

TINDER®'S FIRST LOCAL "IT STARTS WITH A SWIPE" CAMPAIGN IN SOUTHEAST ASIA ILLUSTRATES HOW THIS GENERATION OF YOUNG ADULT SINGLES ARE LOOKING FOR ENDLESS POSSIBILITIES

Locally produced for Vietnam, the new series of short videos will launch in the midst of dating's peak season, ahead of Tết and Valentine's Day

APAC, February 5, 2024 - Following the successful roll-out of Tinder's first-ever global campaign, "It Starts With a Swipe™" last year, the world's largest dating app is bringing to Vietnam a series of locally produced short videos exploring the brand's global message.

This locally conceptualised and produced take on the brand's narrative in Southeast Asia, the videos celebrate the vibrant possibilities that Tinder offers its users. As Tinder continues to redefine the narrative around dating, Vietnam's It Starts with a Swipe™ campaign celebrates modern dating experiences and milestones amongst young adult Vietnamese daters today.

Tinder's Future of Dating report also reveals that globally, Gen Z is defining romantic relationships differently - although the top three things 18-25 year old singles are looking for right now are companionship, friendship or a situationship, 64% say they like the emotional uplift that a love relationship brings.¹ In a survey conducted by Tinder amongst Vietnamese young adult singles, 73% say that dating apps allow them to meet new people outside of their social circles, and 58% embrace the possibility that these new connections could turn into something romantic.² More than half (56%) of young Vietnamese adult daters also look at dating as a way to build a wide range of connections and experiences to enrich their lives.

"Young adults in Vietnam see dating as an open-ended journey. Whilst a majority of our users globally are looking for long-term relationships,³ Vietnamese young adult singles are also embracing dating as a way of self-discovery and self-growth", said Daniel Kim, Vice President of Marketing, APAC at Tinder. "Tinder doesn't tell you who or how to date, but we power all kinds of possibilities. We welcome all types of people and relationships whether they last for a few messages exchanged on the app, a day, a night, or a lifetime. No matter what kind of possibility you are looking for, It Starts with A Swipe™."

In partnership with VMLY&R Vietnam, the campaign launches in the midst of dating's Peak Season which falls between 1 Jan and 14 Feb each year (and also coincides with Vietnam's biggest holiday season Tết) as young Vietnamese singles continue bringing their new year energy to refresh their dating goals and intentions.

Inspired by this new generation of daters, "It Starts With A Swipe™" not only celebrates a diversity of relationship possibilities, but also genders and orientations to reflect the fluid and inclusive attitude that is inherent to Tinder. The series of three videos will showcase different concepts of romance possibilities from sharing a single goodnight kiss that develops into a long-term relationship, forming a youthful friendship that evolves into a lifetime of shared personal growth, and finding a partner to share all your adventures and seasons with.

Watch the short videos [here](#).

###

¹ A study of 4,000 18-25 year old actively dating singles in the US, UK, Australia and Canada between Jan 21, 2023 and Feb 7, 2023 conducted by OnePoll on behalf of Tinder.

² A survey by Tinder and PR & Advertising Faculty, Academy of Journalism and Communications Vietnam of 400

Vietnamese aged 18-26 in January 2022

³ 40% of Tinder members using its Relationship Goals feature to signal their intent on the app say they are looking for a long term relationship.

About Tinder

Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

Additional assets available online: [Photos \(4\)](#)

<https://sg.tinderpressroom.com/iswas-vietnam>