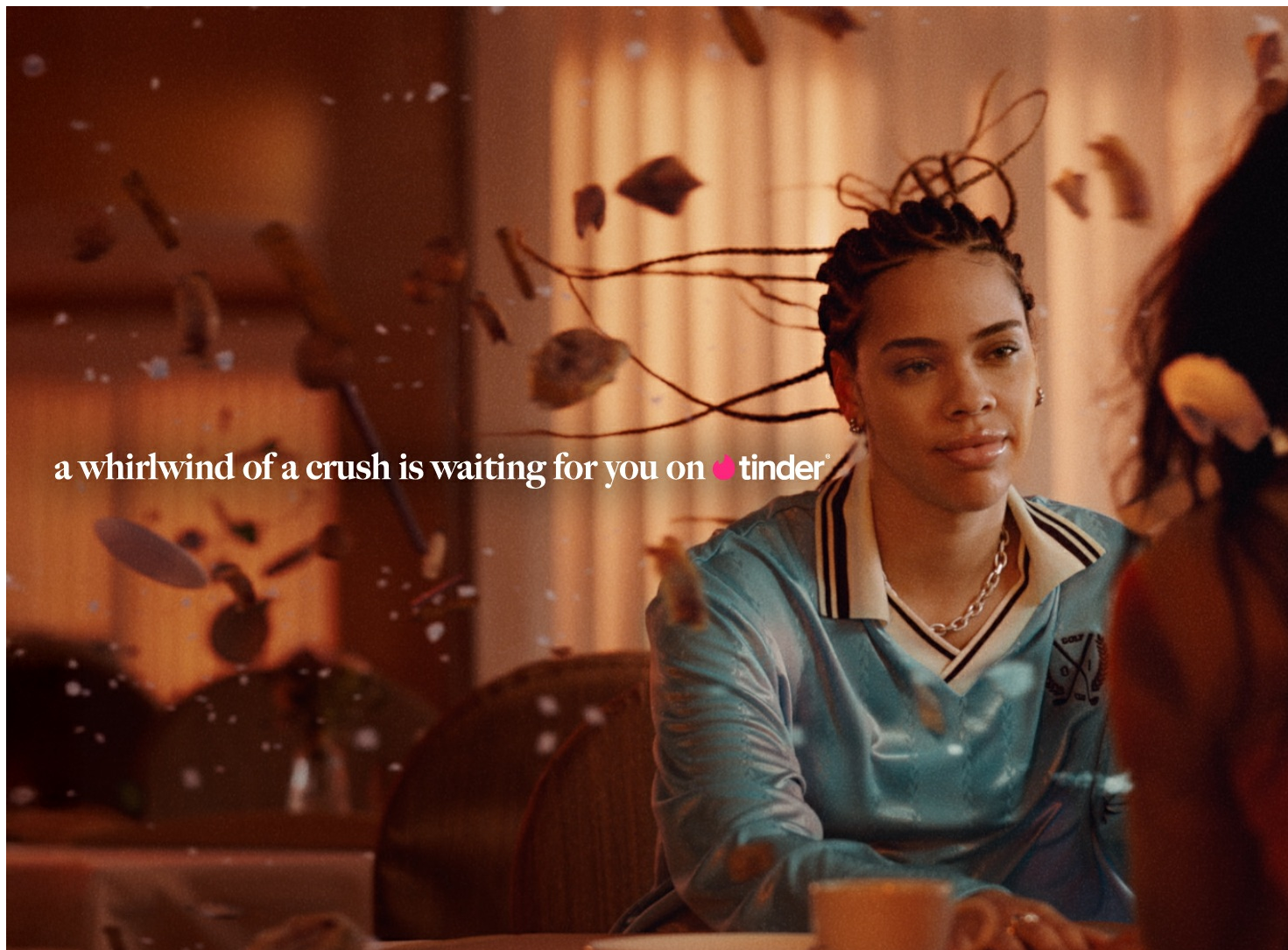


Tinder Launches “Crush Feelings” Campaign, Celebrating the Euphoric Rush of Having a Crush



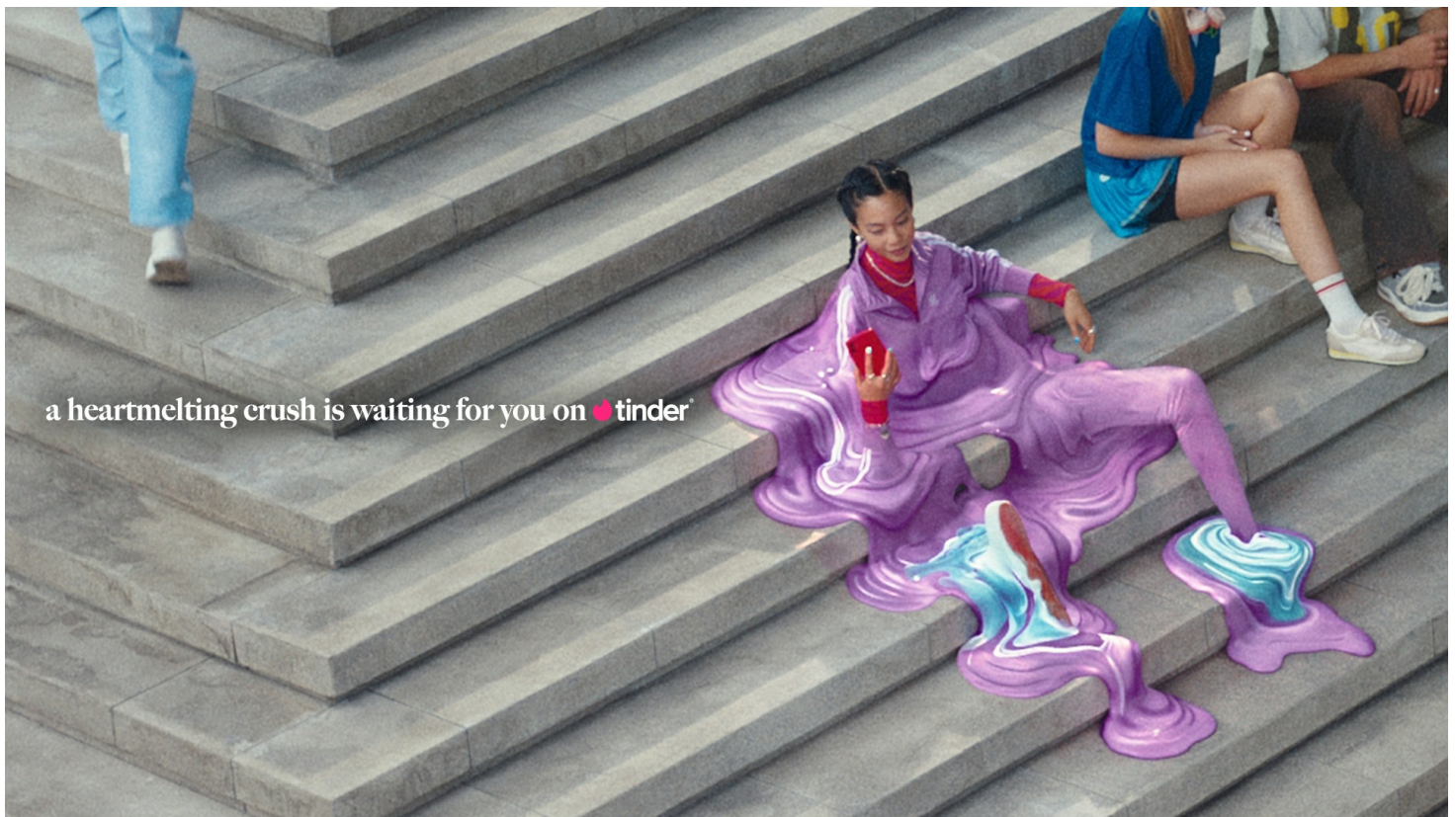
Alongside the new campaign, Tinder debuts Swipe Stories™ — a hub for real moments of crush connections sparked on the app.

LOS ANGELES, August 25, 2025 - Today, Tinder launches its new Crush Feelings campaign—a playful celebration of the whirlwinds, rollercoasters, and silly chaos that come with having a crush. The campaign invites Gen Z to experience the euphoric rush of catching feelings for the first time, reminding them that the best—and most fun—feelings can spark on Tinder.

Timed to reveal the emotional highs of modern dating, the campaign arrives at a moment when Tinder is alive with new connections every day. Tinder has led to more than **100 billion total matches, and in 2024, nearly 16 billion Likes or Nopes were sent on the app each week**—proof that opportunities for crush-worthy sparks are happening regularly on Tinder.^[1]

And because the best crush feelings don't just live in our imaginations, Tinder is bringing them to life with [Swipe Stories](#)™ — a new hub dedicated to real moments of crush connections sparked on the app. From the first match that made someone melt, to the DM that led to a thrill-ride, Tinder's [Swipe Stories](#)™ showcases the giddy, euphoric rush Gen Z knows all too well. It's proof that the crush-worthy sparks can and do happen on Tinder.

"Gen Z is craving connection, but many haven't yet felt the magic of a real crush," said Stephanie Danzi, SVP of Global Marketing at Tinder. "For a lot of young daters, Tinder is the first place they'll experience that rush—the thrill, the chaos, the possibility. With *Crush Feelings*, we're reminding them that those sparks aren't just real, they're what make dating fun in the first place."



a heartmelting crush is waiting for you on tinder

Tinder user profiles tell the story too. According to internal Tinder data from 2024, Gen Z is updating their profiles and photos nearly **2X more often than millennials**, reflecting their openness to new experiences and fluid identities.^[2] And it's not just selfies—profiles increasingly highlight **mental health, values, and personal boundaries**, suggesting that today's crushes may be built on more than just surface-level attraction.^[3]

Tinder's latest creative work taps into the dreamy, playful, and chaotic energy that defines a crush. From a text that turns you into a puddle, to glitching brains when your crush texts back, to tongue-tied chaos that feels both ridiculous and true, the campaign captures the heightened reality of falling into a crush. It's a fresh, surreal take on dating that reflects how Gen Z really talks, feels, and jokes about crushes today.

"Gen Z is redefining what dating looks like, and it's rooted in authenticity," said Stephanie Danzi, SVP of Global Marketing at Tinder. "They're updating profiles more often, being open about their values, and bringing their whole selves to the app. *Crush Feelings* celebrates that shift—it's about showing that the rush of a crush today isn't just fun, it's real, and it starts with being unapologetically yourself on Tinder."

As the world's most popular dating app, Tinder has been the starting point for countless relationships, friendships, and crushes. With *Crush Feelings*, Tinder continues to celebrate its role as the ultimate catalyst for excitement, fun, and the thrill of possibility.

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 August 25, 2025.

To view the "Crush Feelings Campaign", please visit [HERE](#).^[1]

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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

Sam Carlson, Senior Copywriter

Jasmine Paylor, Senior Art Director

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

Sadia Ali, Strategy Director

Hannah Hugeback, Strategist

Oliver McAteer, Partner & Head of Development

Production Company: RiffRaff

The Sacred Egg, Director

Matthew Fone, Owner

Alanna Dillon, Executive Producer

Jess Lee, Producer

Jennifer Hengst, Production Supervisor

Christopher Ripley, Director of Photography

Jenny Haapala, Wardrobe Stylist

Local Service Company: Orange Films

Jon Day, Producer

Megan Oehley, Production Manager

Amy Dobson, Production Coordinator

Gareth Grey, Cast Coordinator

Mike Berg, Production Designer

Chad Waller, Prosthetics Artist

Johanni Nel, Makeup Artist

Richard de Jager, Wardrobe Stylist

Michael Mostert, SFX Coordinator

Post: ETC

Alex Prod'Homme, VFX Shoot Supervisor

Iain Murray & Beck Selmes, VFX Supervisors

Amy Smith, 2D Lead

Polly Durrance (NY) & Oscar Wendt (London), Executive Producers

Emma Hughes, Producer

Editorial: papercut

Biff Butler, Editor

Jessica Lund, Assistant Editor

Brandee Probasco, Executive Producer

Siggy Chojnacki, Post Coordinator

Chandler Raub, Post Producer

Color: Trafik

Daniel de Vue, Senior Colorist

Taylor Pool, Colorist

Geoff Linville, Producer

Ali Soofi, Color Assist

Gemma Parr, Color Assist.

Audio: Wave

Aaron Reynolds, Sound Designer & Mixer

Isaac Matus, Sound Designer & Mixer

Pooji Jonnavithula, Producer

Vicky Ferraro, Executive Producer

“Puddle” & “Tongue Tied” Music Supervision: Walker

Track: “So Hot You’re Hurting My Feelings”

Caroline Polachek, Artist

Dottie Scharr, Executive Producer

Samantha Zirin, Producer, Music Supervisor

Caroline May, Junior Producer

Deanna Romine, Business Affairs Manager

“Rollercoaster” Original Music: Walker

Dottie Scharr, Executive Producer

Samantha Zirin, Producer, Music Supervisor

Caroline May, Junior Producer

Deanna Romine, Business Affairs Manager

“Screaming Inside” Original Music: Walker

Dottie Scharr, Executive Producer

Samantha Zirin, Producer, Music Supervisor

Caroline May, Junior Producer

Deanna Romine, Business Affairs Manager

“Windswept” Original Music: Walker

Dottie Scharr, Executive Producer

Samantha Zirin, Producer, Music Supervisor

Caroline May, Junior Producer

Deanna Romine, Business Affairs Manager

Paid Media and Social Agency: Vayner Media

PR Agency: Tinder Comms + LaForce

^[1] Internal Tinder data from May 2024 with per day averages globally.

^[2] Internal Tinder data from May 2024 with per day averages globally.

^[3] Internal Tinder data from May 2024 with per day averages globally.

