Tinder Newsroom

Tinder's New Brand Campaign in Asia - Dating, Your Way - Celebrates Moving On, Matching Over Quirks, and Opposites Who Attract

NEW DELHI, 27 MARCH 2025: Tinder has launched a fresh new brand campaign in Asia -**Dating, your way** - spotlighting relatable moments that define modern dating. The pan-Asia campaign features a bold new narrative: dating isn't one-size-fits-all—it's an open-ended adventure, and will roll out across digital, social, and on-ground experiences in multiple countries across the region.

As part of the campaign, Tinder has released three videos in India, each featuring young Indian women as the lead, capturing three distinct relationship moments—from moving on after a breakup, to finding someone who embraces your quirks, or even dating someone completely different from you. With a focus on authenticity, self-discovery, and meaningful connections, the campaign celebrates the idea that whether it's a fresh start, a first date, or something more serious, every connection is unique, valid, and worth celebrating.

"We know that young women in Asia want more control over their dating lives," said**Daniel Kim, VP APAC Marketing, Tinder**. "With fun and safe dating at the core of the experience, Tinder is about the endless possibilities that can unfold when two people connect. With this campaign, we're celebrating the freedom to date without judgment—because whether you're on Tinder to move on, move forward, or just move at your own pace, there's no set way to date and every match has the potential to change lives in ways that people could never imagine."

In *"**Move On**"*, a young woman moves on from a past relationship, symbolised by a pet turtle gifted to her by an ex. The story captures the bittersweet moment of letting go and choosing to embrace new possibilities—with Tinder offering a fresh start in her dating journey. Breakups are a part of life, and Tinder supports users in moving forward to discover meaningful connections. In fact, a new relationship begins every 3 seconds on Tinder. According to a recent OnePoll survey, 57% of young adults in India (aged 18–25) have formed meaningful relationships through dating apps, with 67% saying they've dated someone they met online, and 55% having become friends with a match. Notably, 45% of respondents said dating apps are now the most common way people meet.

*"**Double the Chill**"* follows the story of a first date where a woman bonds with her Tinder date over their wonderfully odd quirk—sipping cold drinks on a chilly day. It's a light-hearted reminder that sometimes, the little things are what bring people together. First dates feel easier and more authentic when you're with someone who truly gets your vibe. Tinder celebrates those unique moments, helping people connect through shared habits and interests. According to Tinder data, 89% of young singles in India say shared interests are essential when dating, while 94% agree that being on the same page about food is non-negotiable—proving it's the small things that often create the biggest sparks.

In *"**Love and Hate**"*, a couple who met on Tinder navigate their differences over olives—similar to how many of us debate pineapple on pizza vs. absolutely not, horror films vs. rom-coms—and still make it work. The story highlights how Tinder connects people who may not see eye-to-eye on everything but still complement each other perfectly. It's a celebration of opposites attracting, and a reminder that differences don't have to be deal-breakers—they can actually strengthen relationships. Tinder's approach to dating goes beyond surface-level similarities, matching people based on deeper compatibility. Supporting this, 65% of young singles in India say they're open to exploring new things and connections—proof that today's daters are ready to embrace what's unexpected.

Whether it's meeting someone unexpected, forging a deep connection without labels, or simply enjoying the journey, Tinder is where it all happens.

Additional assets available online: **Photos** (3)

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