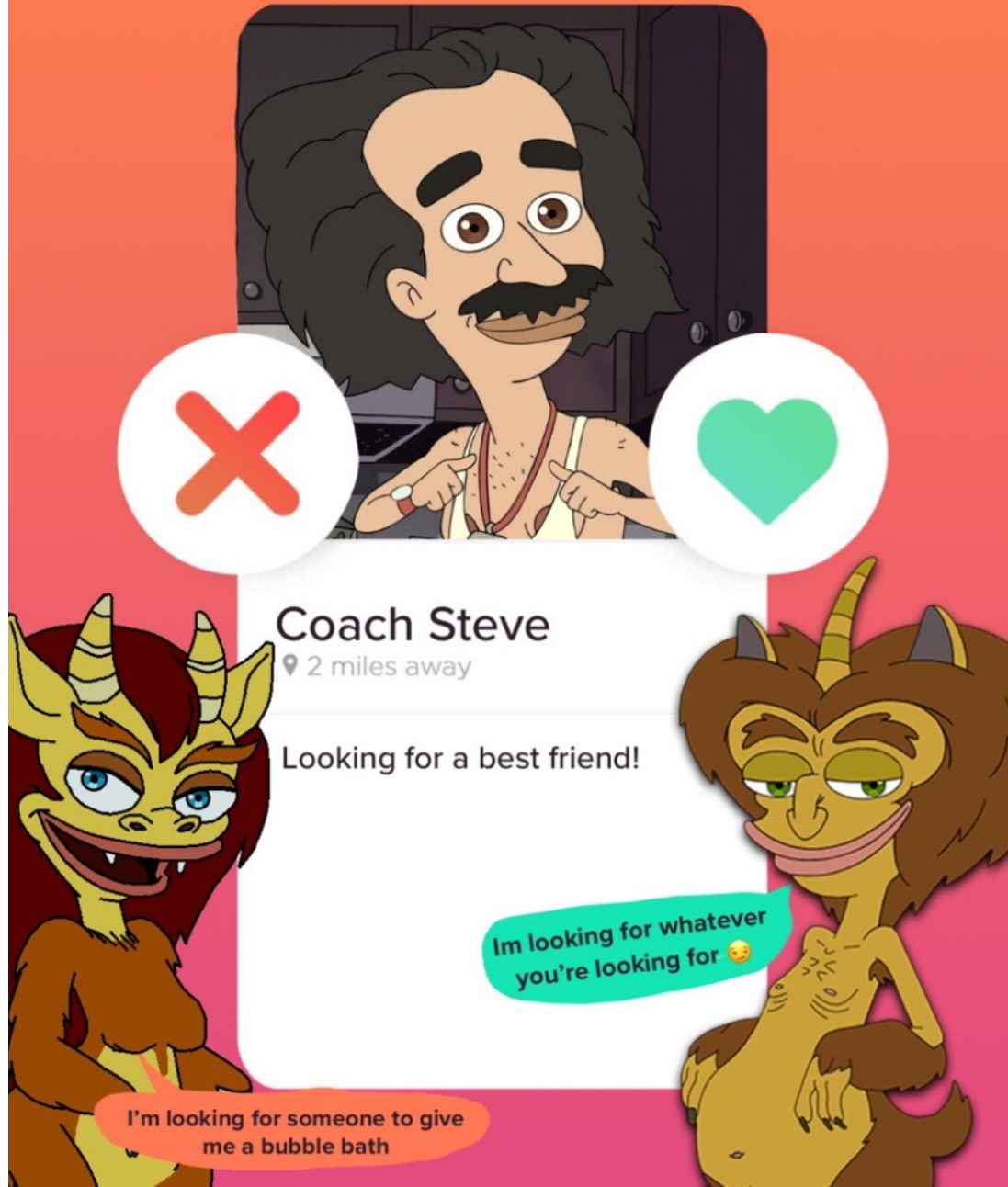
the
office

The fire safety advertisement is borrowing footage from the show 'The Office', episode 14 season 5, where Dwight tries to teach his co-workers fire safety skills by creating a simulation of an office fire. This fun filled episode is not only hilarious, but a great way to teach Gen Z about something they care deeply about, fire safety. Combining 'The Office' with Tinder is encouraging the target market, Gen Z, to spark



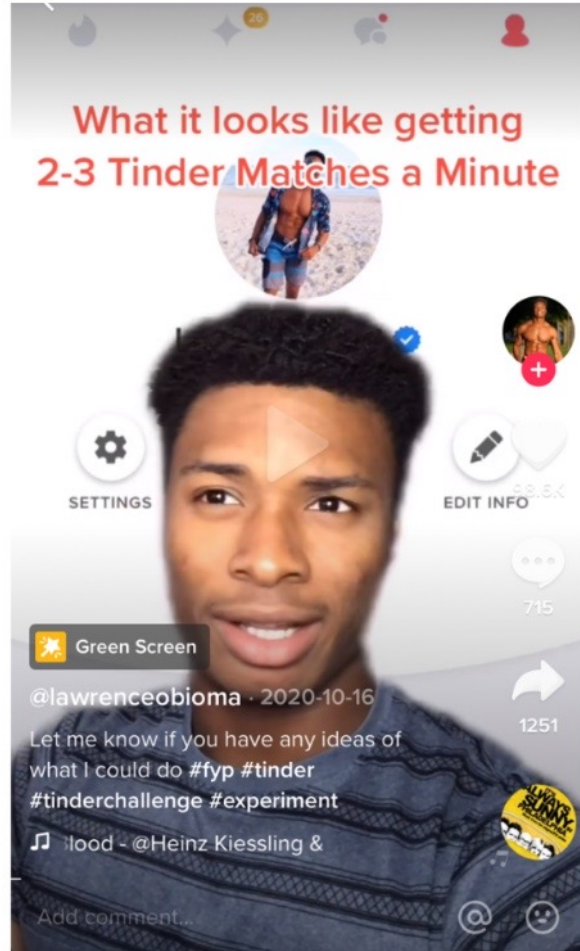
Podcasts are coming back into the spotlight after a short hiatus from public favor. Listeners tune into their favorite podcasts to gain information on current events, politics, sports, and pop culture. Podcasts allow gen z to listen in on interesting topics yet feel at ease because it is enjoyable and relaxing. The current generation is all about simplicity and personalization, and this podcast would do just that. 'Tindertalk' would use special guest stars ranging from micro influencers to real celebrities to common people to give the podcast a sense of relatability that most podcasts lack that follow the current news. The stories would be easily relatable and would allow people to see that there is a wide range of options in the world allow people to see that there is a wide range of options in the world that tinder offers.

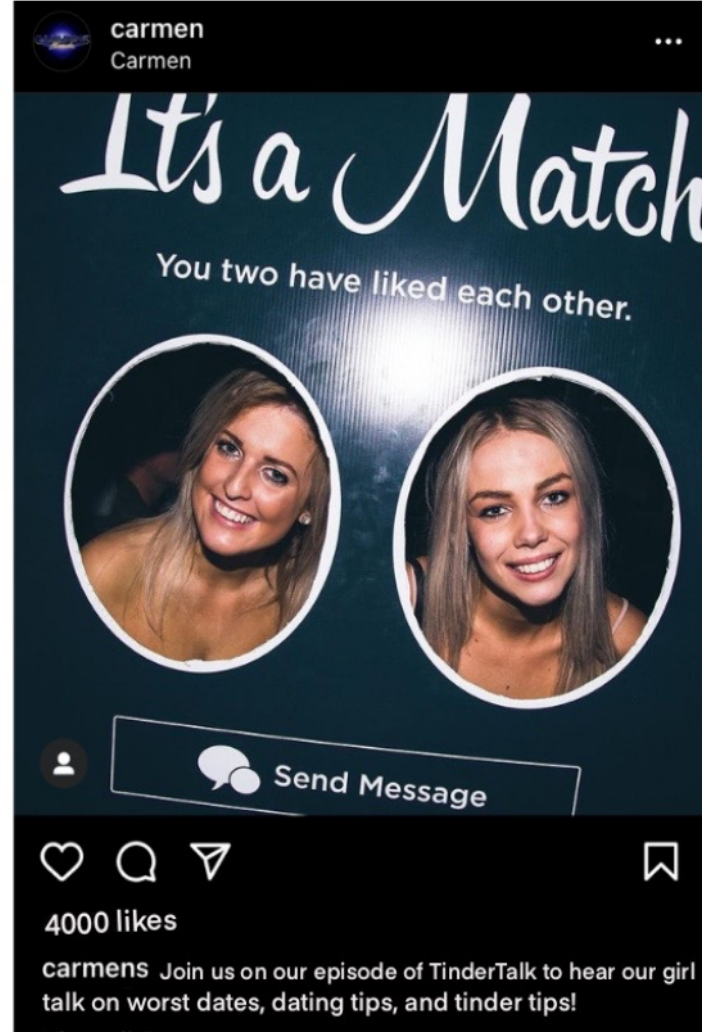




Big mouth is a Netflix original that focuses on a group of 7th graders, including best friends Nick Birch and Andrew Glouberman, as they navigate their way through puberty with struggles like sexual arousal in New York City. Acting as over-sexualized shoulder angels are the hormone monsters: Maurice & Connie. Coach Steve is a recurring adult in the show that still struggles with his own hormone monster as he tries to find love and a best friend.

small content creators

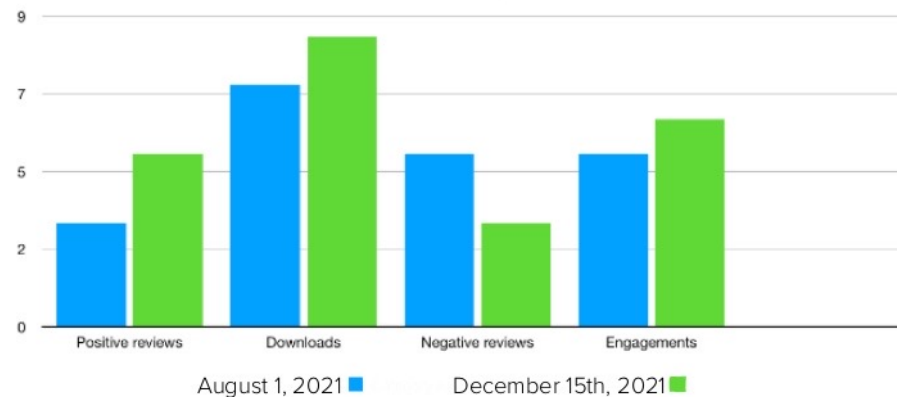




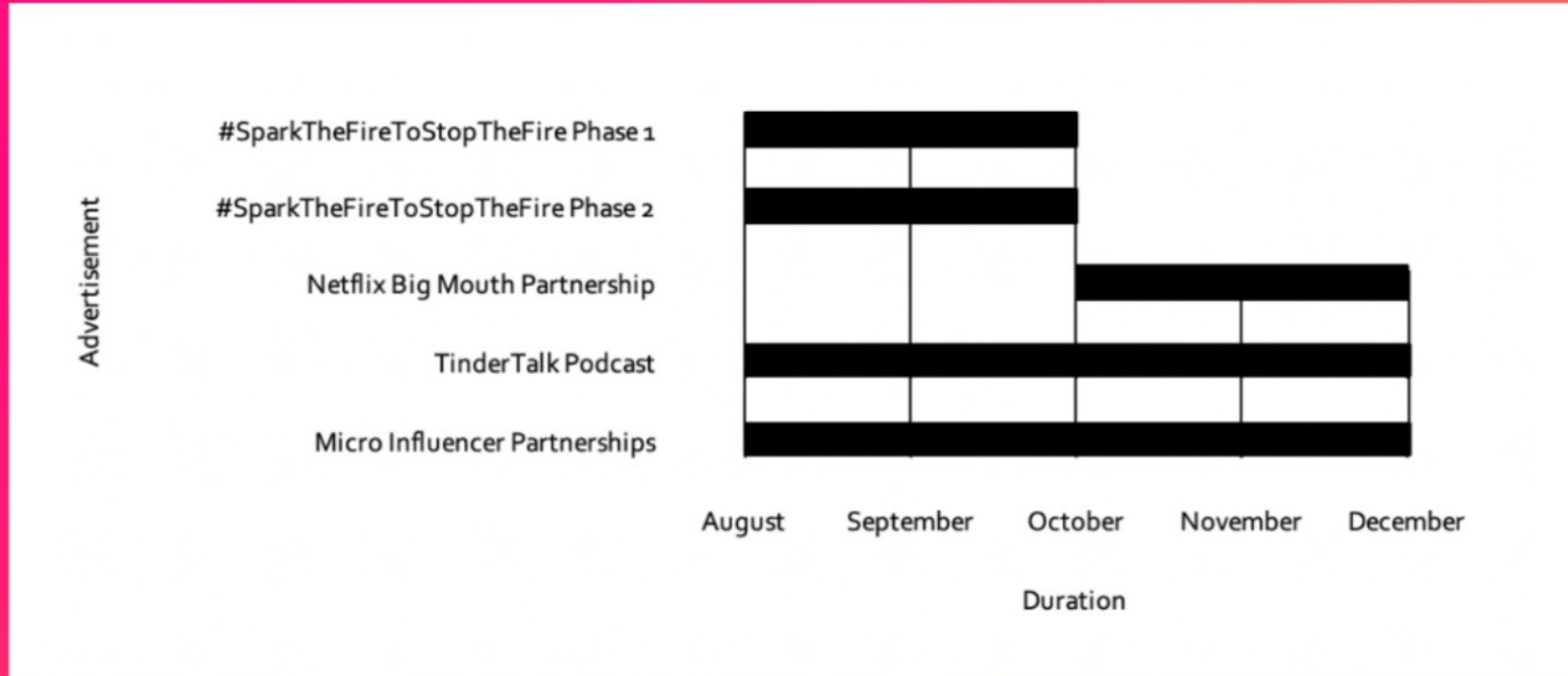
creative testing and campaign evaluation

campaign objectives 🔥 evaluation methods 🔥 forecasted results

Successful implementation of data analysis is crucial to evaluate methods on how to achieve our campaign objectives. For a strong go-getter company, Tinder needs a strong go-getter approach. We are aiming or focus on raising both brand recognition and brand love with gen Z. With our approach, we anticipate a 20% increase in social media and advertisement engagement, As well as a 20% increase in application us as well as a 20% increase in application downloads. With a steady combination of social media analytics and careful review of decrease of negative App Store ratings and comments, we will continuously survey our data to ensure a successful and efficient meeting of our goals and objectives. We are more than confident that our campaign a valuation of tenders creative testing or construct an app as desirable as our consumers' matches.



media schedule



Our campaign consists of multiple ads running through August 1st through December 15

budget



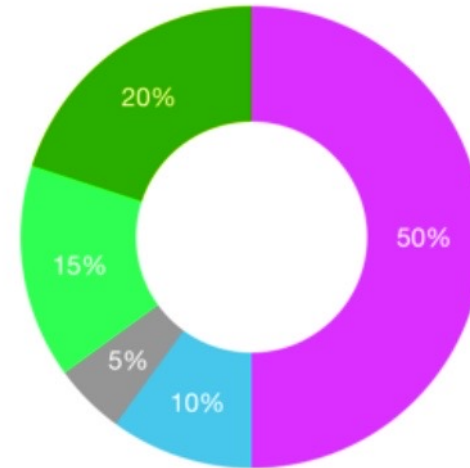
Budget

Budget	
Paycheck	\$10,000,000
Additional income	\$0
Total income	\$10,000,000

Ads	
Netflix partnership	\$5,000,000
Micro influencer pay out	\$1,000,000
Sponsored social media ads	\$500,000
Podcast production	\$1,500,000
#SparkTheFireToStopTheFire	\$2,000,000
Total expenses	\$10,000,000

Money Left Over	
Income minus expenses	\$0

Money Out



- Netflix partnership
- Micro influencer pay out
- Sponsored social media ads
- Podcast production
- #SparkTheFireToStopTheFire

for a generation who...

A brand we love deserves to be loved. That's why our campaign successfully strategizes on how to not only build brand awareness, but to solidify brand love. While appealing to consumer preferences and showcasing what makes us stand out, our multifaceted ad campaigns are universal, adaptable, and admirable.

is drawn to the familiar

Our target market subconsciously aims to invest their time into something that reflects themselves. As a generation who just wants to fit in, they need an app that fits them. Branded media works wonders to attract Generation Z and hold them close. From Big Mouth to The Office, nothing attracts this target market more than something they're already obsessed with. Our implementation of micro-influencer partnerships inspires Gen Z with ease, as our influencers demonstrate the new hot trend. Whether it is their favorite binge-worthy show, or a reminder of who they want to be.

cares about the bigger picture

Our #SparkTheFireToStopTheFire ad campaigns capitalize on a playful approach for a serious subject. Generation Z is notable for their genuine interest and passion in climate change, social justice, and more. Every year, wildfires spark destruction and heartache around the world. Collaborating with a company who wants the sparks to fly in their app instead, Tinder can capitalize on these recurring issues to not only raise awareness but also raise money for what matters most.

desires control

With an app who lets the user control their journey, Tinder appeals to a generation of go-getters who want to pave their own path. A fun long-running TinderTalk podcast series will not only draw brand awareness but show listeners a fun way to take control of their Tinder game.

DON'T EXTINGUISH THE FLAME

BE PART OF THE GAME