

Redefining Dating Norms

Background

Plenty of Fish – a Match Group (NASDAQ: MTCH) company – is a dating app for singles who believe in a more laid-back approach to dating, one where they get to know the heart of someone. The brand’s mission is to connect the most singles by building low-pressure experiences where the right people take notice. Unlike many dating offerings today, Plenty of Fish prioritizes creating an authentic, welcoming environment that allows real singles to discover what they’re looking for – and simply date better! In fact, Plenty of Fish was the first dating app to ban “face filters” in all profile pics, and the first Match Group dating app to introduce live streaming.

Objective

In the Spring of 2023, Plenty of Fish’s goal for its most recent advertising campaign was to increase brand awareness and promote better dating behaviors in a highly competitive dating app landscape.

Strategy

Designed to highlight what constitutes an appropriate “d*ck” pic and the introduction of Plenty of Fish’s No D*ck Pic badge, the “Gallery of D*ck Pics” campaign – which ran from May 8 to June 6, 2023 in NYC, Dallas-Fort Worth, Houston, San Antonio, and Austin – featured photos of wholesome guys named Richard, Richie, or Dick, i.e., “D*cks” - of all shapes and sizes.

Talon leveraged strategic media placements in NYC, including major transit domination, with signage found on turnstiles, stairways, walkways, digital screens, and more. The activations included a real-life pop-up of a virtual gallery (<https://virtualgallery.pof.com/>) located at a subway station in Manhattan. And, for a limited time (May 15-20), consumers were also able to engage with Plenty of Fish at a pop-up gallery gift shop, located just outside the subway station entrance, which offered free coffee and swag giveaways, including premium “Burn This D*ck” candles, “Fresh D*ck” soap, cheeky t-shirts, and more.

Additionally, in Texas, Talon ran a sizeable programmatic digital OOH (pDOOH) campaign across apartment buildings, bars, gyms, taxi and rideshare TVs, and urban panels that included a custom audience, brand lift studies, and age-gated/venue-specific custom PMPs.

Plan Details

Markets: New York City, Dallas-Fort Worth, Houston, San Antonio, and Austin

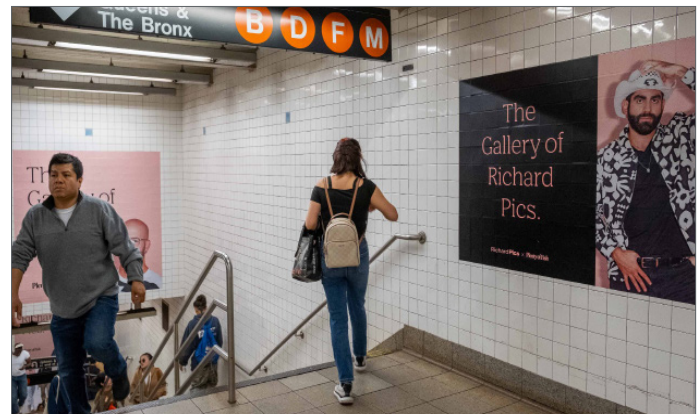
Flight Dates: May 8 - June 6, 2023

OOH Formats Used:

Static: Station Domination

Digital: Subway Station (Part of NYC Dom), Apartments, Gyms, Rideshare, Bars/Restaurants, Urban Panels

Budget: \$483,388



Results

Generating 16.75M impressions, the “Gallery of D*ck Pics” OOH campaign that Talon designed increased awareness, consideration, and sign-up intent for Plenty of Fish.

Exposure to the campaign generated a 47% lift in consideration for Plenty of Fish. In Texas, the pDOOH campaign in bars produced the largest lift in consideration, driving an increase of 85%. And there was a 103% lift in sign-up intent, with over double the number of consumers exposed to the campaign saying they would sign-up to Plenty of Fish in the next 6 months!

What’s more, after exposure, Plenty of Fish ranked higher in terms of preference than competitors, such as Bumble and Hinge. All told, the campaign resulted in a 14% increase in app downloads, a 10% rise in registrations, and a remarkable 96% positive brand sentiment.

Audience Metrics

Target Audience: Young singles, ages 25 - 34