

swipe *right* to read
you'll be happy you did

team 586



executive summary

Cravings for connections are at an all time high. The Coronavirus Pandemic has stopped life as we know it in its tracks, making it impossible for Gen Z to form connections with others the way generations preceding them did. These 18 and 19 year olds are facing major life changes, whether it be going to college, starting a new job, or moving to a new city. Gen Z needs an app that can help them form relationships, expand their social circle, and take control of their life. With 53% of the population admitting to be cautious of dating apps, it is clear that Tinder has an opportunity to rebrand itself as more than just a “hookup” app.

That's where we come in.

We want Gen Z to know that they are in control of quenching their own thirst. Through research and insights, we believe this campaign will appeal to Gen Z by restructuring a platform with no strings attached. This Tinder campaign represents hookup culture plus so much more, extracting the endless possibilities Tinder has to offer. Our campaign incorporates high profile media strategies by collaborating with influencers, will deliver incentives to encourage downloads and take advantage of exclusive offers. By redefining the word “thirsty”, this campaign will re-energize the stagnant swipe and quench the thirst of those who desire more than just a hookup from a social app. This campaign will broaden the perception of Tinder to whatever users want to use the app for. What are U Thirsty For?

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the challenge:

To construct a multi-touchpoint campaign around increasing brand love for Tinder among 18 and 19 year olds in the United States

Our Objectives

- ➔ **Build Brand Love**
Support Tinders brand objective "On Tinder you jump into a dating world where anything is possible."
- ➔ **Attribute Growth**
New users and reactivations

Here's What We Did

- 4** Focus Groups
- 378** Polls Respondents
- 332** Survey Respondents
- 16** Tinder Accounts created
- 140+** Articles Read

What We Found...

- ➔ **The Stagnant Swipe**
40% of US college students believe Tinder is for "hooking up"
- ➔ The misconception that Tinder is only for "hook-ups" discounts a large percentage of people DESIRING a different experience.

OUR MISSION

Expand the perception of Tinder as a "hook-up app" to a whatever is possible app.that matches the intention of 18 and 19 year olds who are looking for something more to connect with....

According to secondary research, more than half of U.S college students believe that "hooking up" is a casual goal when using dating apps.

50% of Gen Z disagreed with the statement:

"I suggest Tinder to my friends when I can".

But why?

18-19 year olds only view Tinder as a hookup app.

That's okay, but we want to show Generation Z that

Tinder has endless possibilities.

a look at adult Gen Z'ers (ages 18-24)






Generation Z adults were born between 1997 - 2003. They are known as the most ethnically diverse and socially accepting generation to date. They are the first generation of true digital natives - digital from the cradle. Gen Z is known for being digital first and have integrated social and digital resources into all phases of life.

It's common practice for this generation to meet people online through social media, gaming consoles, and live streams. They commonly meet and socialize online, whether they follow up with IRL (in real life) relationships or not.

Influencers on social media platforms provide entertainment, insight, trends, and more. They are role models for this generation within the digital landscape

They interact across platforms and have the ability to make or break a platform. They are the generation of content creators that have pushed TikTok to 800 million users and started a whole new language of virtual communication - duets, memes, favorite social platforms

Favorite Social Platforms

- #1  34% of U.S. teens- the most important social network
- #2  The favorite platform of 29% and growing fast. 45% of 18-24-year-olds in Feb. 2021 using TikTok, compared to 22% in February, 2020
- #3  62% of Gen Z checks Instagram daily. - Business Insider. 67% of 18-24 year old Instagram users log on to Instagram more than once a day
- #4  15.3% of facebook users are 18-24
- #5  60% of Gen Z visits YouTube daily. 80% of consumers go to YouTube to improve their mood while they're in quarantine

Fast Facts:

YouTube viewers retain **95%** of a message when they watch it in a video

Tik Tok has over **ONE BILLION** monthly users. **60%** of users are between the ages of 16- 24

Trend Alert:

Gen Z is leading the way in destigmatizing dating apps and broadening their use to meet interesting people with views that are different or the same as them.

what they thirst for



New Places, New Faces

For Generation Z being 18+ means **becoming an adult** for the first time. Stepping into a new life - college, new friend group, working, moving to a new city. They are turning to social media to learn how to think, act and do things.

New beliefs and experiences are increasing in importance. Add in the pandemic, Generation Z is facing feelings of isolation and lack of control and are longing to establish new connections.

A Social Situation

It's not about finding "the one" or even the "one for right now"

1 of 5 revealed they are most likely to download a dating app after a break-up or during a life change.

Only **1 in 10 of Generation Z** says they are committed to being committed. Gen Z is straying away from finding "the one", instead they are looking for a casual experience that doesn't necessarily end in a typical "relationship". Generation Z is finding their new interests and making new friends through experiences. There is more of a desire for **authenticity** and **community building**.

A Kickstart

Survey respondents report they download a dating/social media app because of curiosity, boredom, loneliness or searching for a new adventure

↳ **41%** said a recommendation from a friend is the biggest influence for downloading an app

↳ **43%** somewhat agreed that online dating apps are a good way to meet people

rearranging the bases of dating



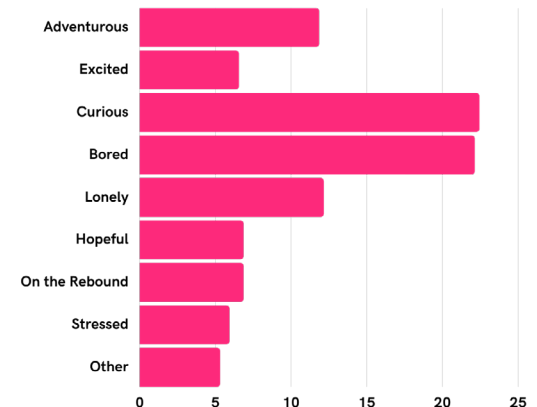
"I've heard a joke on campus that goes something like this: 'First base is hooking up, second base is talking, third base is going on a date and fourth base is dating.' Granted, this may be a product of college hook-up culture — especially that of Yale's — but I still believe it reflects on our generation's attitude on relationships."

-said Patrick Yang '23.

keep it **casual**
keep it **social**
keep it **entertaining**

Survey Stat:

Q: How are you feeling when you seek or download an app?



a match in the making

I use Tinder for entertainment, not seriously. I use it when I'm bored to swipe, If I see someone I know, it's entertaining to see how they swiped on me.

- focus group respondent

Life Change = Tinder Triggers

College campus- 18-19 year olds are facing major life changes, whether it be going off to college, starting a new job, or moving to a new city.

Life changes create the desire for Gen Z to form relationships, expand their social circle, and take control of their life.

Young consumers found that **14%** of 18-24 year olds say they'll be using dating apps/sites more during Coronavirus- which has driven a major increase in the desire for digital connections.

Lifestyle Inclusivity

Tinder has the **most** sexual orientation choices

Largest % of Non-Hetosexual users

Tinder is the largest dating app and it continues to be the #1 source to build connections amongst 18-24 year olds.

Video is in Demand

Tinder's Duet option design allows users to verify their connections.

Video promotes authenticity, transparency, and trust," and their users can build "meaningful connections." Snack Website

"Talking" is Inherent in its Design

The Tinder app empowers mutual attraction and consent designed as a double opt-in
You only talk, if you both like each other

- Photo Match
- Video Chat

41%

of the survey respondents said a friend's recommendation is the biggest influence on downloading an app

BUT...

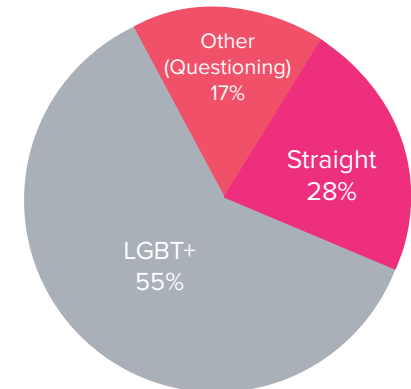
50%

of the respondents **disagreed** with the statement, "I suggest Tinder to my friends when I can."

Trend Alert!

Tinder is a social media app, blurring between dating and social media site

User Breakdown:



Opportunity:

15% of Tinder users are 18-24

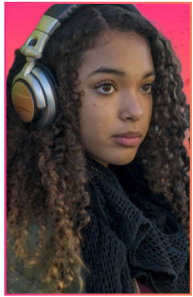
72% of users are male, 28% are female

37% are more likely to choose more than 1 orientation identifying as questioning and straight

target audience

Get to know them

Four personas capture the essence of who Gen Z is and what they are looking for in relationships today. Our contemporary world cloud illustrates core values and commonalities between the four personas.

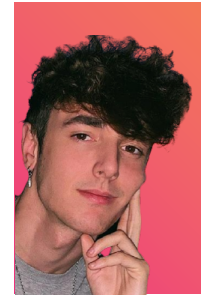


the Friend Collector

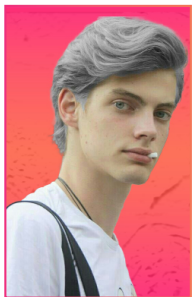
- ↳ **62%** of 18-19 year olds feel alone and are turning to apps to make connections
- ↳ getting matches boosts confidences and creates validation for them
- ↳ **1 in 4** of 18-19 year olds are looking to expand their social network through other apps
- ↳ Think that the more friends, the more fun they have

the Player

- ↳ Hooking up is a game to them and the more numbers they have the better
- ↳ They don't want to find the one, they just want fun
- ↳ Want instant gratification
- ↳ **73%** use their internet devices for communication and entertainment



no judgement confidence boost adventure freedom
no expectations **EMPOWERMENT** non-traditional
excitement exploration acceptance validation connections



the Advo-dater

- ↳ **50%** of 18-19 year olds feel as if society isn't as accepting enough of people
- ↳ 18-19 years olds won't date anyone whose politics and/or social issues don't align with theirs.
- ↳ Bond over common ideals - open minded
- ↳ **1 in 6** of 18-19 year olds identify as LGBTQ+

the Romantic

- ↳ **1 in 3** of 18-19 year olds admit to "apocolyping." Meaning they get too serious too fast
- ↳ They want to find the one
- ↳ **70%** of 18-19 year olds say they want love and respect in a relationship, not just a hookup
- ↳ Want to be wanted and crave constant companion ship. They never want to be alone



insights

Catch Friends not Feelings

“My friends and I swipe together as a form of entertainment when we are hanging out. It is fun to see who is around and on the app. I like defining how I use dating apps and not necessarily use them to find hookups.”
- focus group respondent

Keep it Casual

Unlike other generations, Generation Z is not looking for anything serious.

Instead, they are wanting to expand their social circle, find a temporary friend to talk to, or to cure their boredom. This is where current dating apps are missing the mark when targeting Generation Z.

Tinder takes away the pressure and expectations of dating apps and makes the experience fun, memorable, and casual.

Let Them Be In Control

What does Generation Z desire? Simple. This generation wants control. Our audience has missed major life milestones due to the pandemic, are facing a loneliness crisis, and are entering a new phase of life that is unknown. By showing our audience that the possibilities on Tinder are endless, we are empowering Generation Z to take control of their social life. Take control of who they meet, take control of how serious or casual their relationships are, take control of their experiences. **25% of survey respondents said dating apps make them feel in control.**

With Tinder, Generation Z can take control of their life by writing their own rules and redefining what they want out of a dating app.

More Friends= More Entertainment

Why does Generation Z download Tinder? Through our research we discovered it is NOT for hookups. Dating is out and entertainment is in. Generation Z uses Tinder as a form of entertainment.



The Possibilities Are Endless

With Tinder, Generation Z can create their own experience and cure their thirst. Tinder is more than a hookup app, but a way for Generation Z to cure their boredom, take control, and get what they want out of the app. Swiping to cure this thirst is the start of making them feel in control. With Tinder U there is great opportunity to meet people as you enter a new stage of life being able sign in with your .edu opens you up to a world of connections.

Swiping with friends, seeing who is on the app, or getting an instant confidence boost, 18-19 year olds' motivations for joining Tinder is not just for hookups anymore.

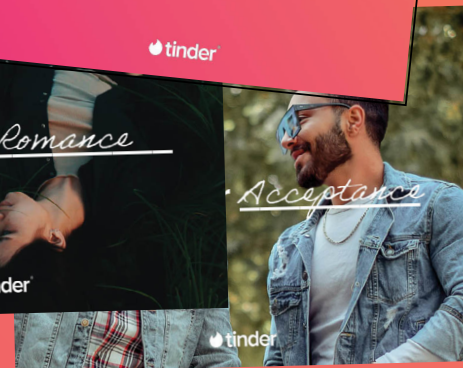
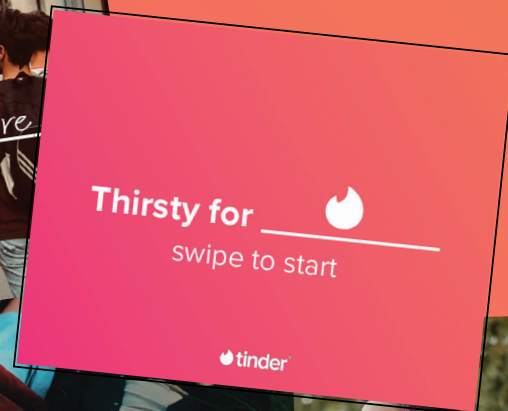
big idea

Tinder is taking back the word thirsty and redefining it to mean so much more. In reality, we are all thirsty for something. Thirsty for creating your own rules. Thirsty for adventure. Thirsty for relationships.

Thirsty for quenching your desire with things that align with who you are.



Urban Dictionary defines *thirsty* as "too eager to get something; desperate."
This desperation could be in reference to anything — compliments, validation, attention, or sex.



Tinder gives Gen Z the boost to step out of their comfort zone and break free from societal norms and to create a more personalized experience, quenching the thirst of desperation.

Tinder empowers and invites Gen Zers looking to redefine and explore what's possible.

**Live your own life. Abide by your own rules.
Play your own game. Quench your own thirst.**

What are U Thirsty for? Swipe to start.

media strategy

The goal of this campaign is to normalize Tinder-U into 18-19 year old culture through leisure activities and integration into popular platforms. It's perfect for a post covid world in which covid fatigue will be quenched by **fun, explorations, and new experiences.**

We bring awareness to the brand with our ads and interactive filters we will run on other social media platforms. Influencers and murals in college towns will make 18-19 year olds consider downloading Tinder and Club Tinder will be what gets them to **download** it. Our card game builds brand loyalty and the collaboration between Starbucks and Tinder encourages **brand love.**

What better time to break free from conventional thought than while in college? We want to use Tinder U to drive and encourage Gen Z to mix, mingle, and create their own rules.

By focusing on Tinder U to drive the brand, the campaign will appeal to Gen Z, specifically the bulk of 18-19 year olds.



Starbs & Swipes

did you know?

Starbucks is the
TOP
loyalty program
among Gen Z. (#1)

#GetThirstyBeHappy

Encourage Tinder matches to **"meet me at Starbs"**. Blending the two brands together to encourage brand love. Starbucks is known as a casual first-meeting place, as is Tinder. Our objective for this is to match on Tinder, then head to Starbucks for your first meet up. Drinking coffee together is an intimate way to get to know each other. Starbucks also has a presence/locations on most college campuses. Starbucks is a diversity, equity, and inclusion leader in the coffee industry, just as Tinder is in the dating app industry.

StarbucksXTinder for The Happiness Project - a clothing company that donates proceeds toward mental health services & research

Tinder will donate \$1M & Starbucks will match that donation, for a total donation of \$2M for the Happiness Project.

There is a mental health crisis among Gen Z due to Covid. Gen Z says their stress level during the pandemic is a 6 on a scale of 1-10.

Secret Tinder drink through the Starbucks app - Using the largest rewards program (10 million users), members will get a notification inviting them to try the Tinder drink, **which is any drink with 2 or more unique combinations**. Tinder will give 25 cents to the Happiness Project for each drink sold. A press release will be issued to communicate this initiative. *mock-up press release*.

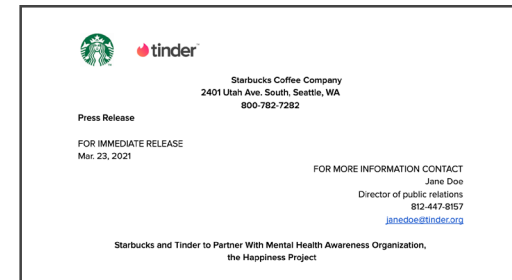
Each time a Tinder drink or sleeve is requested/ given, **25 cents** will be given to the happiness project. Customers will also receive a Happiness Project sticker.

Get to Starbs and start swiping.

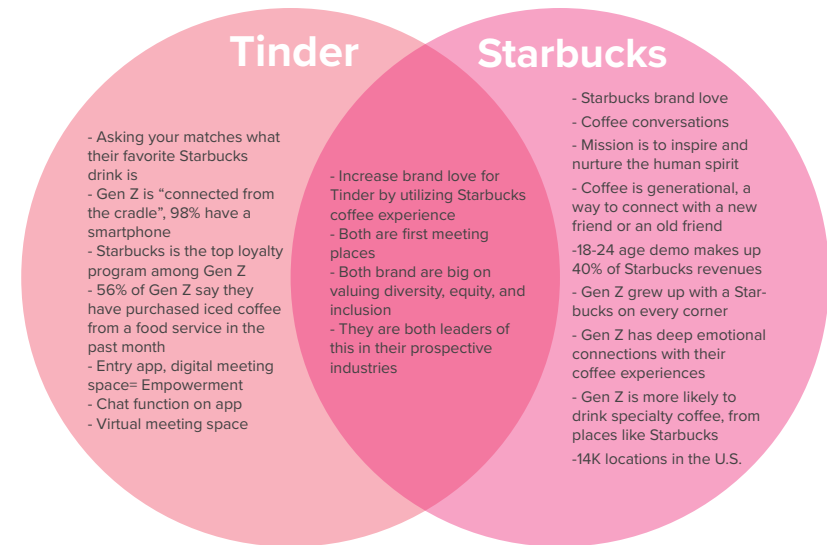
Cost: \$750,000

Impressions: 253,940,800

drink sleeve



press release



for Tinder/Starbucks happiness project

meet me in the club, Club Tinder

A virtual meetup everyone will enjoy

Give Gen Z and their matches something to talk about! Let Club Tinder be the ultimate ice-breaker.

Dual-path microsite through a QR Code

To drive engagement and downloads, QR codes that scan through to a Club Tinder website will be communicated through social media influencers, social media ads, partnership marketing efforts and one of the Tinder Instagram Photo Walls. Once a consumer finds and scans the QR code, they will be redirected to the website. The website verifies their 18+ age and asks visitors to register for exclusive offers from Club Tinder. A series of limited time offer codes and relevant content will be texted to members for a limited time period during the campaign period.

- ↳ Tinder app downloads with a month of premium service.
- ↳ Tinder users to join a geo-based group chat that highlights concerts/activities
- ↳ Partnership offers - Starbucks Drink Codes for \$3 off
- ↳ Live stream concerts - Kacey Musgraves, Dan + Shay, Roddy Ricch, and Doja Cat
- ↳ Relevant content will also be texted to Club Tinder members with tips for building a profile, getting verified, and local happenings.

Cost: \$7,767,500

Impressions: 100,000,000



influencing the masses

Utilizing influencers allows Tinder to reach an untapped market that spends hours upon hours a day on social media. Gen Z are digital natives and the best and most organic way to reach them is through the influencers they trust the most. A variety of macro and micro influencers from different topic areas will create content and post the **#TinderThirsty4?** Hashtag and seed the QR code which takes followers to the Club Tinder microsite.

Tinder-U Influencer Roster will generate 5.6 Million Impressions per Incidence



Heather McMahan

Comedian
646k followers
on Instagram
\$4,000



Bella Harris

Model and Fashion
105k followers
on Instagram
\$1,000



Kyemah McEntyre

Artist & Activist
80k followers
on Instagram
\$1,000



Aydan

Twitch/Discord livestreamer
2.1M followers
on Twitch
\$4,000



Haley Sharpe

Dancer
3.5M followers
on Tik Tok
\$4,000



Tyler Lambert

Fashion Influencer
47k followers
on Instagram
\$500

Each posting **2 times**
over a **4 month span**
August - November

Cost: \$116,000

Impressions: 44,800,000

Fast Facts:

According to the Morning Consult, “**76%** of Gen Z follows an influencer on social media.”

According to a survey from the Channel Factory, **45%** of Gen Z follows more than 10 social media influencers. - The Center for Generational Kinetics

54% of Gen Z says social media influences them more than any other marketing channel. - CMO Council

Goal: Establish iconic destination for **Instagrammable destinations** for those that are **thirsty for attention**.

Each college town mural differs slightly and will be collectable photo opps for the instagram adventurer and spark mad social media attention and engagement. These murals will become a desired **destination**.

#ThirstyForAttention -Tinder will repost the pictures on the Tinder Instagram and Twitter accounts.

How to: Mural will showcase Tinder flames but is also distinctive of each college town & it's style. Walls will also include a scannable QR code that links people directly to the tinder app.

Commissioned by artists like @Kelseymontagueart, who is best known for her wing murals all around the world

Top College Towns

1. **Austin, TX** (featured on the mural)
2. **Tampa, FL**
3. **Tuscaloosa, AL**
4. **Malibu, CA**
5. **Los Angeles, CA**
6. **Athens, GA**
7. **Oxford, MS**
8. **College Station, TX**
9. **Lexington, KY**
10. **Syracuse, NY**
11. **Pittsburg, PA**
12. **Iowa City, IA**
13. **Chapel Hill, NC**
14. **Boulder, CO**
15. **Tucson, AZ**

Cost: Average mural costs \$10-20 per square foot, a couple thousand dollars per mural, then do this in the 16 college towns we've chosen. Average mural is between 100-200 sq. ft.

Impressions: 149,670

QR code that leads directly to tinder premium.



meet me at
the mural

Tinder shoots it's **shot** at YouTube

Consumer testing showed

STRONG

download intent after being exposed to campaign visuals

Why? It's where Gen Z spends their time

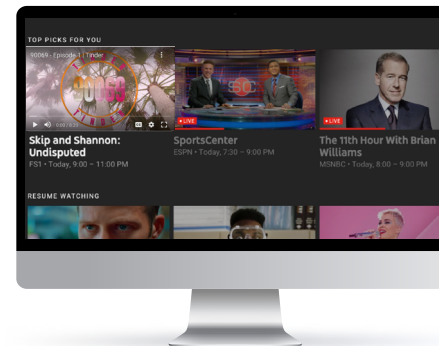
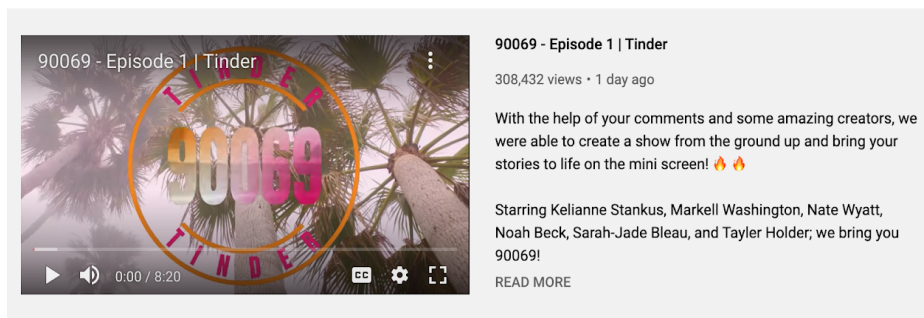
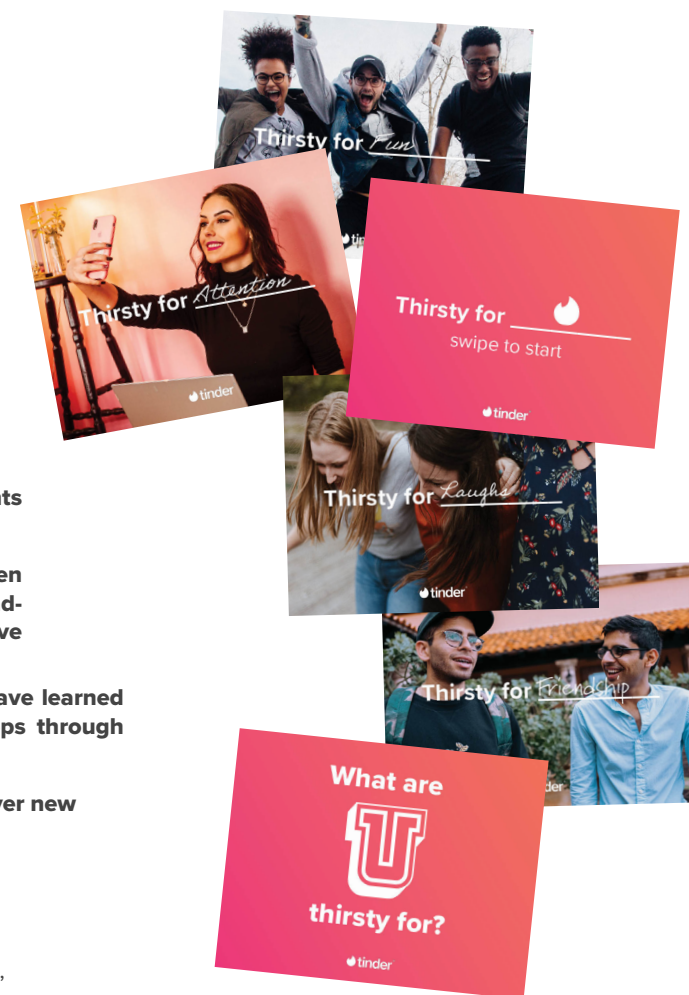
- ↳ **60%** of Gen Z visits YouTube daily
- ↳ **70%** of YouTube viewers say that YouTube makes them more aware of new brands
- ↳ Viewers are **4X** more likely to use YouTube versus other platforms to find information about a brand

Tinder TV Series on YouTube TV

- ↳ Create a Tinder TV show/miniseries repurposing content from the Tinder YouTube channel onto a top streaming platform
- ↳ It is **9 episodes** of "90069" (Tinder West Hollywood office zipcode) repurposed for TinderTV using **2 macro** and **6 micro influencers**

Tinder is on a (pre) roll

- ↳ Place in stream (pre-roll) advertisements in front of videos on YouTube.
- ↳ "Viewers retain **95%** of a message when they watch it in a video" and pre-roll advertising is **8-25 times** more effective than banner ads.
- ↳ **41%** of Gen Z say that they have learned about dating sites or apps through online video sites
- ↳ **90%** of people say they discover new brands on YouTube
- ↳ Target Criteria:
 - ↳ **Demographics:** 18-24
 - ↳ **Topics:** life hacks (how to's), gaming, relationships
 - ↳ **Interests:** prank videos, public interviews, roasts



Cost: Mini Series- \$131,400
Pre Roll- \$600,000
Impressions: 3,684,000

the thirstiest game ever.

play or get **played**.



Retail Price:
\$15.99

Objective: Insert Tinder into the cultural dialog - fun with friends. **Normalize** Tinder as a part of get togethers with friends, romantic connections, or anyone.

Code inside the box for free month of premium Tinder for sharing

Available for purchase on **Amazon** OR an **App Store download** for FREE

Card Sample Questions: 3 categories of cards: for friends, for strangers, for matches- in each category: most likely to, truths, dares

Friends Example:

“most likely to simp over someone they matched with”

Strangers Example:

Truth - “tell your worst Tinder match story”

Matches Example:

Truth - “what about me intrigues you?”
Dare - “Share a picture on social media of you and your match with the #QuenchedOurThirst” and tag Tinder

Cost: \$293,000
includes development, prize, and manufacturing
Impressions: 10,000

filters and fun!

Instagram Interactive Filter:

Fun filters are a sharable element on Instagram that can drive awareness and bring people together in a casual way. Interactive filters are one of the simplest forms of entertainment today in the digital world and shared.

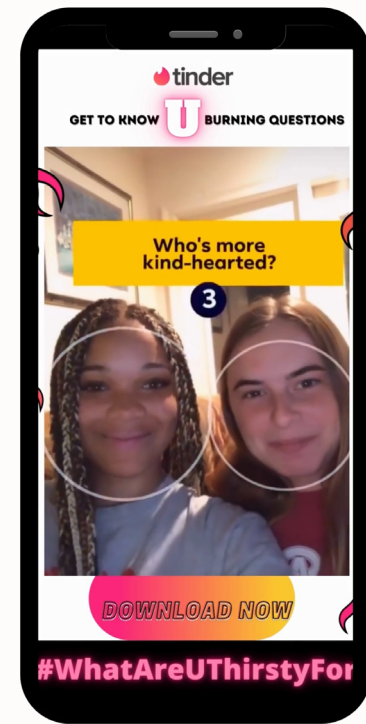
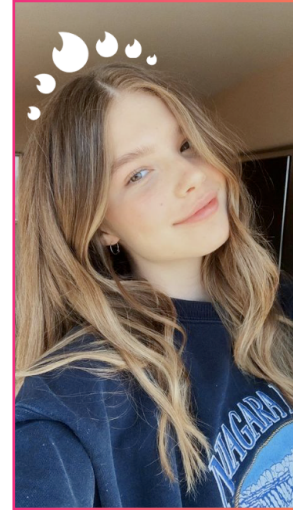
The Idea:

Customize a social media filter with a Tinder version of the popular “who is most likely to” game where people answer questions by tilting their head similar to a “head swipe”. The filter asks random questions to see what the user is thirstiest for. Players can share the video through their social media platforms and create interest for their followers.

Cost: \$20,000

Impressions: 35,000,000

Snapchat
Crown Filter



AR Brand Effect

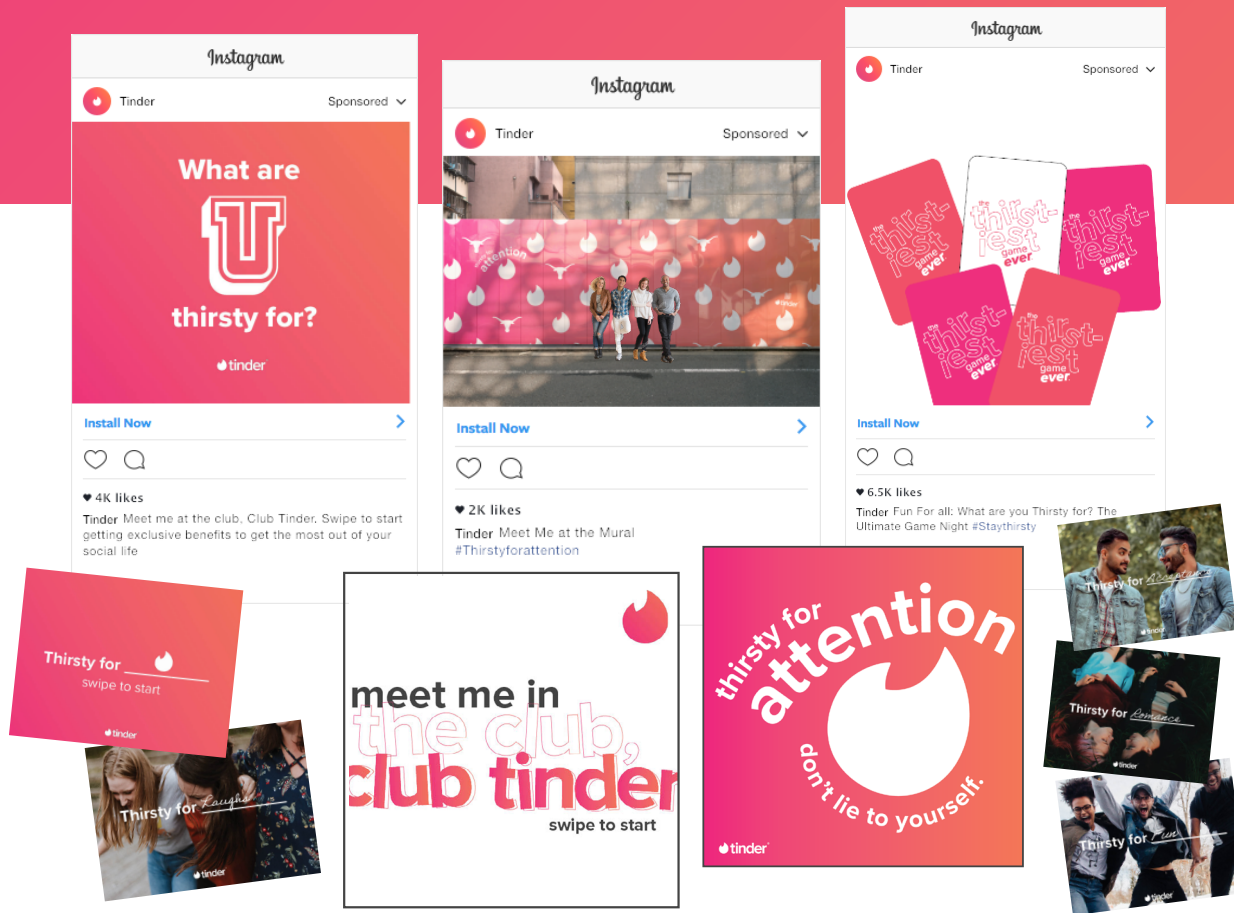
Snapchat: Effects are a fun way to augment photos with expressive graphics and share with followers. It is another expressive, sharable element that Gen Z loves to play with and share with others.

TikTok: Popularized by snapchat, AR brand effects are infiltrating TikTok. The “AR brand effect” ad will allow TikTok users to add interactive visual effects from Tinder to their TikTok videos that interact with the physical environment around them. Tinder flames will be available in a filter and appear as an effect above the heads of matches occurring in different places.

"Let's Duet!"

targeted.

Ads to New Users



Cost: \$250,000

Impressions: 50,000,000

Digital advertising drives awareness - especially when it shows up in an Instagram feed of an 18 & 19 year old.

All advertisements will be native posts to the Tinder page that will be pushed through instagram feeds.

Ads will be placed in Instagram based upon the following targeting criteria:

Age

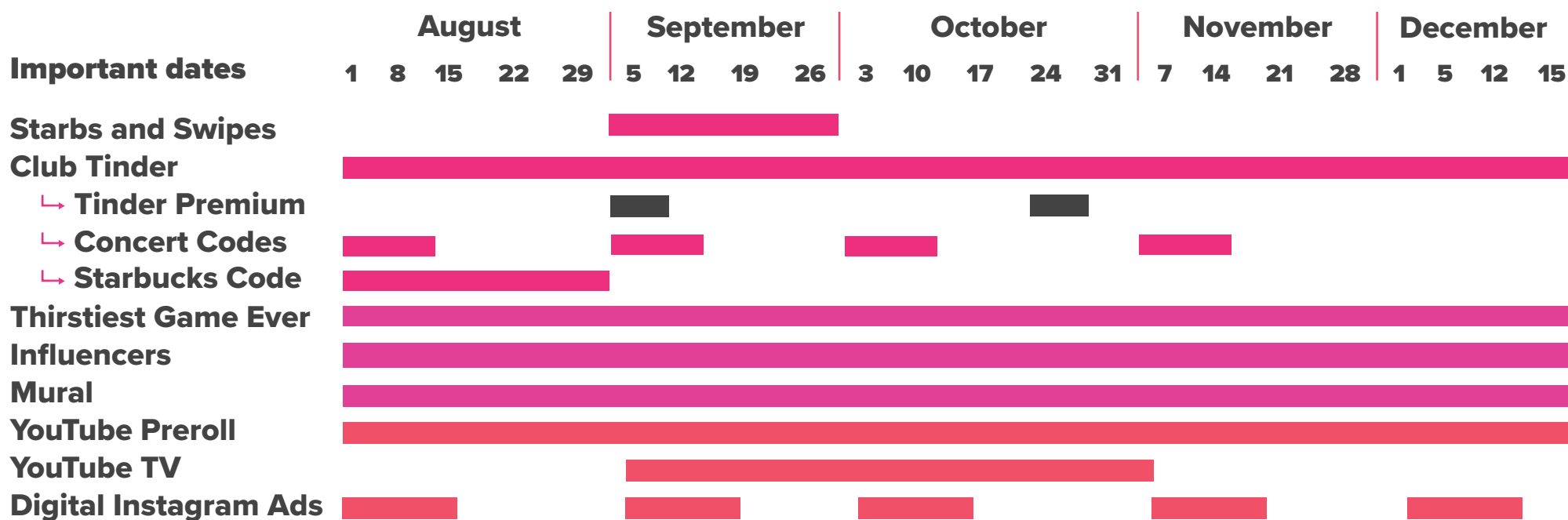
- ↳ Marital Status
- ↳ College
- ↳ Interest

timing is critical

Campaign Timeline:

August 1, 2021 to December 15, 2021

- Awareness
- Brand Love
- Engagement
- Action



budget breakdown

Media Tactic	Cost Per	Quantity	Total
Thirstiest Card Game			
↳ Manufacturing	\$1.61	5,000	\$8,050
↳ Code for Tinder Premium	\$6.99	5,000	\$34,950
↳ App development	\$250,000	1	\$250,000
Starbucks Collaboration			
↳ Donation	\$0.25	3,000,000	\$750,000
↳ Communication collateral (6,126 locations)			\$21,035
Instagrammable Mural			
↳ College Towns	\$3,000	17	\$51,000
Influencers - 6 Roster			
↳ 2/month x 4 mo	\$14,500	8	\$116,000
Club Tinder			
↳ Dynamic QR	\$65		\$65
↳ Starbucks Drink Code	\$3.00	500,000	\$1,500,000
↳ Code for Tinder Premium	\$6.99	755,000	\$5,242,500
↳ Live Stream Concerts	\$250,000		\$1,025,000
↳ Kacey Musgraves	\$300,000		
↳ Dan + Shay	\$500,000		
↳ Roddy Rich	\$75,000		
↳ Doja Cat	\$150,000		
YouTube TV Mini Series			
↳ Micro Influencers	\$1,100	6 x 9hrs	\$59,400
↳ Macro Influencers	\$4,000	2 x 9hrs	\$72,000
YouTube Preroll Ad			
↳ Views	\$0.30	2,000,000	\$600,000
Instagram Ads - Awareness			\$250,000
Interactive Filters			\$20,000

**TOTAL
CAMPAIGN
IMPRESSIONS
GENERATED:**

**452.6
MILLION**

**Total
10,000,000**

Follow Up Survey

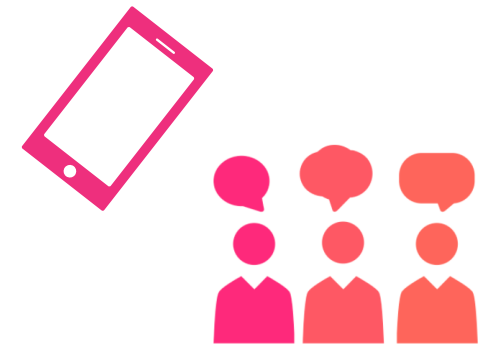
To measure the success of our campaign objectives and goals, we will administer a post-campaign survey to capture any changed, sustained, or ambivalent perceptions of Tinder among 18-19 year old Gen Zers. As stated in our objective, we want to increase brand love for Tinder so feedback from our target is vital.

Marketing Funnel Approach

We will measure the success of the “What are U Thirsty for?” Campaign by evaluating the marketing funnel stages to the 18 and 19 year old demographic. The momentum and engagement among our target audiences from the “What Are U Thirsty For?” Campaign will determine the overall success of our efforts.

Impressions : Reach Ratio

Monitoring the traffic on Tinder among Gen Z will give us insight to the effectiveness of our campaign. We expect an increase conversion rate of at least 2% among Gen Z on Tinder. We will observe and analyze the rate at which our content and advertisements are shared, clicked, viewed, downloaded, etc. The **number of downloads will be measured on a weekly basis**. The insight from this data will allow us to set benchmark goals and continue to position Tinder as the #1 social, lifestyle, and dating app for Generation Z in comparison to others in the industry.



Awareness

Consideration

Conversion

Loyalty

Advocacy

RESULTS

Our campaign target is to drive a **50%** increase in the number of downloads during the 5 month campaign period.

The current number of downloads in 2020 averages 91,600 per month according to Tower, May 5, 2020. The “Thirsty” campaign, will inspire **687,000 downloads** among 18 and 19 year olds. This number of downloads represents a **50%** increase in 2021 versus 2020.