



LOVE YOURSELF FIRST

A **Hinge** Campaign

Ansley Standridge



MEET HINGE

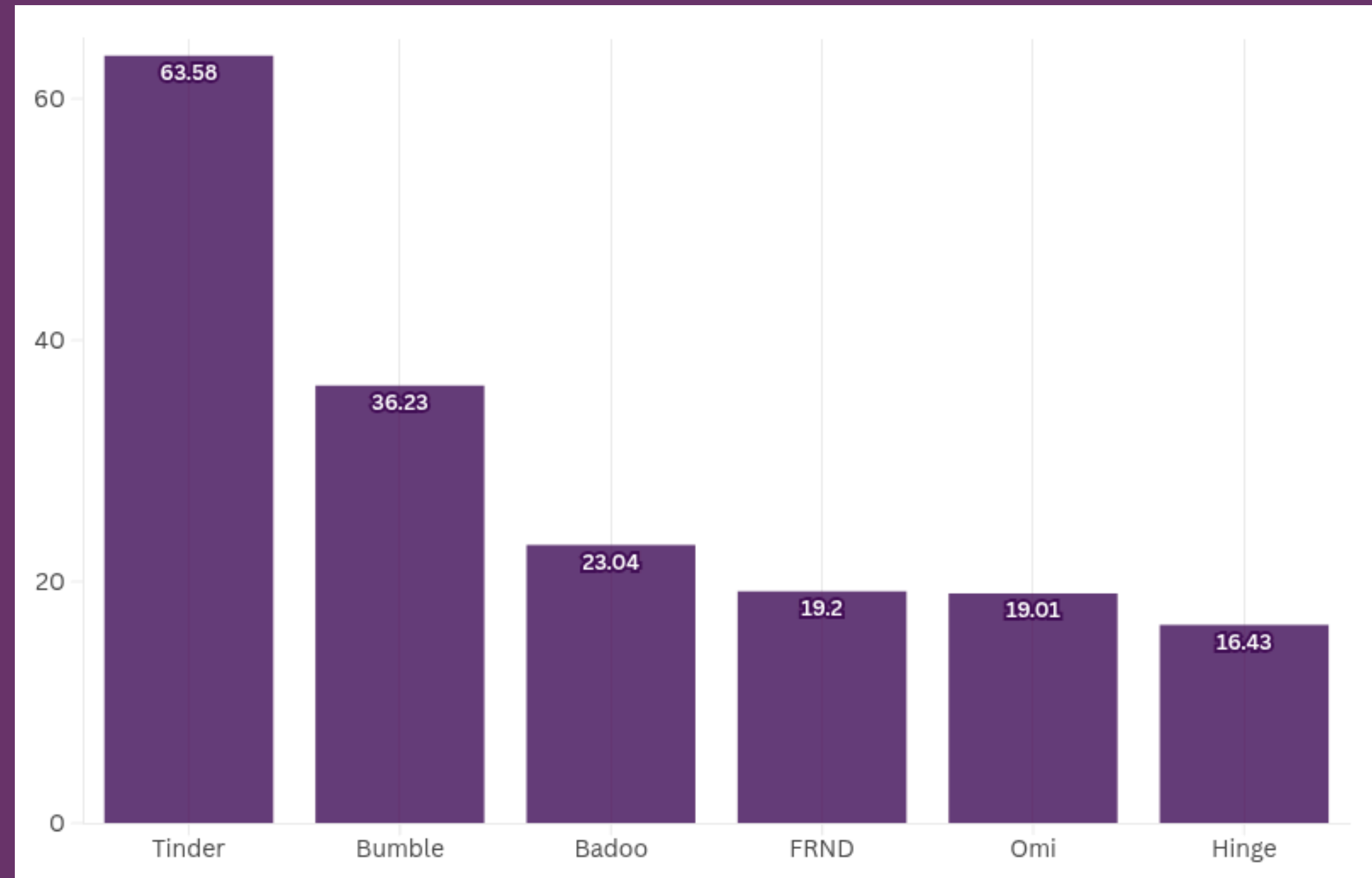
Hinge is an online dating platform that's "designed to be deleted." It targets older Gen-Z to younger Millennials looking for a serious relationship. Hinge's slightly unique interface requires users to comment or like a specific picture, rather than just swipe, to initiate a match with another user. The platform was founded in 2011 and officially launched in 2013, with approximately 30 million users as of 2025.





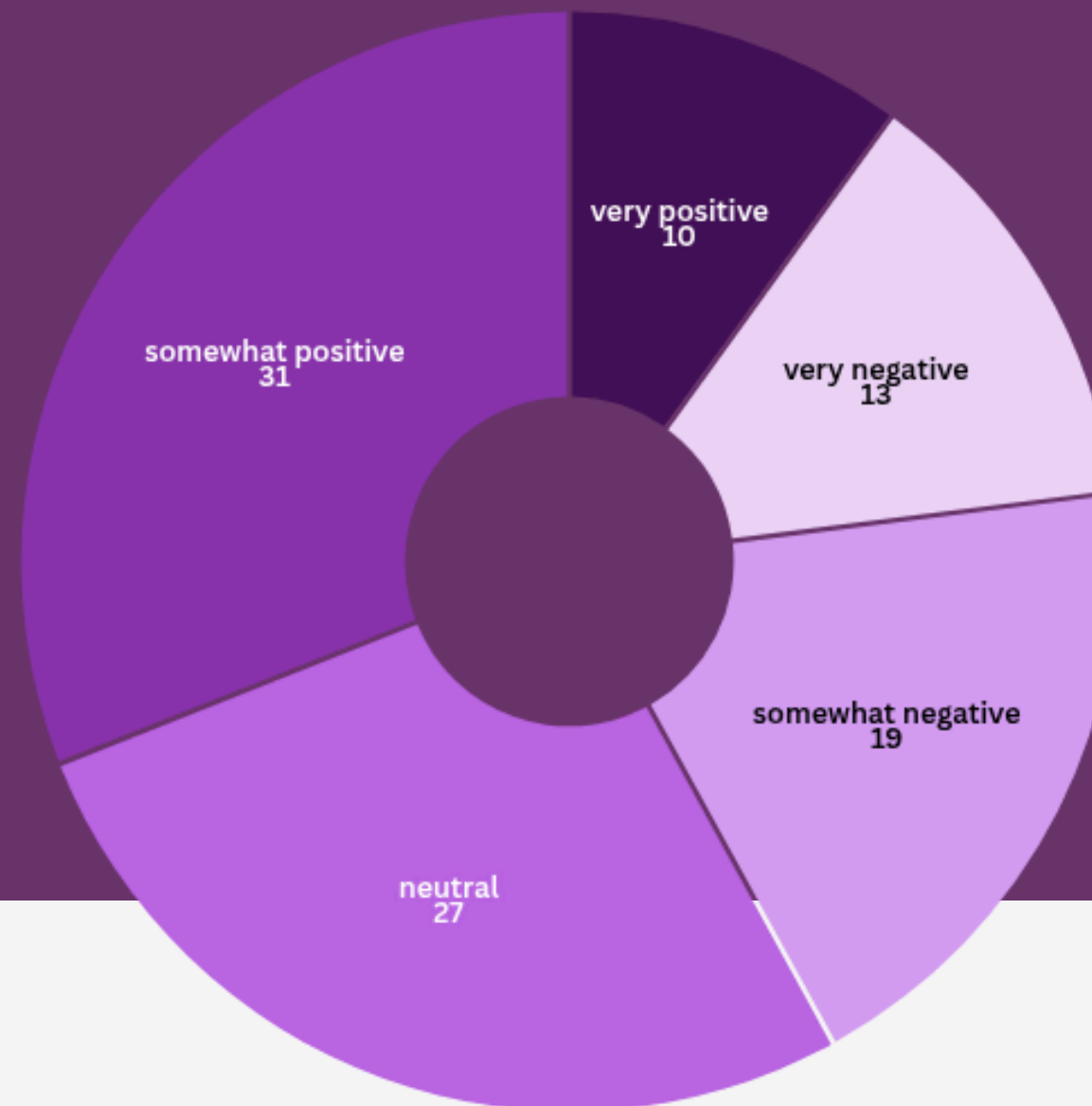
BUT!

Top Downloaded Dating Platforms in the US (millions), 2024 (Statista)



Hinge still ranks pretty low when it comes to downloads in the US market, coming in at 7th place with almost 16.5 million downloads compared to Tinder's 63.5.

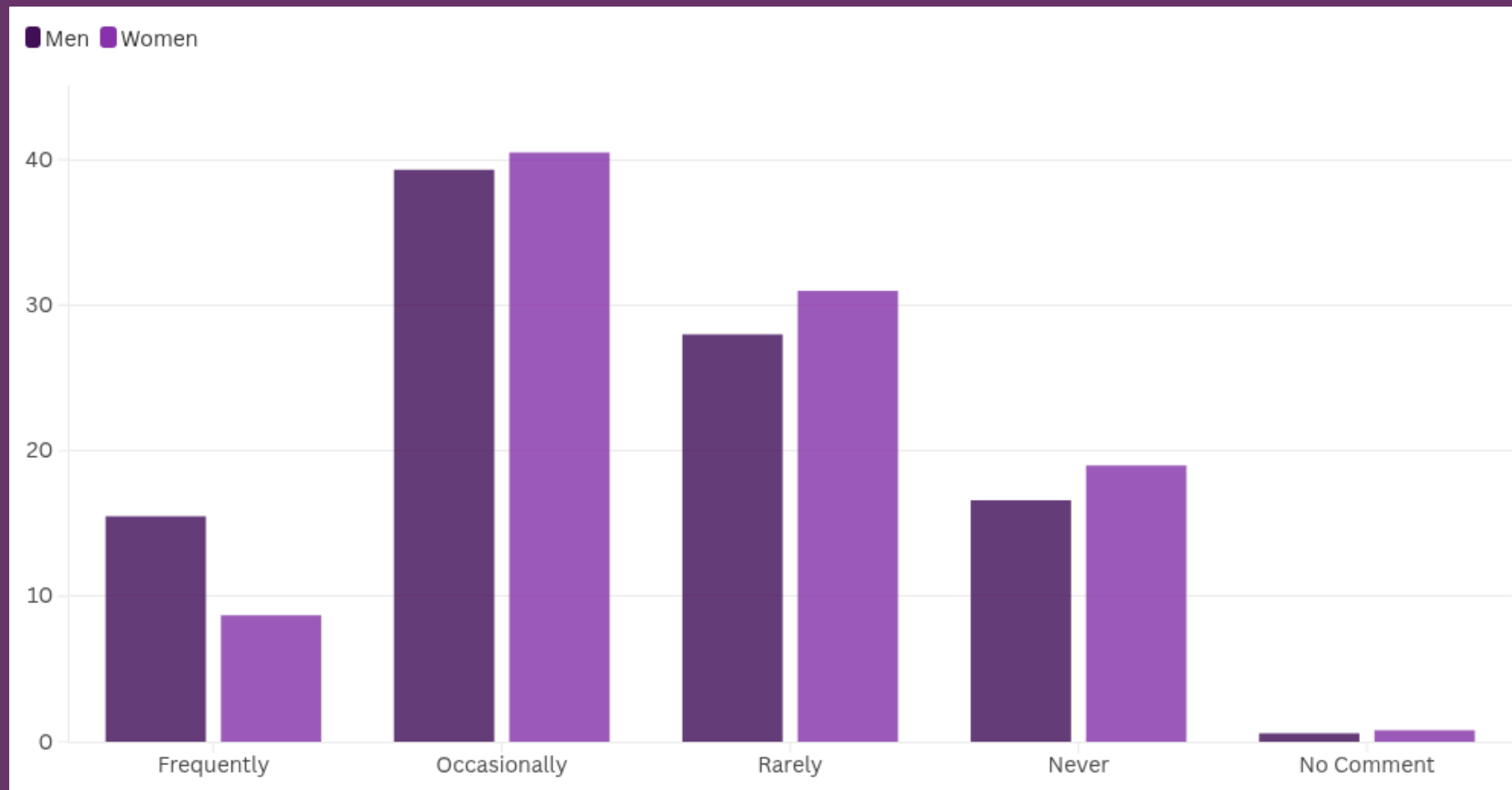
DOES IT MATTER, THOUGH?



Less than half of users' reported experiences on dating apps are positive.

THE HORRORS!

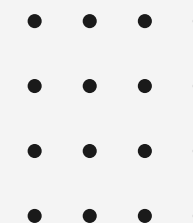
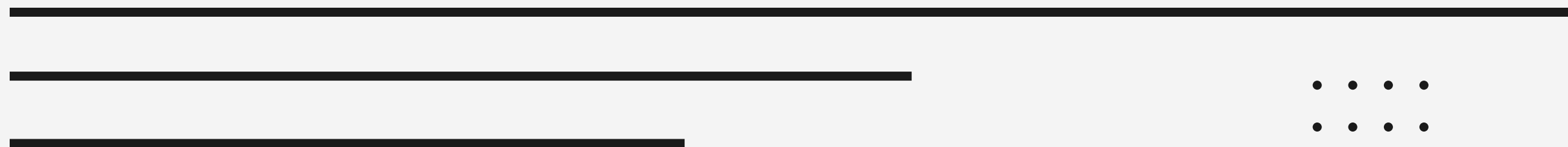
Beyond simple negative experiences, a majority of users report feeling stress or anxiety on dating apps.



Percentage of US users that've experienced stress/anxiety while using apps (Statista)

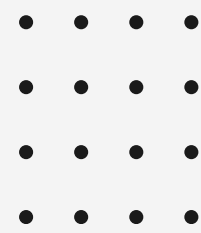


**It's time to
reshape
the dating
apps.**

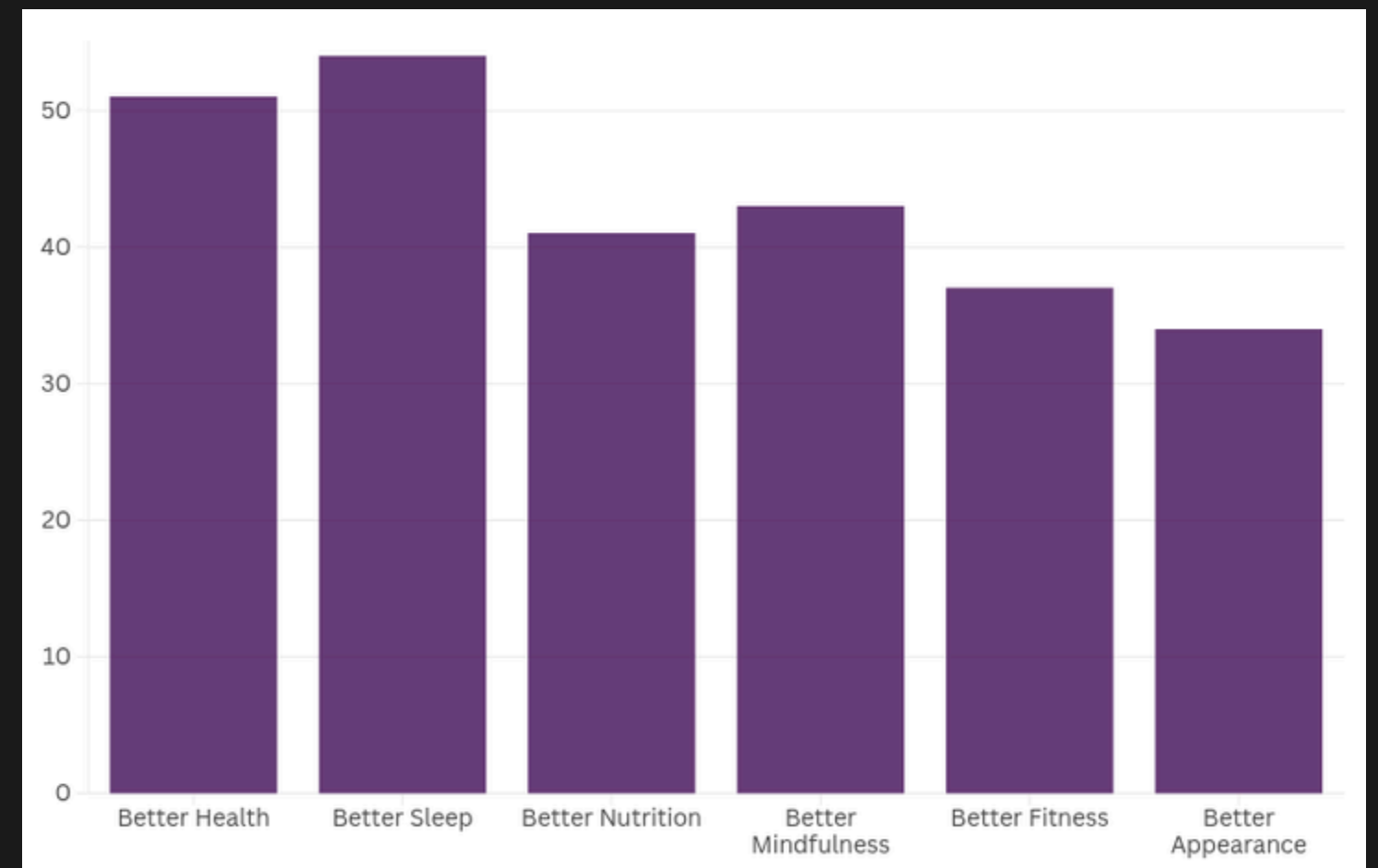
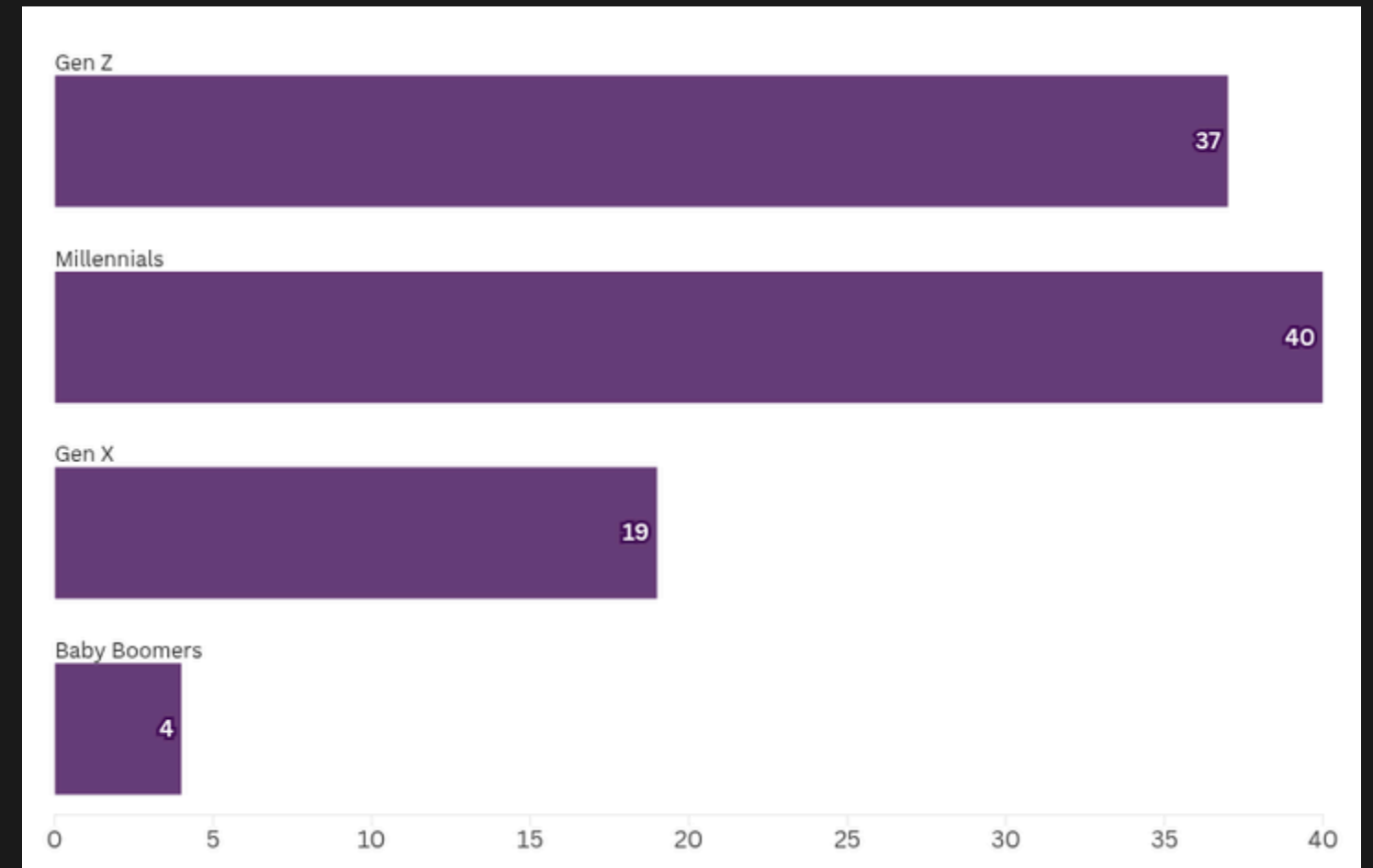


MILLENNIALS AND THEIR WELLNESS

Millennials make up 40% of online dating app users, and contribute to over 41% of annual wellness spending. When asked to prioritize their wellness concerns, better sleep, health, and mindfulness take the top three spots.



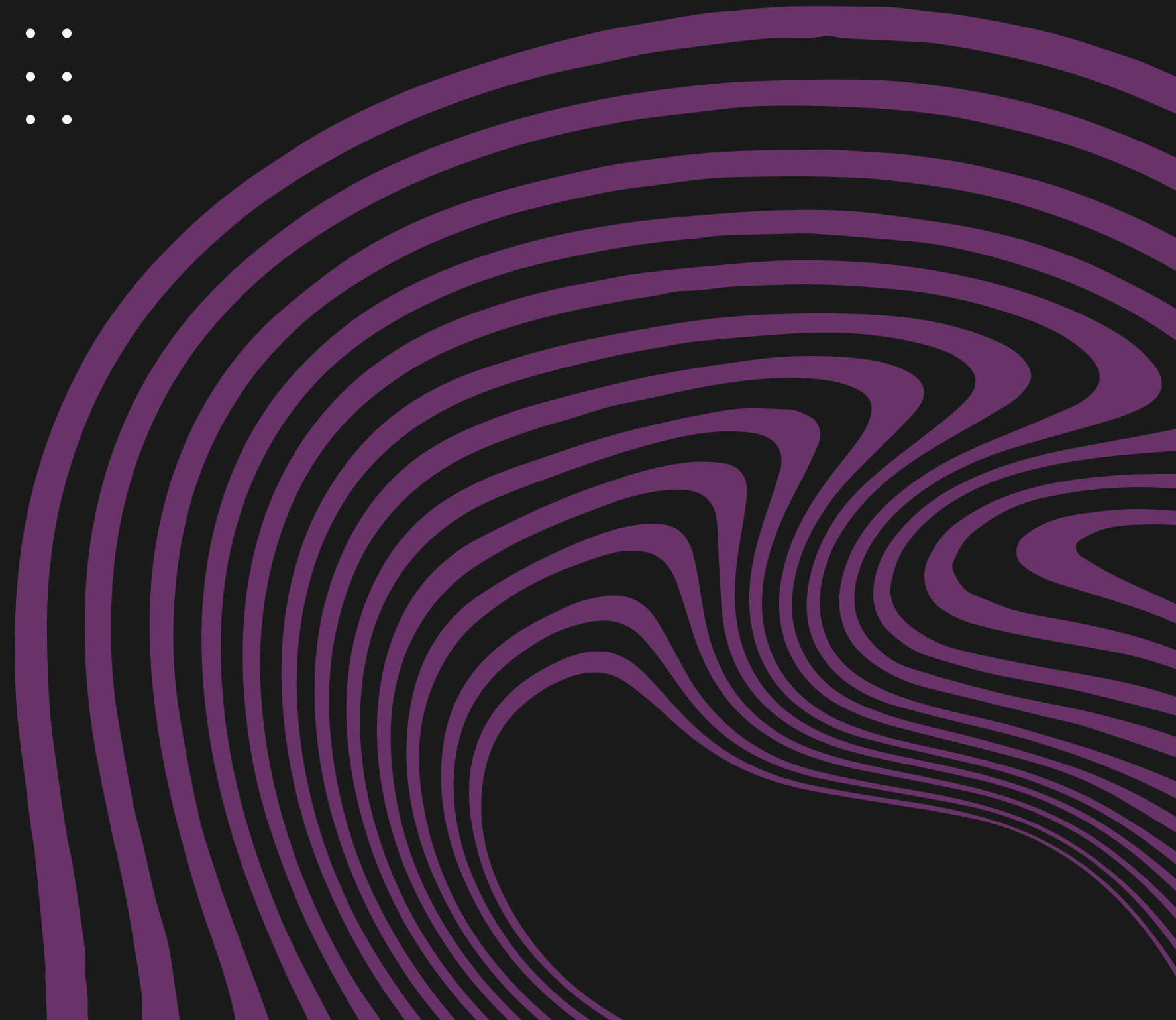
Online dating service users in the US by Generation, 2025 (Statista)
Prioritization of wellness attributes, US, 2024 (McKinsey)



LOVE YOURSELF FIRST

is a wellness-focused, multiarm marketing campaign designed to improve Hinge's overall ranking as a dating app by improving public opinion of dating apps in general. It consists of:

- **A Purple popup event**
- **A BetterHelp partnership**
- **A Strava collaboration**

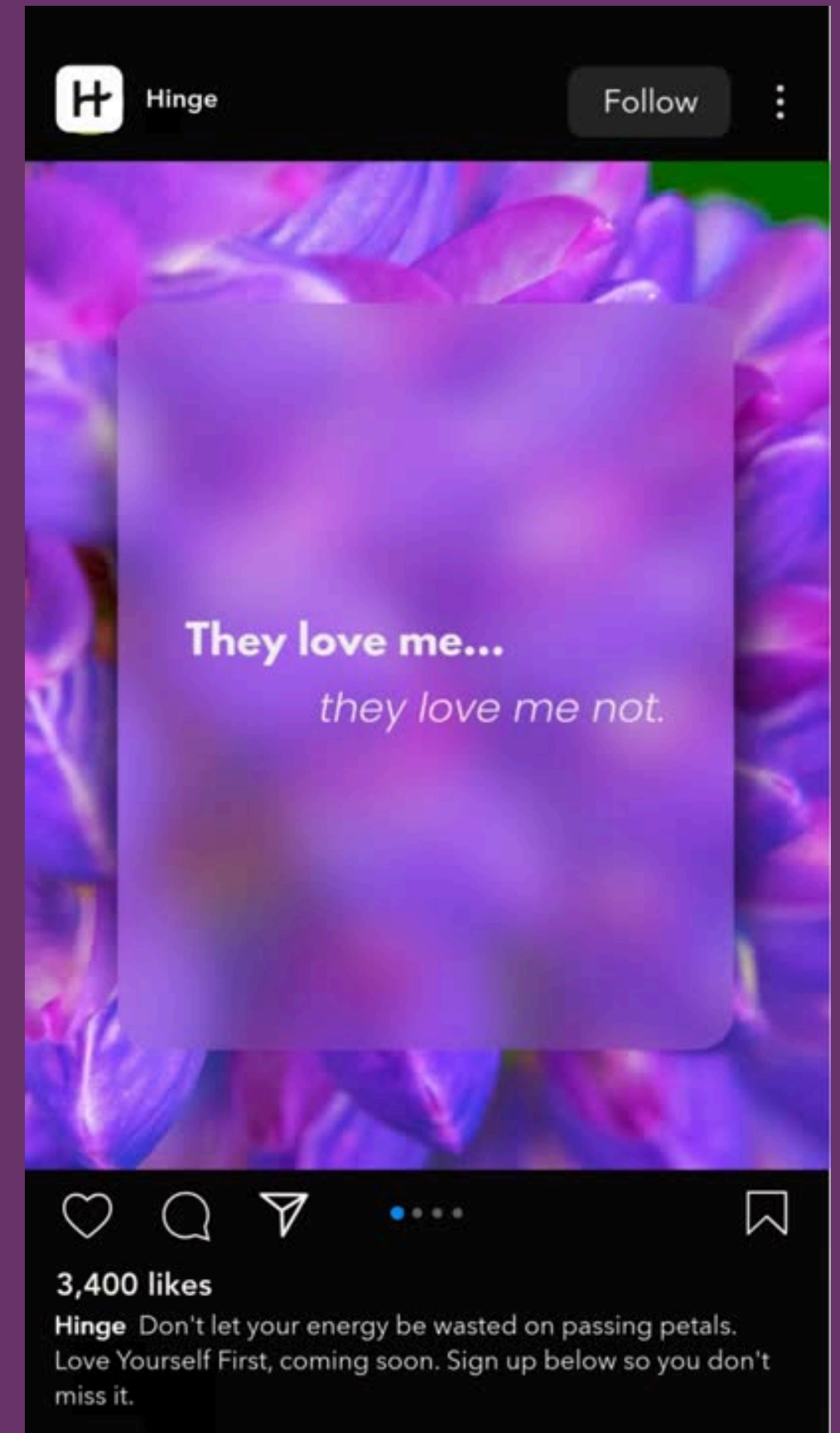


CAMPAIGN STRATEGY



85% of Millennials are on Facebook and 74% are on Instagram, making these the best channels to reach them on social. The campaign will be carried out through those platforms with a mix of text-based, photo, and short-form video posts.

The first post on both platforms will be a promo intended to generate buzz and intrigue around the campaign.



SLEEPOVER AT PURPLE^{01.}



This popup event would tackle getting better sleep by providing users with the opportunity to sleep on Purple's unique GelFlex mattresses, meet with sleep experts, and go home with a bag of goodies: sleep masks, ear plugs, and a free Purple pillow. This free event would target new users, but require they sign up on a first-come, first-serve basis and cap out at 20 people per store. The event would take place in 1 store per state closest to the largest metro area.



PERSONA 1: ALEX

Alex is a 32 year old living in Woodstock, GA but working in a prestigious law office in Atlanta. She often works late hours, complicating both her social life and sleep schedule. She wants to improve both, but doesn't know where to start. When scrolling on Instagram one night, she sees a post promoting the Sleepover at Purple. The event will be happening less than 15 minutes from her house, and it's still only half full. She's never used Hinge before, but she's been interested in a Purple mattress, and it's a free event. Alex decides to RSVP.

SLEEPOVER ITINERARY

01. Kickoff

Guests arrive at 8:30 p.m. and mingle. At 9:00 p.m., the store manager welcomes them into the space, and the sleep expert gives a talk on how to achieve better sleep.

02. Stations

At 9:45 p.m., guests visit stations around the store dedicated to sleep aids: essential oils, meditation techniques, sleep masks, and other sleep therapies.

03. Lights Out

Guests are assigned their beds for the night and are given their own Purple sheets and comforters, which also have the Hinge logo on them, at 10:30 p.m.

04. See You Later

Guests are given their goody bags as well as their bedspreads at 8:30 a.m.



CONTENT EXAMPLES

Caption: We get it. You run around the office all day, try to keep with friends all night. Between work and your social life, you're not getting as much sleep as you need.

We can help with that.

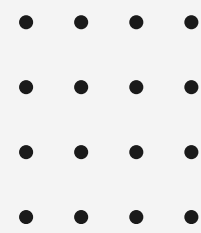
Sign up to join our Sleepover at Purple, where you can learn better sleep habits and take a spin on Purple's unique Gel-Flex mattress, completely free.

#LoveYourselfFirst



BETTERHELP_{02.} PARTNERSHIP

Through this partnership, we'd tackle mental health and mindfulness by offering a discount on a Betterhelp online therapy subscription plan. This tactic would target new users by emailing them a promo code when they create their Hinge account. The discount would provide users with 25% off their monthly subscription for a total of 12 months.



HELPLINE RESOURCES

In addition to their subscription, users that activate their BetterHelp promo code will receive an email full of contacts for support and crisis organizations, including but not limited to:



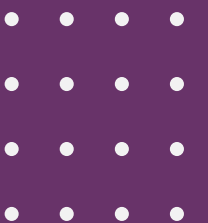
Narcotics Anonymous

Alcoholics
Anonymous®

988

SUICIDE & CRISIS
LIFELINE

CRISIS TEXT LINE



PERSONA 2: RICKY

Ricky is a 38 year old single mechanic living in Virginia Beach and has struggled with depression on and off throughout his life. He's recently made the decision to seek help for the first time, but he's intimidated and wants to ease his way into it. When he sees an ad for the BetterHelp partnership, he feels like it's the best option.



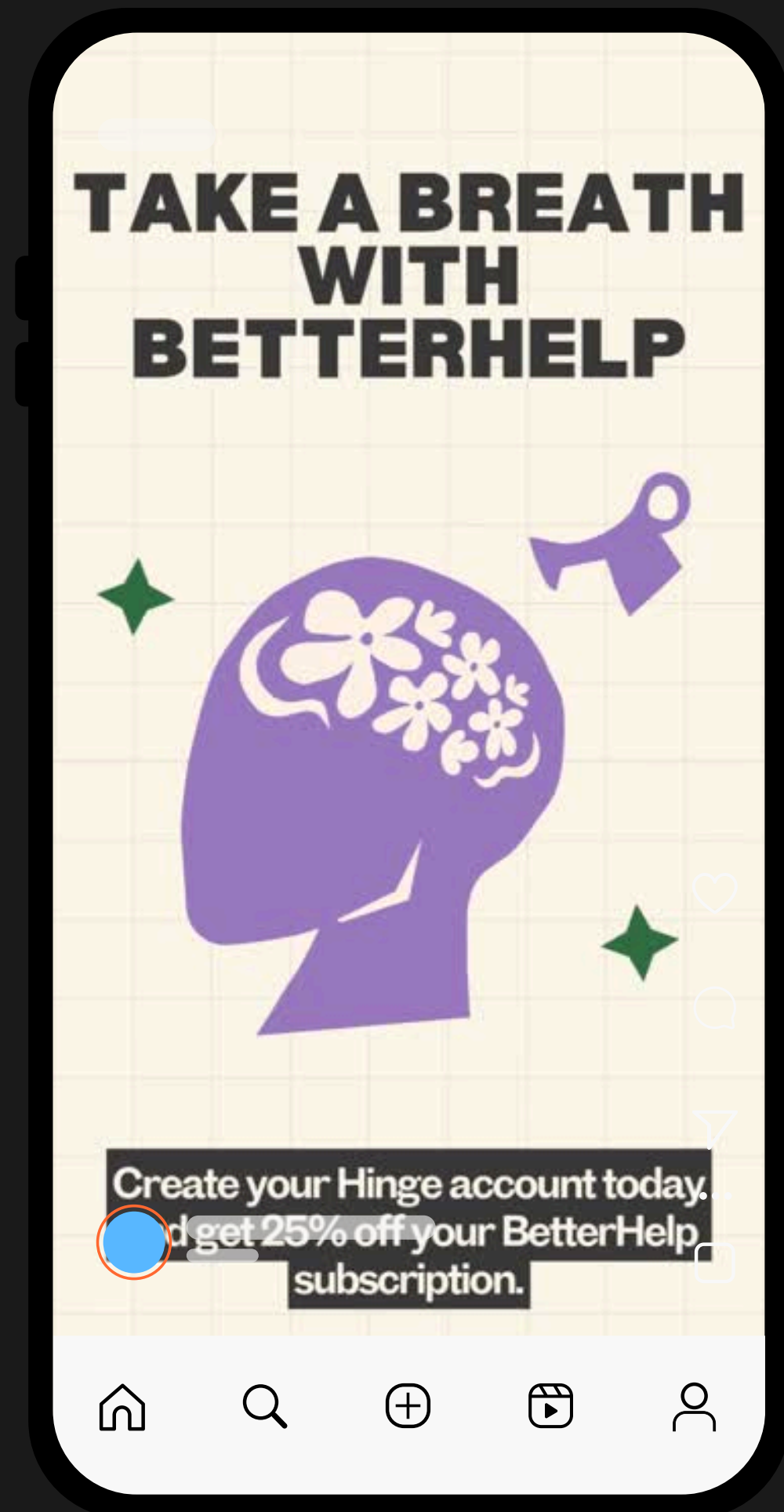
CONTENT EXAMPLES

Caption: Life is loud enough. Your head should be your calm.

That's why we're partnering with BetterHelp. Create your Hinge account today and get a quarter off a year-long BetterHelp subscription.

Get the help you need, on your time and terms.

#LoveYourselfFirst



STRAVA_{03.} CHALLENGE

This final tactic would focus on fitness by encouraging new and existing users to create a Strava account. Hinge would create our own unique “Get Out There” challenge on the app, requiring users to log one outdoor workout that’s at least 30 minutes for one month. Users that complete the challenge would be entered to win a free one-year subscription to Hinge+ and Strava’s paid subscription model.





PERSONA 3: JONAH

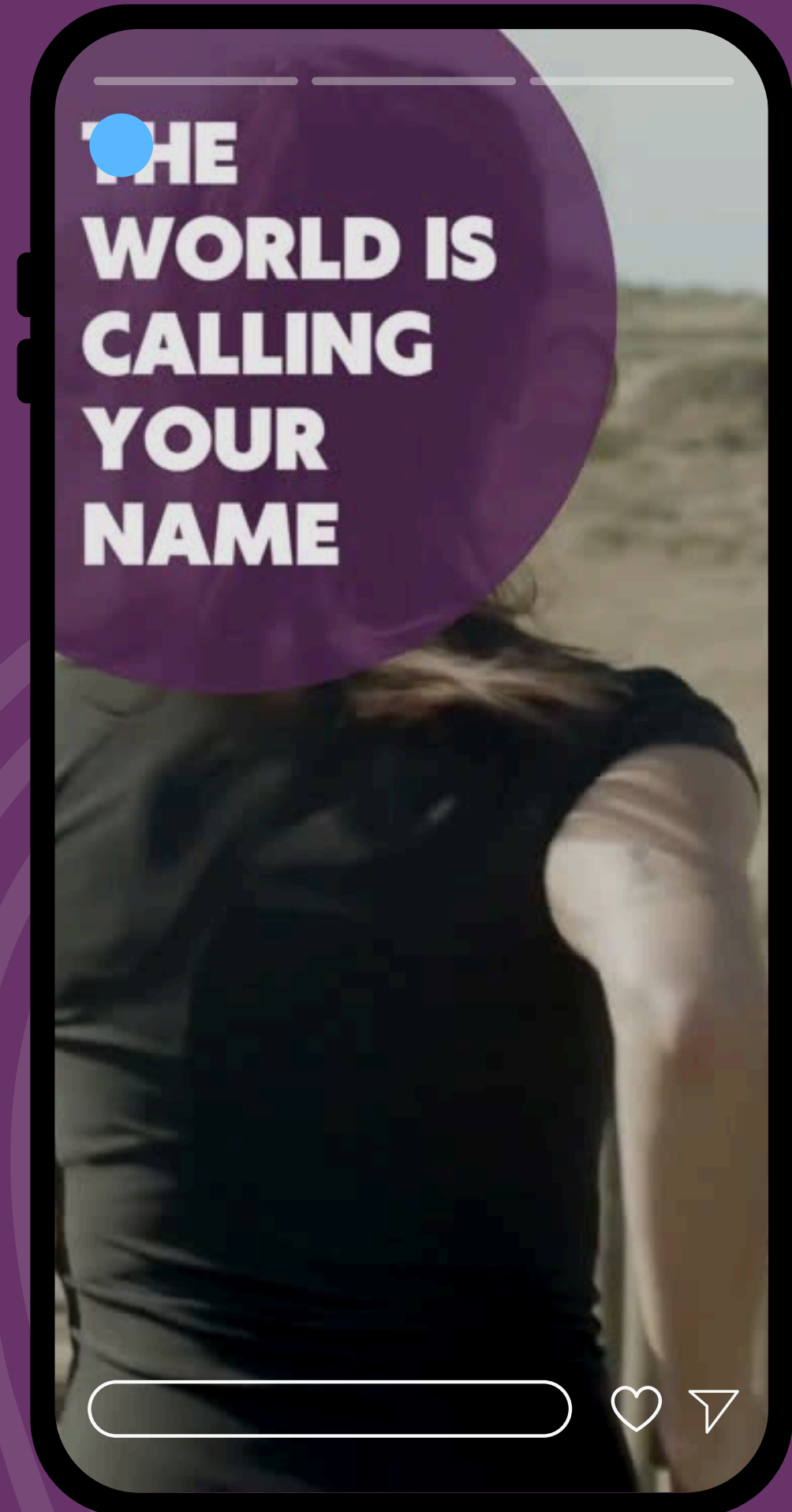
Jonah is a 30 year old product designer who lives in San Diego. His job requires he work inside at a computer all day, and he wants to get more active. As a registered Hinge user, he got a notification about the upcoming Strava partnership and decided to try it out.

CONTENT EXAMPLES

Caption: Thinking of going for a run? We'll be cheering you on.

Join our "Get Out There" challenge on the Strava app for a chance to win a free, year-long Hinge+ membership AND a Strava paid plan. Download the app, log one 30-minute outdoor exercise every day, and crush your fitness goals.

#LoveYourselfFirst





THE DATA DOESN'T LIE

73% of Millennials

are loyal to brands, more than any other generation.

26% Increase

in true loyalty, which is driven by emotional factors, since 2021.

30% of Consumers

are ethically loyal, meaning they stay with brands with shared values.

60% of App Users

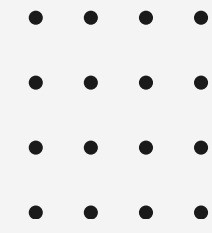
show incentivized loyalty, meaning they're appealed by perks and discounts.





Love Yourself First is a win.

Millennials, as the largest consumer group of dating apps, are a prime audience for a wellness campaign. The most loyal consumer group in a era of ethical loyalty, they would resonate with a campaign focused on self-love and have a postive opinion of Hinge. As a result, Hinge's popularity as a dating app would grow, giving it a more competitive edge in the industry.



Thank You

Ansley Standridge

