

Getting it wrong sucks—except on Tinder, where unexpected moments lead to something unexpectedly right

LOS ANGELES, December 26, 2024 - Tinder launches the latest chapter of its award-winning *It Starts With a Swipe™* campaign with a bold new video series inviting daters to reconsider what they think they know about the world's most popular dating app. The campaign celebrates modern dating, reminding people that being wrong about many things sucks, but not Tinder.

The new films are timed to launch at the start of dating 'peak season' - the period beginning in January until Valentine's Day when in the past there's been 2.1 million more messages sent per day internationally, and a stunning 298.4 million more 'Likes' sent per day internationally compared to the rest of the year's average.^[1]

The true peak comes on the first Sunday in January, popularly referred to internationally as 'Dating Sunday'. In 2025, it will occur on January 5th. On Dating Sunday 2024, Tinder's data revealed that the number of 'Likes' sent globally were nearly 15% higher compared to the rest of the year.^[2]

"There's a lot of noise and misconceptions about dating apps, and we understand why some young daters might feel uncertain," said Stephanie Danazi, SVP of Global Marketing at Tinder. "But the truth is, a new relationship starts on Tinder every three seconds - showing that Tinder works. Peak Season contributes nearly 20% increase in messages sent internationally, proving that Tinder is buzzing with activity and connection—disputing the misconception that dating apps don't work. We hear stories every day from couples who've found love, friendship, and even marriage through the app. This campaign is a reminder that it's okay to rethink what you thought you knew—because real connections are happening on Tinder, and they could happen for you too."

Tinder's latest creative work flips the script on modern dating, celebrating the humor and humanity in life's unexpected moments. From romantic getaways hilariously derailed to fiery date-night missteps and surprising art class reveals, misjudging those concert seats that turned out to be epic, the campaign captures the playful chaos of dating today. It's a fresh, bold take that invites daters to embrace the unpredictability of connection—and find the possibilities for human connection in the journey.

"Every iteration of the 'It Starts With A Swipe' campaign has aimed to show the hope that exists on Tinder, and subtly push against the widely held belief that it doesn't work," said Ed Gunn, EVP Strategy at Mischief. "This latest iteration takes Tinder skeptics head-on, without coming across as defensive. Using the proof point of relationship frequency with our unique humor, we're pretty confident this will make people discuss what else they've been wrong about on their next Tinder date."

Tinder welcomes all types of connections, from a night to a lifetime, offering endless possibilities for human connection as the largest gateway to new relationships with a dynamic and diverse user base. Tinder launched [TinderLove.com](https://tinderlove.com), a dedicated hub showcasing real 'Swipe Stories' from people who've found meaningful connections on the app—proving that it's great to be wrong about Tinder.

Created in partnership with Tinder's creative agency of record, Mischief @ No Fixed Address, the spots will air across social and all major streaming services beginning December 26, 2024.

To view the "It Starts With A Swipe Campaign", please visit [HERE](#).

About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been

downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™".

Tinder is a registered trademark of Tinder LLC.

About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™".

Tinder is a registered trademark of Tinder LLC.

Creative Credits:

Agency: Mischief @ No Fixed Address

Greg Hahn, Founder, CCO

Bianca Guimaraes, Partner & Executive Creative Director

Kevin Mulroy, Partner & Executive Creative Director

Ashley Veltre, Creative Director, Art

Holden Rasche, Creative Director, Copy

Will Dempster, Partner & Head of Production

Tati Lanier, Senior Producer

Elly Lupi, Business Manager

Kerry McKibbin, Partner & President

Tyler Harris, Managing Director

Justine Yucesan, Account Director

Lindsey Moy, Account Supervisor

Jeff McCrory, Partner & Head of Strategy

Ed Gunn, EVP, Strategy

Hannah Hugeback, Strategist

Oliver McAteer, Partner & Head of Development

Production Company: Biscuit

Los Pérez, Director

Shawn Lacy, Founding Partner

Andrew Travelstead, Executive Producer

Sean Moody, Head of Production

Javier Alejandro, Producer

Jack Filtness, Production Manager

Pau Caustejon, Director of Photography

Local Service Co: Grayskull

Daniel Monedero, MD

Álvaro Priante, Executive Producer

Àgata Bert, Producer

Angie Quintana, Producer Assistant

Luis Casacuberta, 1st Assistant Director

Monica Sánchez, 2nd Assistant Director

Rodo Siffredi, Production Designer
Lola Berardi, Art Director
Nuria Durá, Wardrobe Stylist
Susanna Schmetterling, Make Up Artist
Gustavo Pérez, Production Manager

Post & Color: ETC

Giles Cheetham & Thiago Dantas, VFX Shoot supervisors
Dean Robinson, Creative Director
Luke Morrison, Colourist
Alex Gabbuci & Thiago Dantas, 2D Supervisors
Jiyoung Lee, Digital Matte Painter
Antonia Palmer, Ben Meredith, Kotryna Lidziute, Sarah Crux, Tane Welham, Taylor Hyder - 2D Artists
Adewale Ogunbekun, Bibin Panackal, Jordan Dunstall, Matteo La Motta, Sergio Morales Paz - 3D Artists
Antonia Vlasto, Executive Producer
Tom Manton, Senior Producer

Editorial: The Den

Tobias Suhm, Editor
Evan Carp, Senior Cutting Assistant
Rachel Seitel, Co-Founder
Jennifer Mersis, Sr. Executive Producer
Sari Resnick, Sr. Post Producer
Kortney Rubottom, Sr. Post Producer

Audio: Wave

Aaron Reynolds, Sound Designer & Mixer
Eleni Giannopoulos, Producer
Vicky Ferraro, Executive Producer

“Getaway” & “Class” Music Supervision: Found Objects

Track: “Hell N Back”
Bakar, Artist
Katt Matt, Executive Producer & Music Supervisor
Nick Chomowicz, Senior Producer

“Seats” Music Supervision: Found Objects

Track: “This is What Falling in Love Feels Like”
JVKE, Artist
Katt Matt, Executive Producer & Music Supervisor
Nick Chomowicz, Senior Producer

“Hot” Original Music: Found Objects

Track: “XX”
Katt Matt, Executive Producer & Music Supervisor
Nick Chomowicz, Senior Producer
Margy Hayes, Composer / Producer Associate

“Movie Night” Original Music: Found Objects

Track: “XX”
Katt Matt, Executive Producer & Music Supervisor

Nick Chomowicz, Senior Producer
Margy Hayes, Composer / Producer Associate

^[1] Internal Tinder data comparing the period of 1 January to 14 February 2024 with per day averages internationally.

^[2] Internal Tinder data comparing 5 January 2024 with daily averages internationally.

Additional assets available online: [_____](#) ⁽²⁾

<https://www.tinderpressroom.com/2024-12-26-Its-Great-To-Be-Wrong-About-Tinder-New-It-Starts-With-A-SwipeTM-Campaign-Sets-the-Record-Straight>