

Adults Wanted

Background

Match.com has been a pioneer and innovator in the online dating scene since inception. However, with new upstart competitors that skew younger and more lustful, they needed a groundbreaking reset to tell the story of what Match is all about. This led to the birth of “Adults Wanted,” a campaign created to speak with consumers looking for a true connection with individuals.

Objective

Match.com saw an opportunity based on a gap in the online dating world that was being underserved - “Adults” 30-49 who were influential, high-intent, career minded and looking for love. Their goal in the dating world wasn’t to stay out until 4am or have a one night stand but instead, make a true connection.

Strategy

In order to reach this demo, we needed to create a plan that surrounded them on their consumer journey from home, to work, to the gym, and to their favorite local nightlife and entertainment spots. With transit being back in a big way, our primary objective was to create a targeted plan that drove not only high reach and frequency, but also in-your-face moments. This, alongside a healthy blend of other, mostly street level formats to ensure strong eye level and social engagement, made the brand unmissable in neighborhoods that over-indexed for the demo.

Plan Details

Markets: NY and LA

Flight Dates: 5/29/23 -7/24/23

OOH Formats Used: Station Domination, Interior Cards, Digital Urban Panels, Digital Liveboards, Wallscapes, Street Level Walls, Handpaints, Wildposting

Budget: \$600,000 (Final Campaign Value - \$2,045,000 post-negotiation)

Results

- 79% of new app sign ups mentioned seeing the creative on OOH unit
- Double digital growth in downloads during campaign YOY and figures exceeded 2021 brand campaign, which at the time was best performing to date
- 91% of write ins were adults under 40 with a 50/50 M/F split - right on demo
- Number of write-ins for OOH/Subway was 3-4x historical benchmark
- Incredible organic social sharing and engagement - estimated 1.5M social impressions

