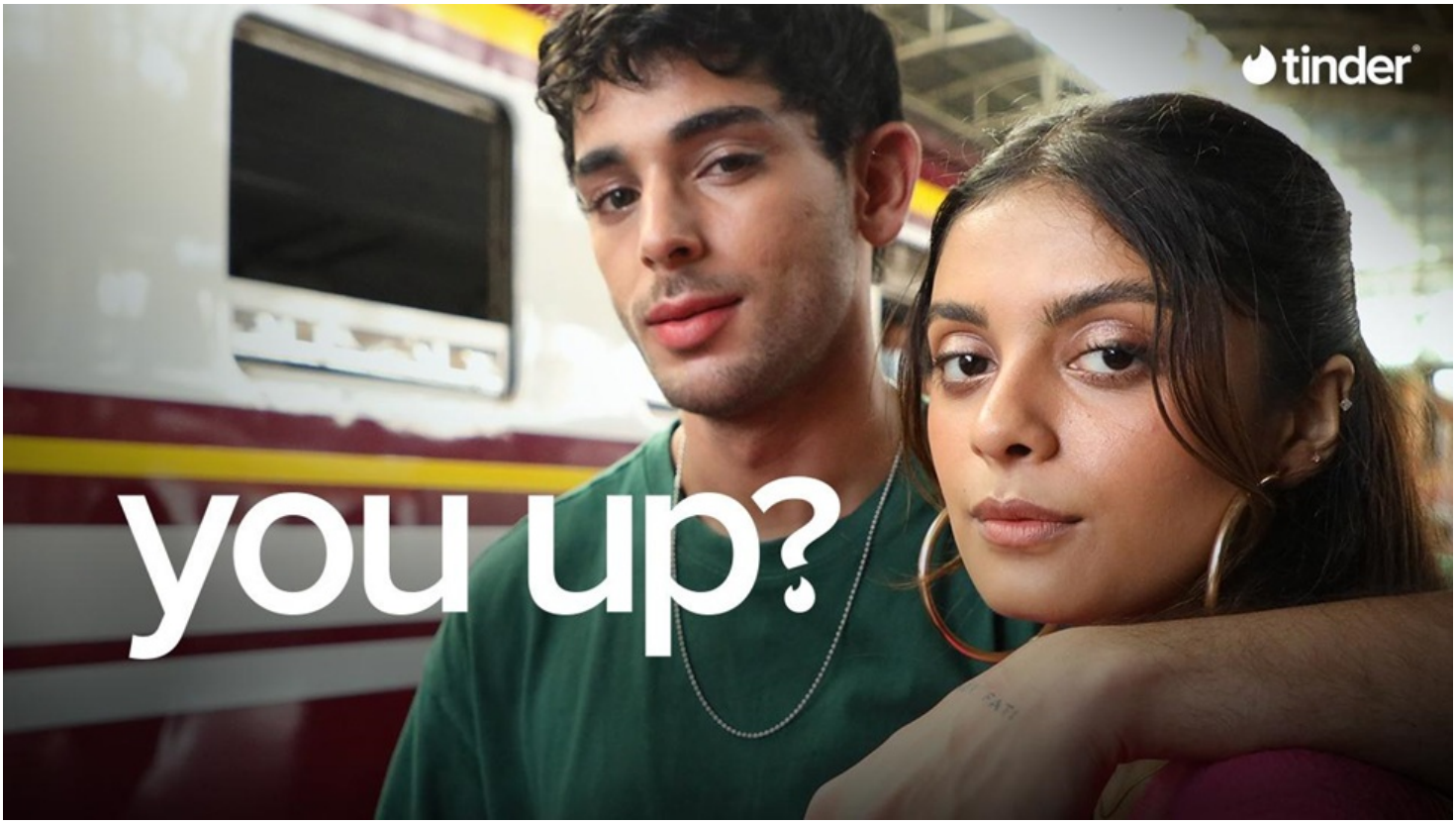
Tinder Newsroom

Tinder’s ‘You Up’ celebrates dating as you want it to be

Tinder’s latest brand film celebrates all kinds of human connections and the unexpected joys of dating on one’s own terms



India, December 21, 2022 - Tinder, the world's most popular app for meeting new people, released their latest brand campaign ‘You Up’, which celebrates the endless possibilities of moments and experiences on Tinder. It is a reflection of how dating has become more fluid and how young daters increasingly embrace their authentic selves on the Tinder app and IRL. For them ‘You Up?’ is about putting themselves out there and seeking the kind of connections they want, on their own terms.

Young singles, who make up a majority of Tinder, are increasingly becoming more intentional with who they spend their time with and what they are looking for. They are looking for open-mindedness and embracing casual - yet clearly defined - *situationships* as the default relationship status. In fact, according to Tinder’s Year in Swipe report there was a 49%* increase in Tinder members adding this relationship intention to their profiles. Conceptualized by Lowe Lintas to the tune of a 90s hit, ‘You Up’ follows a young female singleton who is in charge and chooses a variety of first date experiences without worrying about the outcome - whether it’s a fun karaoke night, a long drive or just meeting someone over coffee. By putting herself out there and being open to possibilities, she is able to explore her individuality with endless new experiences that await at every turn with Tinder.

Speaking on the new ‘You Up’ campaign, Taru Kapoor, General Manager, Match Group India said, *“At Tinder, you are in charge of your own dating journey. Members have always had the freedom to personalize their Tinder experience and make the platform what they need it to be - a gateway to exactly the kind of connections and experience they seek, at their pace. This new campaign is a celebration of dating as you want it to be, whether it is to find love or someone to vibe with, whatever you are up for.”*

Vasudha Misra, Regional Creative Officer, Lowe Lintas said, "*Tinder’s ads have always felt like a small snapshot of where we are at - in terms of the way we see relationships and romance of course, but also in terms of how a girl taking control of her own narrative is perceived. And to me, this spot feels like an honest piece that captures where India's youth are at right now in terms of dating - unapologetic and individualistic, and it takes a phrase that till now just had one connotation and adds multiple dimensions to it. All set to a killer track."*

Whether they’re looking for new friends, someone to hang out with, or a long-term partner, Tinder members now have more control

over who they connect with by having more insight into a potential match's intentions. Infact, 72% of Tinder members said they're looking for someone who knows what they want. Last week, Tinder launched Relationship Goals globally, a new profile feature that lets Tinder members signal what they're looking for. The feature will be launched in India in a few weeks.

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. Tinder is a registered trademark of Match Group, LLC.

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