

Client: Bumble

Account Manager: Gurpriya Seth

1. What is the problem the advertising needs to solve?

Many of the women who use Bumble don't like to make the first move by starting a conversation with someone they matched and this is either driving them away from using the app or making them use it less.

2. How will we measure success?

Increase success rate by 15%

3. Whose heads and hearts are we trying to win?

Women age 20 - 30 who use online dating apps.

4. What do we know about them and most importantly, their unmet needs that will help us win them over?

Based on the results from the survey, women sometimes like to make the first move, but they would like the guy to make the first move as well.

5. What do we want them to think, feel, or do as a result of our advertising?

Women should feel comfortable and powerful -whether by making the first move or allowing the other person to make the first move

6. What is the one thing we can say to achieve this?

How You Bumble: Your Choice, Your Way

7. What gives our brand the right to claim the one thing we want to say?

Bumble is considered a feminist app that re-writes gender roles

8. What is the essence of our brand that grabs people's hearts and what is its voice?

Bumble promotes accountability, equality, and kindness in an effort to end misogyny

9. Whose lunch are we trying to steal?

Tinder, Hinge, Plenty of Fish.

10. What are the executional mandates (incl. media)?

Social media, podcasts, app redesign, OOH