



Brief set by
Bumble

Celebrate 10 years of Bumble Date — ushering in a new era for the most disruptive app in dating

Deadline

20 March 2024, 5pm GMT

The backstory

In 2014, Bumble made history by forever changing the rules of dating — putting women in control of making the first move.

10 years later, Bumble remains one of the most empowering social platforms — championing Kindness as the key to healthy and equitable connections.

What's the challenge?

Create a copy-led campaign that celebrates Bumble's 10-year legacy, while imagining what's next for history's most disruptive dating app.

Your response should bring in audiences to discover (or re-discover) Bumble through creative that centres Bumble Date as a safe, empowering, and inclusive social platform for a new generation, in a new era for Bumble.

Who are we talking to?

Get 18-29 year olds across the gender and sexual spectrum

To see Bumble as the app that empowers a diverse range of identities

By creating a campaign that celebrates a history of disrupting the status quo.

Things to think about

Safety

Research shows that daters feel more vulnerable than ever and are more safety conscious than before, with women significantly more likely to feel vulnerable than men. The need to 'put yourself out there' can create a sense of pressure that can have a negative impact on people's emotional wellbeing.

Empowerment

Bumble first launched with the goal of making dating better for women. Women's empowerment remains the core differentiator for the brand vs competitors, and whilst it remains relevant, there's opportunity to empower a diverse range of experiences and identities.

Bumble voice

Bumble has a unique and distinct tone of voice. They create emotional connections with their audience through authentic messaging that's not just around bee puns but instead, relatable content and wit. Don't think about how a brand might speak to you, instead think best friend.

Pick the right channels

As important as your idea is, where you put it can make or break a campaign. While you need to include at least one form of social media, the exact channel is up to you. Think about how you could best reach your audience and get them to take notice.

The important stuff

Create a copy-led campaign that taps into the psyche of diverse daters seeking the most personalised way to make equitable and compatible connections. You must include at least **three executions** (one of which must be for social media) and make it clear where they would appear.

What and how to submit

Read ***Preparing your entries*** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).