

Be a GoalDigger

Background

The League, founded by Amanda Bradford, was created to offer a more meaningful dating experience than the superficiality often seen in mainstream apps. Born from Amanda's own frustrations with traditional dating platforms, The League targets professional singles who are seeking long-term, egalitarian relationships. Unlike other dating apps, it features a curated community with a waitlist and vetting system to ensure users are ambitious, driven, and share similar standards. Despite launching in 2015 with a strong premise, The League struggled with brand recognition and app usage. However, the platform boasted one of the highest match rates in the industry, making it highly appealing to busy professionals with limited time for dating. The biggest challenge was how to creatively reach this target audience in key markets and convert them into active users.

Objective

Build General Awareness

The League aimed to target career-driven individuals aged 25-45 who were tired of superficial dating apps. The campaign, "GoalDiggers," focused on ambitious professionals seeking meaningful, long-term relationships. Key taglines included:

- "Date Someone So Ambitious They Make You Want To IPO Your Pants"
- "Date Someone Who Can Talk Dirty To You In Three Languages"
- "Be a GoalDigger"
- "Find Your Goal Mate"
- "Date Someone Who Grabs Life By The Goals"
- "Date Someone Who Will Lift You Up Not Just Pat You Down" (placed at TSA entrances)

The goal was to resonate with the audience's aspirations and drive sign-ups by using bold, contextually relevant messaging.

Strategy

To target ambitious professionals in New York and Los Angeles, the campaign focused on strategically placed media to surround the audience during their daily routines.

In New York, we used high-impact transit and street-level assets to connect with commuters, maximizing touchpoints throughout their day and making the campaign feel larger and more omnipresent.

In Los Angeles, we focused on LAX, capitalizing on the surge in air travel. Custom column wraps and digital networks were used in key terminals, targeting airlines popular with the demographic. The creative aimed to bring lightness to the typically stressful air travel experience.

These strategies, combined with strong creative, generated significant social engagement and made the brand stand out in key areas.



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Plan Details

Campaign Posting Dates: 9/4/23 - 11/5/23

Markets Selected: New York (key focus on FiDi, Soho / W Village, Upper West and East Sides), Los Angeles (key focus on LAX)

OOH Formats Used: Station Dominations (W 4th & Columbus Circle), Wallscapes, Wildposting, Digital Urban Panels, Digital Liveboards, Interior Cards

LAX Column Wraps, LAX Digital Domination, LAX Bulletins

Target Audience: Adults 25 - 45; Skewing slightly female 55/45; Users are smart, 60% attended a Top 40 University or College

Budget: \$1.5M



Results

The campaign led to impressive results, including an 80% lift in app registrations in New York City during the campaign period, and a significant double-digit increase in both web and app traffic in key markets. Additionally, a notable rise in write-ins attributed to OOH as the discovery source exceeded historical benchmarks, showcasing the impact of the media strategy. The success of the campaign was further highlighted by winning a 2024 OBIE Award and generating six-figure earned media value, reinforcing the effectiveness of the approach in driving engagement and brand visibility.

