

# IAA Big Idea Challenge 2022







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## Executive Summary

Ziinkle was created in 2019 by founders Elisse Alexander and Melanie Leahy. It was cultivated after Melanie struggled to find where the singles within her area were. Their mission was to create a hybrid dating platform, where users had the ability to both meet and chat offline and online. The application focuses on a venue search feature, which allows users to see how many singles are located at hospitality venues within their city.

The campaign primarily targets 25-34 and 35-44-year-olds living in metropolitan areas within Sydney, Brisbane, and Melbourne. Both audiences have a strong digital presence, are self-driven and live busy lifestyles.

Research conducted throughout the campaign planning showed that consumers are tired of trying to date online due to the superficiality and inauthenticity of it. This provides Ziinkle with the opportunity to rejuvenate the dating scene by creating a dating app that uses both online and offline dating methods.

The big idea *'online dating is impersonal, it's time to make it personal'* focuses on helping consumers realise that dating should be an intimate experience, where you develop real-life connections and relationships, unlike what the current dating app scene provides. We wanted users to understand that Ziinkle can **'Make Shiit Happen'** in **real life; real-time**, with **real connections**.

The campaign will utilise an always-on strategy making full use of the \$500,000 budget provided. Three phases will be used from January 2023 to December 2023. **Phase one, Fall in Lust**, will focus on Ziinkle generating large-scale awareness; **Phase two, Fall in Like**, will focus on seeking engagement from consumers; and **Phase three, Fall in Love**, will focus on consumers being both loyal and actively aware of Ziinkle and what it's achieving.





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# 1. Situation Analysis

## 1.1 The Company

### 1.1.1 Background of Ziinkle

Ziinkle was founded by Elisse Alexander and Melanie Leahy in 2019 as a means of meeting people in real life after Melanie struggled to do so after a breakup. The app allows users to assess chemistry levels and find genuine connections using a built-in venue search feature, giving singles the confidence that they can do it too.<sup>1</sup> Using a freemium-based business model, the app was developed to allow users to interact and see where other like-minded singles are, emphasised by their slogan 'Ziinkle and Ready to Mingle'.<sup>2</sup> This gives users the flexibility to use the app how and when they like and control its safety modes.<sup>2</sup> Ziinkle had a pre-launch on March 24th, 2022, in Sydney, Australia before launching nationally on July 29th, 2022.<sup>3</sup> They wanted to seize the opportunity to create a modern form of traditional dating because, in Australia, users are becoming more interested in offline dating and value connectivity over convenience.<sup>4</sup> For single Australians looking to make genuine connections, Ziinkle's venue search feature encourages them to disconnect from their phone and connect with others in real life. This creates a positive dating experience that removes the waiting and wondering that competitors endorse - reigniting the passion and fun of dating.

### 1.1.2 Ziinkle Brand Personality

Ziinkle is spearheading the dating revolution. A modern-day cupid, Ziinkle helps users spark real and meaningful connections by allowing them to meet and match in real life, in real time. With its bold personality, Ziinkle inspires confidence in its users, encouraging them to search real-world venues for eligible and like-minded singles. They embrace the 'explorer' archetype with their encouragement for singles to grow and explore new and meaningful connections.<sup>5</sup> Bringing back into focus the journey of finding love, Ziinkle reminds users that chemistry can only be felt in person and the necessity to push yourself beyond your boundaries to find new possibilities.

#### WHAT?

A modern online dating application that allows users to match and meet in real-time, in real-life

#### HOW?

By allowing users to search venues for eligible singles, bringing online dating offline

#### WHY?

Revolutionise the dating experience for a new generation of singles who are tired of being a digital profile



# 1.1 The Company

## 1.1.3 Marketing Mix

**PRODUCT** **Core:** An app designed for single people to interact and meet with like-minded individuals.<sup>1</sup>  
**Expected:** An easy-to-use app for dating purposes across Australia that allows for organic and meaningful meetings.  
**Augmented:** Can be used nationally 24/7, interact with Ziinkle users online and offline, has a 30-day free trial of premium features, and leaves users feeling hopeful to find genuine connections.

**PRICE** Ziinkle uses a value-based pricing strategy to penetrate the market by offering consumers an app that justifies its price based on what it offers.<sup>6</sup> It has an elastic price so that when demand fluctuates, it can change the price accordingly to sustain its ROI and uphold its relevance.<sup>6</sup>

Its freemium-based model focuses on customer retention to build profitable customer relationships.<sup>7</sup> Consumers receive a 30-day free trial which then encourages them to pay \$19.99 a month afterwards for the premium version.<sup>1</sup>

**PLACE** Ziinkle uses a selective distribution strategy targeting major metropolitan areas to generate interest and downloads. Their distribution channels with links to download the app include the Ziinkle website, Instagram, TikTok, Facebook, YouTube, and direct mail. It is available for download on the Apple Store and Google Play for mobile phones and tablets.

**PROMOTION** Ziinkle currently uses informative advertising to promote their value-based proposition and targets benefit seekers using a pull strategy.<sup>7</sup>  
**Paid:** Social media marketing, influencer marketing, digital marketing, and direct mail marketing.  
**Earned:** Word of mouth, user-generated content, and reviews.  
**Owned:** Website, blog, Instagram, Facebook, TikTok, YouTube, and LinkedIn profiles.  
**Shared:** Instagram, Facebook, TikTok, YouTube, LinkedIn.

**PEOPLE** Ziinkle currently employs 18 staff members composed of directors, advisors, a sales and marketing team, and a finance and legal department.<sup>2</sup> They are like-minded and skilled in being adaptable, problem-solving, patient, thoughtful, determined, and organised, much like the founders. Passion is Ziinkle's core, so employees must exude this for it to be reflected in the app. Employees have diverse backgrounds and perspectives, helping to promote their inclusive brand culture and authentic nature.

**PROCESS** By utilising websites and social media to attract attention, potential users can move to download Ziinkle and opt for a free 30-day premium trial, which includes the venue search feature, before they are making any purchasing decisions. Involving the payment system is the last step which sees the collection of consumer payment details and then processed by a third party to facilitate the transaction.

**PHYSICAL EVIDENCE** Ziinkle adheres to brand guidelines, using the 'ii' motif and font in all branding efforts. The app is simple in design, accessible, and utilises the brand colours.



# 1.1 The Company

## 1.1.4 Brand Equity Pyramid

### BRAND EQUITY

Help singles make meaningful connections in real-life, in real-time

### BRAND PERSONALITY

Confident, dynamic, authentic and approachable

### BUILDING BLOCKS

Ziinkle is the only Australian dating app with venue search, a feature allowing users to see where other singles are hanging out

### REASONS TO BELIEVE

**Rational:** There is a generation of singles who are tired of gamified dating apps and ready for an online dating revolution  
**Emotional:** You can't have chemistry with a digital profile

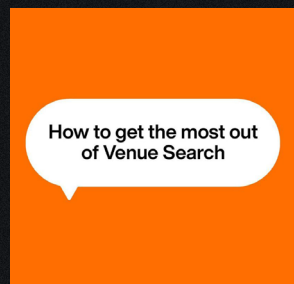
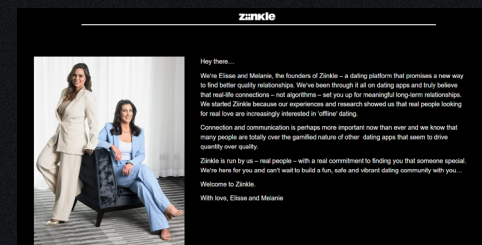
## 1.1.5 Past Communication

**ZIINKLE SOCIAL MEDIA** Ziinkle's most active communication method is through social media, and more specifically, Instagram and TikTok. The visual nature of these platforms allows Ziinkle to tell the story of its development, purpose, and personality. Ziinkle's post types can be separated into different categories; to advertise events they're about to hold or celebrate past event success, celebrity endorsement videos (influencer marketing), and infographic carousels on how to navigate dating life.<sup>8</sup>

**ZIINKLE WEBSITE** Ziinkle's website allows further reach and awareness of the brand and its application. The website appears genuine by showing the founders and sharing their stories, along with using communication that expresses authenticity and relatability. Ziinkle frequently uses language that ensures positive outcomes for users, such as 'promise'.<sup>9</sup> Ziinkle's website includes an events tab, media hub (media releases), and a blog. The blog posts provide new information and frequent updates within the website, keeping users engaged.

**ZIINKLE ACTIVATIONS** Ziinkle has three main types of events; Singles Nights; Experiences and Lounge. The purpose of these events is to reinforce Ziinkle's core messaging about the importance of real-life connections. To attend a Ziinkle event, a ticket must be purchased. Past events have seen attendees receiving a complimentary drink upon arrival if they have downloaded and created a Ziinkle profile. The events are promoted through their Instagram, Facebook, and LinkedIn which is done through social tiles, reels, and carousels.

**TYPES OF MEDIA** Ziinkle's owned media platforms consist of Instagram, Facebook, TikTok, LinkedIn, and Ziinkle's website. Ziinkle has earned media from word-of-mouth advertising, user-generated content (videos, reposts, comments), and reviews.





# 1.2 The iindustry

## 1.2.1 Market Overview (Australia)

**MOST USED DATING APPS** Tinder is the most used dating app in Australia currently, followed by Bumble, Hinge and Badoo.<sup>10</sup>

**POPULATION USAGE STATISTICS** have shown that there are an estimated 3 million active people who use online dating every year, with it being estimated to hit 3.4 million by 2027.<sup>11</sup>

**AVERAGE REVENUE** The average revenue per user for online dating apps is \$20.68.<sup>11</sup>

**GROWTH OF MARKET** The annual growth rate of online dating in Australia is 2.91%, leading to a projected market value of AUD \$76.02 million by 2027.<sup>10</sup>

**MARKET VALUE** The market revenue generated through online dating is projected to be approximately AUD \$65.86 million by the end of 2022.<sup>12</sup>

**SINGLE SPENDING** Australians are spending on average \$384 a month in the pursuit of love which is almost quadruple the amount compared to 2017.<sup>12</sup> The average cost for the first date is \$154.16.

## 1.2.2 The Evolution of Dating

<b>'64</b> Joan Ball started the St. James Computer Dating service - the first commercial use of computer-generated matchmaking. <sup>13</sup>	<b>'76</b> Jeffery Ulman founds Great Expectations. It achieves notoriety for using video dating, where members would send in audition tapes of themselves for potential matches. <sup>14</sup>	<b>'95</b> Match.com was launched by Gary Kremen. The website currently operates in over 50 countries, with over 100 million registered users, making it one of the longest and most successful online dating services available. <sup>15</sup>	<b>'97</b> RSVP launched as one of the first dating services available in Australia. The service uses daily tailored matches and an algorithm that bases new matches on a single's previous matching data. <sup>16</sup>	<b>'00</b> eHarmony launches, focused on helping singles find 'great relationships'. <sup>19</sup>	<b>'04</b> Speed Dating Australia enters the market being the first of its kind. Events are now run in over 14 major cities and the brand boasts over 100,000 members. <sup>16</sup>	<b>'15</b> Hinge launches in Sydney, Australia, which positions itself as an app 'designed to be deleted', emphasising its goal of long-term connections between partners. <sup>18</sup>	<b>'16</b> Huggle is conceived by founders Stina Sanders and Valerie Stark. The location-based application connects users based on the commonality of places they frequent.
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13. Hicks M. 2017 | 14. Waters M. | 15. Dixon S. 2022 | 16. SpeedDating Australia n.d. | 17. Bumble N.d. | 18. Ward M. 2015 | 19. Duffen n.d.



# 1.2 The iindustry

## 1.2.3 PESTLE

<b>POLITICAL</b>	Australia's inflation rate has increased to 6.1% quarterly, the fastest increase in over 21 years. <sup>20</sup> The government is still aiding Australian businesses due to the ongoing COVID-19 pandemic. <sup>21</sup> Products or services purchased after January 1, 2011 are protected under the Australian Consumer Law. This protects consumer's rights that the purchase does exactly what you asked for. <sup>22</sup>
<b>ECONOMICAL</b>	The unemployment rate is at 3.5% nationally, the lowest rate in 48 years. <sup>23</sup> Average disposable household income is \$1,124 per week <sup>24</sup> Average monthly dating spend is \$384.28, double the amount spent in 2017 <sup>25</sup> 33% of the NSW population are currently still single, followed by Victoria at 25% and Queensland with 20%. <sup>26</sup>
<b>SOCIAL</b>	81% of the Australian population uses a smartphone as of 2022. <sup>27</sup> The average single went on three dates per month, triple the amount in 2017. <sup>25</sup> Studies have found that dating app users experience more mental health issues than non-users, specifically hopelessness and loneliness. Factors such as an overwhelming choice of users and apps, simultaneously messaging multiple people and high standards have influenced these feelings. <sup>28</sup> Roughly 72% of the population resides within major cities, followed by 17% who live within inner regional areas of Australia. <sup>26</sup>
<b>TECHNOLOGICAL</b>	Dating applications have begun to use photo and video verification to stop consumers from digitally altering or manipulating their profile content. <sup>29</sup> AI and machine learning are starting to be implemented to help users find more relevant matches. <sup>30</sup> Dating apps such as 'Flirtual' are implementing the ability to first meet in virtual reality before meeting in person. <sup>31</sup>
<b>LEGAL</b>	Ziinkle needs to comply with the Australian Privacy Principles and Online Safety Act 2021. <sup>32</sup> The Australian Competition and Consumer Commission is a governing body that promotes fair trading, which includes enforcing the Competition and Consumer Act 2010 and numerous other legislations surrounding businesses that operate within Australia. <sup>33</sup>
<b>ENVIRONMENTAL</b>	32% of 25–34-year-olds, and just under a quarter of 35–49-years-olds believe it is already too late to deal with global warming. <sup>34</sup> COVID-19 and its recent Omicron variant are still affecting Australia and businesses alike. <sup>35</sup> No density limits apply across any states or territories; however, some regions require COVID-19 management plans for events > 1,000 people. <sup>36</sup> The most popular events in Australia include Mardi Gras (25th Feb), Riverfire (11th Sep), Melbourne Cup (29th Oct) and the AFL Grand Final (24 Sep). <sup>37</sup>

20. Hannam P. 2022 | 21. Australian Government. 2022 | 22. Fair Trading. 2022 | 23. McGuirk R. 2022 | 24. Australian Bureau of Statistics. 2022 | 25. ING. 2022 | 26. Roy Morgan. 2019 | 27. Granwal L. 2022 | 28. UNT. 2016 | 29. Tinder. 2022 | 30. Sychikova Y. 2021 | 31. Lang B. 2022 | 32. Australian Government. N.d. | 33. ACCC. N.d. | 34. Roy Morgan. 2019 | 35. Morris-Grant. 2022 | 36. BusinessEventsAustralia. 2022 | 37. Australia. 2022



# 1.2 The iindustry

## 1.2.4 Dating Trends

**EXPLORI-DATING** is a new term coined by dating platforms to describe singles who are looking for someone who's not usually their 'type'. Research shows that 57% of singles put a priority on emotional availability, with a further 24% caring less about looks prior to the COVID-19 pandemic.<sup>38</sup> As consumers are more open to meeting someone who isn't necessarily their 'type', Ziinkle's event promotions could use messaging to show that it allows for this.

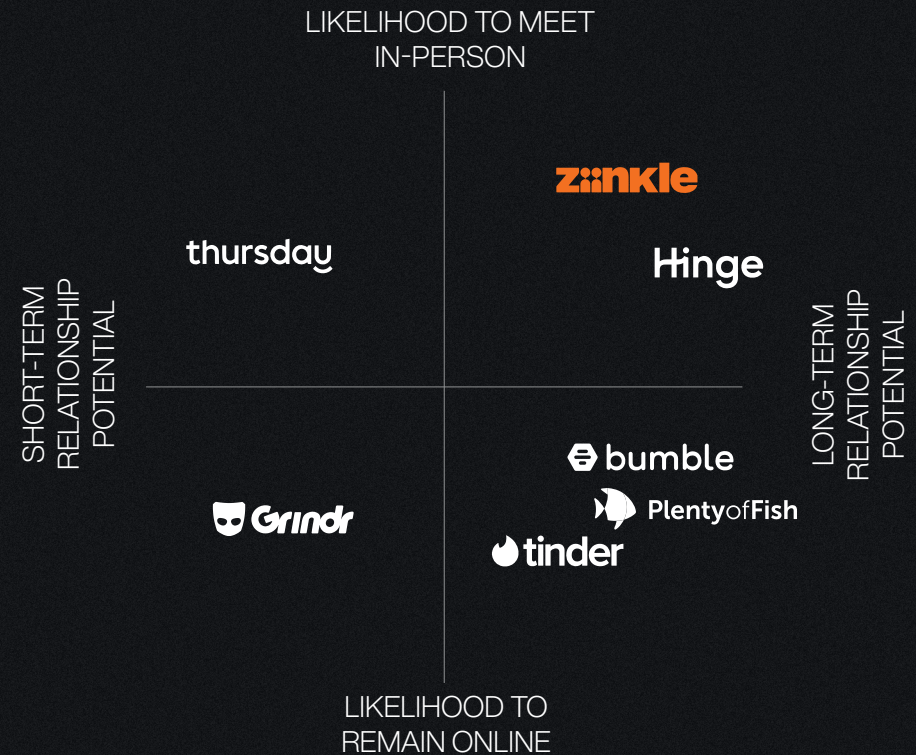
**COMMUNI-DATING** is a term that defines consumers who have used dating apps to try to find friends and real connections. In 2021, Plenty of Fish found that 50% of singles had found friends through their dating app in the past year alone.<sup>39</sup> This indicates that some consumers may be interested in finding a friendship rather than a relationship. Ziinkle could use the messaging that singles could find a best friend in a romantic partner through their app within their promotional content too.

**TAKING THE TIME** Since the start of the COVID-19 pandemic, people are less inclined to meet face-to-face and move through relationship stages reluctantly. Dating apps have seen more users every year take longer periods of time to move from online to offline communication.<sup>40</sup> Additionally, 46% of Bumble users have said they are willing to hit the reset button on their dating lives due to the impact of COVID-19. As consumers are willing to look for something different, Ziinkle can promote its ability for consumers to skip the messaging period.

# 1.3 The Competitors

## 1.3.1 Perceptual Map

The likes of Hinge, Thursday, Bumble, Plenty of Fish, Grindr and Tinder are Ziinkle's main competition based on their popularity within the target audience. They are a mixture of short and long-term dating platforms that lead to people either meeting in person, or keeping the conversations online.



38. Malvindi D. 2021 | 39. Johannson C. 2021 | 40. Bumble. 2022



# 1.3 The Competitors

## 1.3.2 Competitor Analysis

A competitor analysis was conducted to allow Ziinkle's closest competitors to be understood thoroughly. Hinge and Thursday were chosen because of their likeness to Ziinkle through core messaging, values and promotional content.

### Hinge

**PRODUCT** **Core:** a dating app designed to be deleted once users have formed a connection with someone.<sup>41</sup>  
**Expected:** simple to use by allowing users to scroll through profiles and match with those they feel they will have a connection with.  
**Augmented:** Can be used nationally 24/7, and has a video chat function.

**PRICE** Hinge provides both a free and paid user offering with subscriptions starting at \$19.99 for one month, \$39.99 for three months, and \$59.99 for six months.<sup>41</sup>

**PLACE** Product information and links to download Hinge are accessible on their website, Instagram, LinkedIn, and Twitter. It is available to download on both the Apple Store and Google Play for mobile phones and tablets.<sup>41</sup>  
Hinge headquarters is located in New York City, USA.<sup>42</sup>

**PROMOTION** The Hinge dating app was launched in 2012 and rebranded in 2016.<sup>41</sup> Hinge uses television, video on demand, streaming, Instagram, and Twitter to advertise. A standout marketing campaign that proved to be successful for Hinge was 'Designed to be Deleted'.<sup>43</sup> Hinge has created a mascot to represent the brand and is used in their marketing and advertising material.<sup>44</sup> Hinge has also used influencer marketing to reach a broader audience.

### thursday

**Core:** A modern dating application that only allows users to search for, match, meet up, and chat with each other for 24 hours.  
**Expected:** a dating app that cuts down the time wasted in dating.  
**Augmented:** only available to use on Thursday's to give users a sense of urgency to organise dates and refrain from small talk.<sup>47</sup>

Thursday has two main options when using the app; the free membership and a premium membership called 'BlackCard'. BlackCard costs AUD \$21.93 and allows users to send unlimited likes, have unlimited access to the map, view unlimited profiles, and use profile boosts.<sup>48</sup>

Thursday can be used as a regular online dating application with matching, liking, swiping, and messaging. However, it also hosts numerous events that members who have the app can attend and some events that are exclusive to users with the premium 'BlackCard' membership.

Thursday uses the taglines 'the offline dating app', 'f\*ck dating apps, 6 days a week' often in their social media and promotional content.<sup>49</sup> Thursday has three main social media platforms for promotion; Instagram, Twitter, and LinkedIn (professional use).<sup>50,51</sup> They promote their support and partnership with charities on their social media and website, including the amount raised for each charity every month. Thursday's partnerships with hospitality venues are at the core of their promotion.

41. Hinge. 2022 | 42. The Social Standard. 2022 | 43. Redantier. 2022 | 44. Shepherd. 2021 | 47. BBC News. 2021 | 48. Pleines C. 2022 | 49. Thursday. N.d. | 50. thursdaydating. N.d. | 51. Thursday. N.d.



# 1.3 The Competitors

## 1.3.2 Competitor Analysis

### Hinge

#### PEOPLE

Hinge currently employs over 200 staff members.<sup>45</sup> As of 2021, 20 million users were interacting with the Hinge dating application. It was found that 90% of those who use Hinge are between the ages of 23 and 36 with 50.2% of users being female and 49.8% male.<sup>45</sup>

#### PROCESS

Hinge uses GPS features to match potential partners who are in the same area.<sup>46</sup>

A feature of Hinge is showing users mutual Facebook friends, helping to connect like-minded individuals as an alternative to a swiping culture, creating smart matches and natural conversations.

#### PHYSICAL EVIDENCE

The interface of the app is simple in design and accessible. The brand colours, black and white, are seen in their logo and bright purples and pinks in their advertisements are consistently used.<sup>43</sup>

### thursday

The company has 32 employees on LinkedIn. The company's tone is bold, exciting, daring, and boisterous.<sup>52</sup>

Thursday's app can be downloaded from both the Google Play and Apple Store in New York City or the United Kingdom.

Users are unable to access the app's features until Thursday when they can create a profile, which then must be verified to access the main features.

After this, users can match and browse other profiles and message each other to exchange information. Once a user is a member, they have access to numerous events happening on that Thursday. The events can be accessed by buying or reserving a ticket which can only be found through the application itself.

Thursday primarily uses pink and black across their promotional channels. They also have formatted their Instagram so that they use real imagery mixed between their pink and black style.

<sup>45</sup> Curry, 2022 | <sup>46</sup> Hinge, 2022 | <sup>52</sup> Thursday N.d



# 1.4 Consumer Analysis

## The Modern Online Dater 🌟

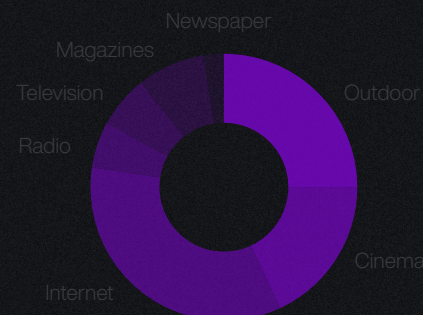
**AGE AND GENDER:** 25-34-year-olds, all genders  
**INCOME:** Moderate-income earners  
**OCCUPATION:** Full-time work (professionals, cleric and administrative workers, technician and trades managers)  
**LOCATION:** Metropolitan areas  
**RELATIONSHIP STATUS:** Single or in a casual relationship  
**EDUCATION:** Well-educated (holds a degree and/or diploma)

**LIFESTYLE:** (1) Environmentally conscious (2) Will try to create healthy lifestyle choices (3) Chooses to rent because of location in metropolitan areas (4) Prioritises life experiences over settling down for kids or getting married (5) Heavy users of the internet and smartphones (6) Willing to splurge and purchase luxury goods.<sup>53</sup>

**PAIN POINTS:** (1) Financially insecure (2) Large social media intake results in a fear of missing out (3) Struggles to maintain a work-life balance (4) Short attention span and more likely to be impatient and lose interest (5) Overload of technology and media adds to the stress of daily life.

### HEAVY MEDIA CONSUMPTION:

53.4% Internet, 37.8% Cinema, 31% Outdoor



## The Traditional Online Dater 🌟

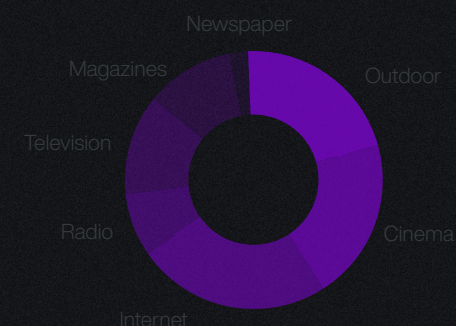
**AGE AND GENDER:** 35-44-year-olds, all genders  
**INCOME:** Moderate to high-income earner  
**OCCUPATION:** Full-time work (professionals, cleric and administrative workers, technician and trades managers)  
**LOCATION:** Metropolitan areas  
**RELATIONSHIP STATUS:** Single, recently divorced or separated from a long-term relationship  
**EDUCATION:** Highly educated background, masters, PhD, or multiple qualifications

**LIFESTYLE:** (1) Self-sufficient and independent (2) Strong entrepreneurial spirit (3) Values a healthy work-life balance (4) Brand loyal and driven by loyalty programs that help them save money and receive rewards<sup>54</sup> (5) Tech-savvy

**PAIN POINTS:** (1) Less inclined to welcome change (2) Invest time into researching before purchasing a product or service (3) Financially insecure leading to not feeling in control of debt (4) Family-oriented and worried about their loved one's health during the pandemic (5) Poor physical health which includes higher levels of unhealthy behaviours compared to older generations<sup>55,56</sup>

### HEAVY MEDIA CONSUMPTION:

25% Internet, 20% Outdoor, 20% Cinema



\*= Percentages based on Roy Morgan Single source data 2018-2019 heavy consumption category<sup>29</sup>

53. D'Arpizio C., & Levato F. 2016 | 26. Roy Morgan. 2019 | 554. Woo A. 2018 | 55. Zheng H., & Echave P. 2021 | 56. McClear S. 2019



# 1.5 SWOT Analysis

## STRENGTHS

- Spearheading the dating revolution
- Inspires confidence in its users
- Unique selling point (USP) with the venue search feature<sup>1</sup>
- Strong and clear brand messaging
- App available nationwide
- Media coverage by major news outlets such as the Sydney Morning Herald<sup>9</sup>
- Blog with tips and information available on Ziinkle's website<sup>9</sup>
- Consumers receive a 30-day free trial before purchasing premium features<sup>2</sup>

## WEAKNESSES

- Free version of Ziinkle doesn't provide USP
- Lack of social media presence
- The safety features are perceived as unsafe
- '30 days free' doesn't provide enough time to trial the premium features
- Doesn't appeal to consumers who are more introverted and scared to put themselves out there
- Not having any free events limits attendance to consumers with higher incomes<sup>8</sup>

## OPPORTUNITIES

- Annual growth rate for online dating is 2.91%, 75% of millennials are now using dating apps to find serious relationships<sup>11</sup>
- Average monthly dating spending is \$384.28, double the amount spent in 2017<sup>12</sup>
- Capitalise on the Corporate Social Responsibility (CSR) consumers expect surrounding global warming and sustainable resources<sup>34</sup>
- New to the market and offering a unique feature
- Consumers are more willing to spend money on premium benefits within dating apps
- Challenge the opinions of Australians that online dating is an impersonal experience

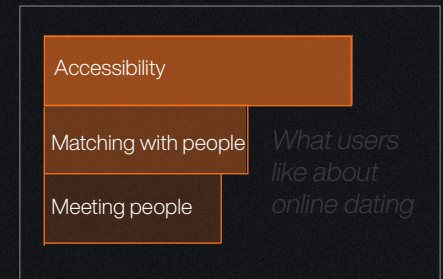
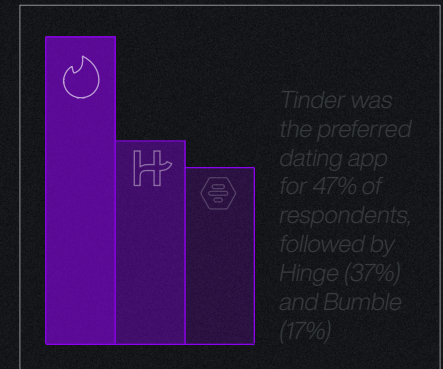
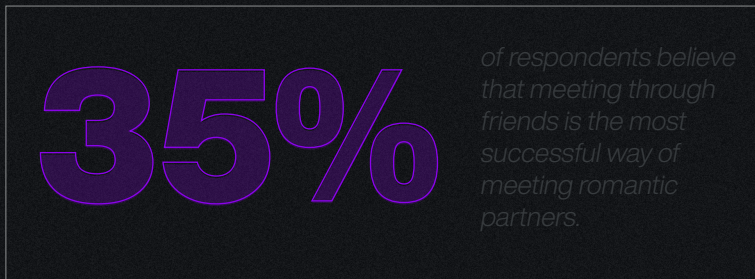
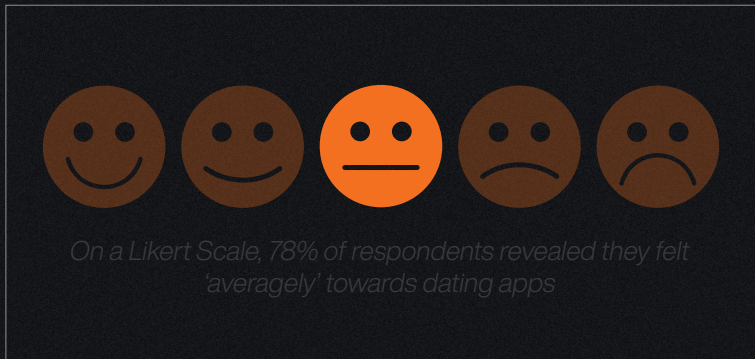
## THREATS

- Lack of downloads and brand recognition
- Over-saturation of dating apps within the market
- COVID-19 and the Omicron variant still prominent in Australia with the possibility for social event laws to change<sup>35</sup>
- New and already well-established online dating apps adapting to the venue search feature of Ziinkle
- The rising inflation rate means return on investment may be lower<sup>20</sup>
- Regional areas have limited hospitality venues to offer the USP



# 1.6 Primary Research

A survey was conducted to help Armada gain a further insight into the behaviours and preferences individuals have regarding online dating. This survey was distributed through the team's social media platforms and received a total of 374 responses. The respondents came from a wide range of states and territories nationally, with the largest demographic being between 18-24 years old. Participants were asked if they would be willing to be a part of further research. As part of primary research, two focus groups and a 1-on-1 interview were conducted, with a total of 11 participants being involved. The results of which have been summarised.



What would make you attend a singles event?

*"Needs to be exciting, fun, engaging. The more unique it is, the more likely I'm going to go to it."*

*"If my friends were gonna go, I'd probs join as well"*

What's an ideal way of meeting a future partner?

*"There isn't an ideal way of meeting someone. How you meet someone isn't important if they are the right person."*

*"Meeting through friends isn't any better or different from being in a scenario where you lock eyes, oh, and then you instantly fall in love"*

What is your ideal date?

*"What I enjoy most is quality time. So, an activity that allows you to spend time all day with that person and talk with that person. Aka, go to a place, go for a bike ride, and do something together. It helps conversation come naturally."*



# 1.7 Key Insight

## 1.7.1 Problem

Australians find online dating an **impersonal** experience and crave the authenticity of **real-life meetings**.

## 1.7.2 Consumer Insight

People are sick and tired of trying to date online as every swipe and unread message leads to their confidence diminishing, *"It's hard to send the first message (and when you both swipe right but nobody messages one another."* The current dating landscape has turned **superficial** and doesn't produce **authentic interactions**, unlike meeting in real life, *"Dating apps are so superficial, and you really don't know what someone is like online."*

## 1.7.3 Opportunity

Our research indicates that online dating is not the most successful form of meeting romantic partners as it lacks the ability to produce **meaningful interactions**. Although there is still concern around COVID-19 exposure in the community, consumer trends indicate that there is a growth in singles wanting to **meet in-person** rather than online. Ziinkle has modified the conventional dating app, which provides them with the opportunity to refresh the dating scene by integrating past dating practices into a **modern** context.

# 2. Target Audience

## 2.1 Introduction to Target Audience

The primary target audience for this campaign will be 25-34-year-olds living in Sydney, Brisbane, and Melbourne. The secondary target audience for this campaign is 35-44-year-olds. These demographics were selected due to the evidence supporting interest in long-term and quality relationships rather than focusing on casual sex and hookups.<sup>57, 58, 59, 60, 61</sup>

### 2.1.1 Demographics and Geographics

	PRIMARY TARGET AUDIENCE	SECONDARY TARGET AUDIENCE
<b>AGE AND GENDER</b>	25-34-year-olds, all genders	35-44-year-olds, all genders
<b>INCOME</b>	Moderate to high-income earners make up 54.60% <sup>26</sup>	Moderate to high-income earners make up 60.60% <sup>26</sup>
<b>OCCUPATION</b>	50.9% full time employed, 29.1% part time, 29.0% white collar workers, 19.5% professionals/managers <sup>26</sup>	55.2% full time employed, 17.4% part time employed, 24.8% white collar workers, 22.1% professionals/managers <sup>26</sup>

<sup>26</sup>. Roy Morgan 2019



<b>LOCATION</b>	Metropolitan-based locations within Brisbane, Sydney, and Melbourne	Metropolitan-based locations within Brisbane, Sydney, and Melbourne
<b>FAMILY SITUATION</b>	82% single, 5.2% separated or divorced, 52.2% shared household living, 23.9% living with parents still, 4.0% single parents <sup>26</sup>	63.6% single, 26.5% separated or divorced, 25.4% shared household living, 17.10% live with parents still, 22.8% single parents <sup>26</sup>
<b>EDUCATION</b>	66.2% have a degree or diploma, 15.5% are at university or studying <sup>26</sup>	60.6% have a degree or diploma, 17.6% finished tech/year 12/HSC <sup>26</sup>

## 2.1.2 Psychographics and Pain Points

<b>PSYCHOGRAPHICS</b>	<ul style="list-style-type: none"> <li>Will try to create healthy lifestyle choices</li> <li>Chooses to rent because of location in metropolitan areas</li> <li>Environmentally conscious</li> <li>Prioritises life experiences over settling down for kids or getting married</li> <li>Heavy users of the internet and smartphones</li> <li>Willing to splurge and purchase luxury goods<sup>62</sup></li> </ul>	<ul style="list-style-type: none"> <li>Ready to find a romantic partner</li> <li>Strong digital presence</li> <li>Self-driven</li> <li>Live an intense lifestyle and constantly working</li> </ul>	<ul style="list-style-type: none"> <li>Self-sufficient and independent</li> <li>Strong entrepreneurial spirit</li> <li>Values a healthy work-life balance</li> <li>Brand loyal and driven by loyalty programs that help them save money and receive rewards<sup>63</sup></li> <li>Tech-savvy</li> </ul>
<b>PAIN POINTS</b>	<ul style="list-style-type: none"> <li>Financially insecure</li> <li>Have a fear of missing out due to social media intake</li> <li>Struggles to maintain a work-life balance</li> <li>Much shorter attention span and more likely to be impatient and lose interest</li> <li>Overload of technology and media adds to the stress of daily life</li> </ul>	<ul style="list-style-type: none"> <li>Conduct thorough research before purchasing products or services</li> </ul>	<ul style="list-style-type: none"> <li>Less inclined to welcome change</li> <li>Financially insecure leading to not feeling in control of debt</li> <li>Family-oriented and worried about their loved one's health during the pandemic</li> <li>Poor physical health which includes higher levels of unhealthy behaviours compared to older generations<sup>64</sup></li> </ul>

62. D'Arpizio C., & Levato F. 2016 | 63. Woo A. 2018 | 64. Zheng H., & Echave P. 2021



## 2.1.3 Consumer Personas

Caitlin, 41, Consultant, Living in Brisbane  
*Frustrated, family and time oriented, extroverted*



Hey, my name is Caitlin and I live in Heathwood in the outer suburbs of Brisbane. I work a full-time job as a consultant within the central city and share custody of my 8-year-old daughter with my ex. She is my number one priority. I like to go out once or twice a week with colleagues after work for a couple of drinks to mingle with new people, especially when it's the only interaction with people my age all week. I am currently online dating, but I am growing tired of it. Looks are important, but I need someone caring, compassionate and willing to be there for my child. There's an overwhelming amount of choice and not enough time in a day to talk to everyone. I want to take my time to get to know someone well before I invite them into mine and my daughter's life.

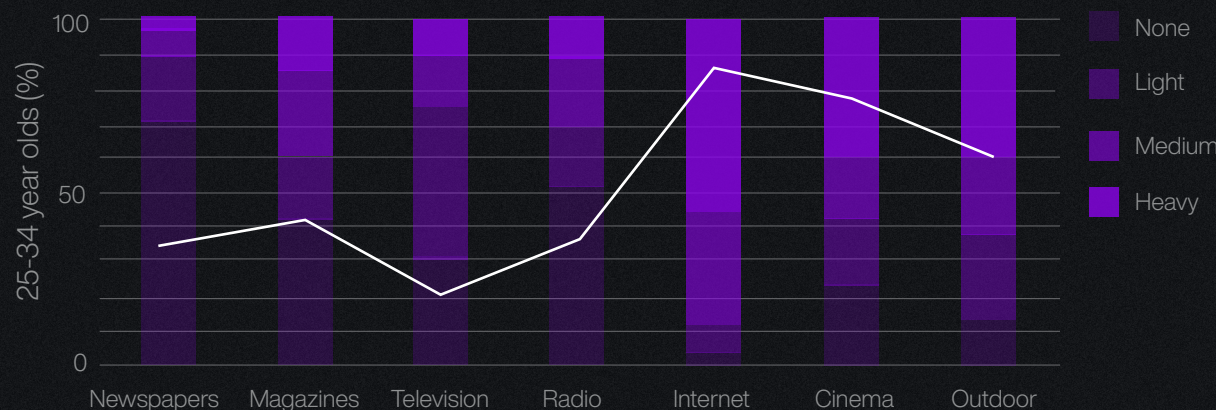


Jack 26, IT Support, Living in Sydney  
*Ambitious, venturesome, takes pleasure in new experiences*

Hi, I go by Jack and work in IT support for a major company. I live in Revesby, Sydney, and commute to the CBD every day for work. I live with two mates who I met online when trying to find a cheap place to stay in Sydney. On Saturday nights, my mates and I always hit the town. I still feel pretty fresh to Sydney and there's great nightlife here, so I'm always more than happy to have a couple of drinks and dance. I don't mind online dating as a premise, but I wish it was easier to meet people. So far, I haven't had much luck with organising dates - I would just really prefer to meet someone in person.

## 2.1.4 Media Usage

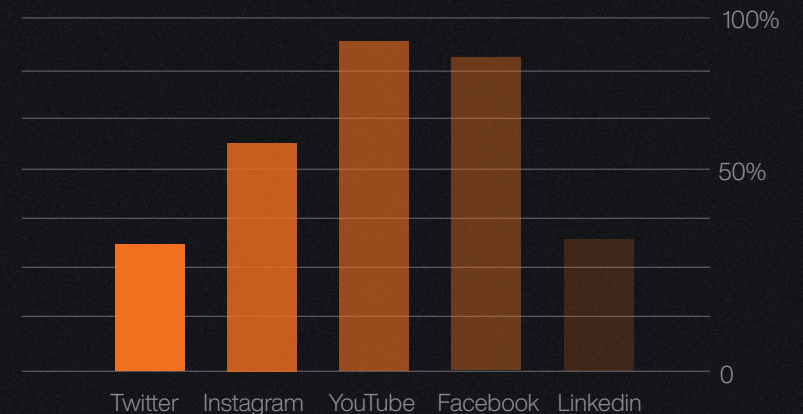
Media Consumption Frequency of 25-34 year olds in Australia



The heaviest consumption of media for the primary target audience is the internet with 53.4% of Australians living in Brisbane, Melbourne, and Sydney using it.<sup>26</sup> 82.6% access it 3+ times a day, 7.3% more than the national rate.<sup>26</sup> Cinema is the next heaviest consumed media with 37.8% of the target audience visiting the cinema 2 or more times in the past 3 months.<sup>26</sup> However, this data is from 2019 and pre-pandemic. Current Roy Morgan data indicates that although cinema

26. Roy Morgan, 2019 | 65. Roy Morgan, 2022

Social Media Consumption of 25-34 year olds in Australia



attendance has increased in the final quarter of 2021, it is still at less than half of pre-pandemic levels.<sup>65</sup> Outdoor is the third most consumed media with just over 50% of the target audience being medium or heavy users.<sup>26</sup> The target audience is remarkably less likely to consume traditional forms of media including newspapers, magazines, television, and radio with most being consumed lightly or not at all.<sup>26</sup>



# 3. Creative Brief

## BRAND BACKGROUND

Ziinkle was founded in 2019 as a means of meeting people in real life to form genuine connections. With its freemium business model, users can opt in for their venue search feature that allows them to meet face-to-face with other singles at popular locations. Founders, Elisse Alexander, and Melanie Leahy believe that Ziinkle is the epitome of a traditional and modern dating (hybrid) service, allowing singles to experience instant and meaningful moments in time.

## PROBLEM

Australians find online dating an impersonal experience and crave the authenticity of real-life meetings.

## INSIGHT

People are sick and tired of trying to date online as every swipe and unread message leads to their confidence diminishing, *“It’s hard to send the first message (and when) you both swipe right but nobody messages one another.”* The current dating landscape has turned superficial and doesn’t produce authentic interactions, unlike meeting in real life, *“Dating apps are so superficial, and you really don’t know what someone is like online.”*

## TARGET AUDIENCES

**PRIMARY TARGET AUDIENCE** 25-34-year-olds, all genders, moderate to high-income earners (54.6% of demographic), living in metropolitan areas in Sydney, Melbourne, and Brisbane. They are single, divorced or separated, tech-savvy, environmentally conscious and adventurous.

**SECONDARY TARGET AUDIENCE** 35-44-year-olds, all genders, moderate to high-income earners (60.6% of demographic), living in metropolitan areas in Sydney, Melbourne, and Brisbane. They are single, divorced or separated, self-sufficient, brand loyal and value a healthy work-life balance.

## MARKETING OBJECTIVES

To position Ziinkle as THE dating application to help singles break out of the digital dating world and create real-life connections, utilising the venue search feature within the 12-month integrated marketing campaign.

## COMMUNICATION OBJECTIVES

**PHASE ONE - FALL IN LUST:** Increase Ziinkle’s brand awareness by 30% within the target audience by the end of February 2023. Achieve over 55,000 impressions surrounding the PR stunt within the target audience by January 31, 2023.

**PHASE TWO- FALL IN LIKE:** Increase user-generated content and social capital (UGC) by 60% within the target audience by the end of July 2023. To successfully have 5,000 listeners use the promotional code from the podcast by the end of July 2023. Achieve 10,000 unique QR code scans on digital and transit billboards by the end of July 2023.

**PHASE THREE - FALL IN LOVE:** Achieve 50,000 app downloads nationally by early January 2024 within the campaign’s target audience. Increase attendance for regular Ziinkle events by 40% by the end of December 2023.

## makeSHIThappen

### BRAND CONNECTION

The campaign’s target audience will reconsider how they view online dating through Ziinkle’s ability to give users multifaceted benefits from its hybrid design. Using the app will make online dating a more personal experience as it recognises that genuine connections require meeting in person and taking action.

**BIG IDEA** *“Online dating is impersonal, it’s time to make it personal”*

**TO NE** Dynamic, approachable, confident and authentic

**MEDIA DELIVERABLES** Social, Search, Influencers, Activations, Podcasts, Website, PR, OOH

**TIMING** Jan - Dec 2023  
Always-on strategy

**BUDGET** 500,000 + GST

### MEASUREMENT

Application downloads  
Search traffic  
Attendance at events  
Mentions (in media and on social media)

### MANDATORIES

Brand Guidelines





# 4. Marketing Communication Strategy

Since the start of the pandemic, our target audience has developed a negative attitude towards online dating. Ziinkle has solved this through its venue search feature which encourages singles to build **authentic relationships** in **real life**.

Our consumer research has identified that the target audiences still like to use dating apps, but they feel **impersonal** to the user when interacting with matches. Through the survey, focus groups, and interviews conducted, many participants described online dating as 'fun, quick and shallow', or 'efficient, inauthentic, and stressful', or said that they do not enjoy dating apps as it's difficult to make **genuine connections**. This highlights that people feel like they have to compromise on deep **connections** or **authenticity** when dating.

With Ziinkle, this is not the case. Its venue search feature allows users to form **genuine and authentic connections** easily by showing them where they can meet other singles in person. Our strategy, therefore, is to **intrigue, educate, and engage** the target audiences to change their opinion of dating apps and reposition online dating as a **positive** experience. This, in all, will help Ziinkle build a strong brand image and gain **loyal** users.

The Theory of Planned Behaviour framework notes that an individual's behaviour can change only if there is an intention to perform the behaviour.<sup>66</sup>

## 4.1 Campaign Plan

### 4.1.1 Phases

#### PHASE ONE: **FALL IN LUST**

*Executions: PR, Social, Search*

Phase 1 is focused on Ziinkle breaking through the market and generating attention towards the brand and the application. A PR stunt will create noise in the form of curiosity and media attention about Ziinkle, and its campaign, 'Make Shiit Happen'.

#### PHASE TWO: **FALL IN LIKE**

*Executions: Search, Social, OOH, Podcasts, Activations, Events, Micro-influencers*

Phase 2 will focus on gaining engagement from consumers. Ziinkle will get the target audience to be action oriented from the events and application itself. Ziinkle's emotional appeal will be translated through their advertising.

#### PHASE THREE: **FALL IN LOVE**

*Executions: Search, Social, OOH, Podcasts, Activations, Events, Micro-influencers*

Phase 3 will focus on consumer's loyalty to Ziinkle through 'Make Shiit Happen'. Application downloads and maintaining an active user base is the priority for the end portion of the campaign. Strong brand presence and placement among all communication channels will be executed, ensuring consumers are actively aware of Ziinkle until January 2024 and onwards.

The target audiences need to have an **intention** to change their dating lifestyles before Ziinkle can achieve its marketing objective; being THE dating app to help singles create **real-life connections**. The campaign will rely upon the psychology of behaviour change to shift the target audience's dating app preferences to Ziinkle.

To present Ziinkle as an app that wants to see singles **succeed** in dating, our big idea '*online dating is impersonal, it's time to make it personal*' will have a heavy focus on it being the starting point in making **organic connections**. The executions need to be bold and intriguing. The app should be presented as easy to use and make **connections, personal** to individual tastes, and passionate about **real-life meetings**.

The use of media channels in an always-on strategy will increase Ziinkle's engagement and awareness, maximising its visibility throughout the entire customer journey. The media variations will enable Ziinkle to increase their brand presence within the allocated budget, ensuring an effective integrated marketing campaign throughout the period.

The campaign will roll out in 3 phases: **Falling in Lust, Falling in Like, and Falling in Love**, all of which align with the customer journey. The first phase will generate curiosity and boost brand awareness. The second phase will engage and build relationships with the target audience and the third phase will focus on customer loyalty.



## 5. Creative Story **makeSHiitHappen**

Giving singles the ability to date with the intention of forming **genuine connections** is central to Ziinkle's big idea and campaign. The big idea, *'online dating is impersonal, it's time to make it personal'* will aid in showing the audience that dating should be an **intimate** experience, as opposed to the restrictiveness of current dating apps.

We propose Ziinkle is able to *'Make Shiit Happen'* in **real life; real-time; with real connections.**

Our audiences are essential to our story as their drive to find **like-minded** people, instant **sparks**, and **engage** in **new and exciting experiences** is at the core of the app.

Although we are social people, we are too comfortable with life happening around us. We need to take it by the balls and realise that we are in charge of our destiny. We need to *'Make Shiit Happen'*. No one wants to waste their time in the talking stages if 93% of communication is lost when sent via online services.<sup>67</sup> Ziinkle's venue search feature will 'Make Shiit Happen' for you, in **real life.**

Our campaign will convey our big idea as it pulls focus on being a **trailblazer** and finding **authentic** connections with others by making shit happen. It will **educate** and **build confidence** in singles to get out into the **real world** and not wait for things to happen to them. Dating should be as thrilling, new and exciting as it was when you first started. Be the person to talk to a **like-minded** single at the local café. Be there to feel that first **spark**. **Connect** with someone who you wouldn't have matched with online. Be exciting. Be bold. *'Make Shiit Happen'*. This call to action is key in getting Australians to make the move back to real-life meetings and recognise that **connections** are only hard to make when you don't know where to find them.

## 6. Creative Executions

### 6.1 PR Stunt



Interactive street furniture billboards will kick off the campaign as a PR stunt. For 24 hours starting January 28th, Melbourne, Sydney, and Brisbane will see two large doors being erected in two different locations with no explanation.

When someone from the public opens the door, they will be greeted with interactive billboards through which they can speak and view a livestream from the alternate location. Users will be provided with prompts reflective of ones seen on the Ziinkle app like *'my best dad joke is...'*, with the intention of inviting the user to begin a discussion with the person at

the other door. The interactive billboard has a built-in-speaker, which enables bypassers to hear the person on the live stream at the other location. If the door is closed at one location, foot traffic will hear audible noises inviting them to open it, and prompting an LED strip to light up. Hand sanitiser, for COVID safety purposes, will be provided next to the doors. On the inside of the door, the phrase 'Opportunity is knocking on your door, are you ready to open it?' 'Make Shiit Happen' will be present. Additionally, users will be reminded to take a photo of their new connection and tag @Ziinkle.

#### PR STUNT RATIONALE

PR stunts are designed to attract the public's attention in order to gain media coverage<sup>68</sup> and build brand awareness. Creating a suspenseful activation that invites users to interact with it will generate earned and shared media.<sup>68</sup> The doors will be placed strategically in high foot traffic metropolitan areas, maximising reach and audience engagement. The large-scale PR stunt is the hero of the campaign as it aims to cut through the noise and bring significant media attention to Ziinkle. This will enable the brand to amass a substantial amount of earned and shared media to utilise throughout the campaign.



## 6.1.1 PR Stunt Explainer

48 hours following the PR stunt, Ziinkle will post an explainer video on Instagram, Facebook, YouTube, and TikTok. This will also be shared with local media outlets. The video will be created with footage of people interacting with the doors in each city.

### PR STUNT EXPLAINER RATIONALE

By having media silence prior to the PR stunt, Ziinkle will generate curiosity and intrigue its audience. It is crucial to leave 48 hours before providing a stunt explanation to allow media outlets to create compelling earned stories for Ziinkle to use throughout the campaign.<sup>69</sup> The video will demonstrate the purpose and success of the stunt, finishing with a strong emphasis and call to action to **'Make Shiit Happen.'**

1. EXT - DARLING HARBOUR. MORNING  
*Wide Shot* A huge, orange door stands in the middle of the pavement with onlookers watching the door out of curiosity

2. EXT - DARLING HARBOUR. DAY  
*Medium Close Up* A woman enters the frame, and opens the door.

3. EXT - DARLING HARBOUR. DAY  
*POV Shot* A screen is behind the door, with a live feed of a man from Bondi Beach

4. EXT - BONDI BEACH. DAY.  
*Wide Shot* The man at Bondi Beach smiles and begins to chat to the stranger about the doors

5. EXT - DARLING HARBOUR. DAY  
*Medium Close Up* The two discuss the prompt on the screen, then laugh and chat about it

6. EXT - DARLING HARBOUR. DAY  
*Medium Close Up* Onlookers smile at the interaction the duo are having through the doors

7. EXT - THREE LOCATIONS. DAY  
*Wide Shot* A split screen showing 6 different doors in 3 different cities, and the curious people creating connections through the doors

8. FADE TO BLACK  
After seeing numerous successful connections across 3 different cities, the screen will fade to black, leaving the text above on screen

**ziinkle**  
Opportunity is knocking on your door. Are you ready to open it? Make SHIT happen.

## 6.2 Activations



The week of Valentine's Day sees the Fall in Like phase of the campaign with Ziinkle travelling with a branded coffee van to Brisbane, Sydney, and Melbourne over 3 days. The Single Shot Café will have outdoor bean bags, encouraging singles to sit and start a conversation while enjoying their free coffee. Attendees will be encouraged to follow Ziinkle on all social media channels for upcoming events.

During the Fall in Love phase, the café will tour Brisbane, Sydney, and Melbourne again to further increase brand awareness. It will also encompass a competition that works similarly to a scavenger hunt. The location of the café will be promoted through social media. Users are encouraged to find the café, download the app, get a free coffee, labeled with Ziinkle conversation prompts, and enter the draw to win a Ziinkle event VIP experience. This includes a free ticket for them and a single friend, travel to and from the event, a \$100 bar tab, a goodie bag with merchandise and a code for 6 months of Ziinkle premium.

### ACTIVATIONS RATIONALE

The Single Shot Café will heavily increase the social capital of Ziinkle by encouraging attendees to follow social media channels, which will improve their overall market share and performance.<sup>70</sup> The movement of the café creates brand exposure, and reinforces the target audiences to download and use Ziinkle.<sup>71</sup>



## 6.3 OOH

### 6.3.1 Digital Billboards

In the Fall in Like phase, the billboards will feature the USP of the app and messaging will be unique to the location, for example, 'Hey Lonsdale Street, **'Make Shiit Happen'**. The bold nature of the billboard will capture the attention of, and evoke curiosity in the reader by encouraging them to scan the QR code to download the app.

The Fall In Love phase of the campaign will share Ziinkle success stories with the messaging changing to **'Made Shiit Happen'**. The imagery will be photos from Ziinkle events as well as user-generated couple photos, and paired with a QR code instructing the audience to download the app. The QR codes will be created and measured using Supercode.



### 6.3.2 Transit Billboards

Transit billboards will be placed inside trams in each city during the Fall in Like phase. These ads will display tongue-in-cheek messaging resembling 'Like-minded singles in your area. **'Make Shiit Happen'**, encouraging local singles to use the venue search feature.

### OOH RATIONALE

Billboards will be placed in high foot traffic areas to serve as a repeat exposure point, making it a top-of-mind brand within each metropolitan area.<sup>72</sup> Using earned media in the Fall in Love phase will make the advertisements authentic and trustworthy as audiences have proven to resonate with real imagery.<sup>74</sup> Using transit ads will be highly effective in communicating with the intended target audience as they are placed in areas where people are less ad avoidant.<sup>72</sup>

<sup>72</sup>. Gadak. 2020 | <sup>73</sup>. Newberry & McLachlan 2020 | <sup>74</sup>. Walker 2020 | <sup>75</sup>. Yellow. 2022 | <sup>76</sup>. Google. 2022

## 6.4 Social Media

The Fall in Lust phase will see the public posting themselves interacting with the PR stunt, creating earned media. The prominence of #makeshiithappen on interactive billboards will encourage individuals to post images and videos to their social media accounts.

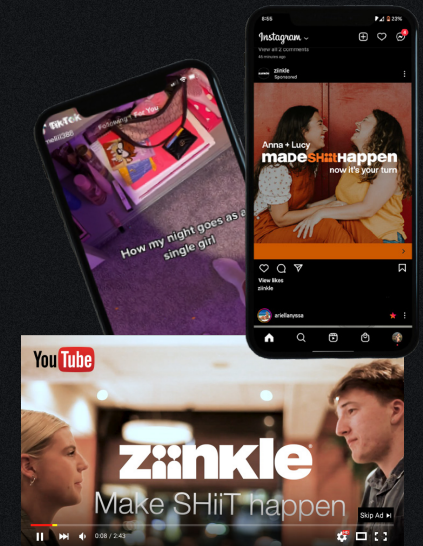
Fall in Like will see the release of the main campaign video that sees two people in a split-screen parallel format getting ready for a night out using Ziinkle. The digital advertisement, created for use on Facebook, Instagram, YouTube, and TikTok, will educate the target audience on how the app works and highlight the USP of Ziinkle. The call to action will direct the audience to download the app and **'MAKE SHiIT HAPPEN'**.

Paid promotional posts in the Fall in Love phase will be success stories of Ziinkle users. This will coincide with the OOH advertising placements.

Throughout the campaign, micro-influencers from each city will be contracted to create mini vlogs. These will depict a typical Ziinkle event to show audiences how Ziinkle will **'Make Shiit Happen'**. Ziinkle will re-share these on their social media platforms.

### SOCIAL MEDIA RATIONALE

Social media will have a significant role in measuring the success of the campaign.<sup>73</sup> Boosted social media content will encourage users to download the app and expand their audience beyond those who already follow or subscribe. The campaign video will be edited to a simplified 6-second bumper ad on YouTube to increase reach and awareness using a short and memorable message.<sup>76</sup> Using micro-influencers will enable Ziinkle to reach a larger target audience, and use their authentic brand voice to generate a greater return on investment for Ziinkle.<sup>75</sup>





## 6.5 Podcast

The podcast advertisement will run for 15 seconds on Audible and Spotify. These will predominantly target audiences who listen to romance novels and relationship advice podcasts.

*'Let's cut the bullshit - Online dating needs a change. Ziinkle allows singles to give you their undivided attention with its unique venue search feature. Download the app from Google Play or the Apple Store and use code 'Ziinkle3' for 3 months of free premium. It's time to 'Make Shiit Happen!'*

### PODCAST RATIONALE

Using dynamic insertion, Ziinkle can reach the relevant audience using a less intrusive method than traditional advertising. Podcasts, which are growing in popularity, have previously been effective in encouraging purchase behaviour. A study conducted by PodBean revealed that 61% of podcast listeners reported that they have made a purchase as a result of an advertisement they heard on a podcast.<sup>77</sup>

## 6.6 Events

In addition to Ziinkle's current activations, specific interest events will be integrated into the campaign including group fitness classes, dog park dates, walking groups (for example Bondi to Coogee) and group cooking classes. Some events will be paid, whilst others will be free. The Ziinkle Single Shot Café will also be present at all events to generate brand awareness and recognition. To take part in these events, attendees must show proof of a current Ziinkle profile. Users are encouraged to take a photo at the van using the hashtag #makeshiithappen and tag @Ziinkle.

### EVENTS RATIONALE

Holding more special interest events will build stronger brand loyalty and interest surrounding Ziinkle. Offering free events provides a different avenue for people who aren't interested or can't afford to pay.<sup>78</sup> This ensures Ziinkle is reaching a large target audience to help *'Make Shiit Happen.'*

## 6.7 App Improvement

The Fall in Like phase will implement an app improvement in the form of an 'Events' tab within the Ziinkle app.

### APP IMPROVEMENT

This development ensures all users who are interacting with the app are well informed of Ziinkle's events and can easily purchase tickets.

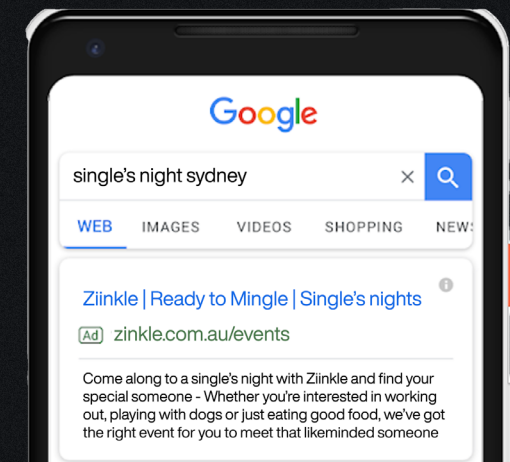
ERIN TO INSERT MOCKUP OF EVENTS TAB WHEN FINISHED

## 6.8 Search

Search engine marketing (SEM) will be used to link keyword searches around online dating. Ziinkle will pay for keywords surrounding 'Ziinkle', 'dating', 'single', 'venues', and 'events' to direct traffic to their website.

### SEARCH RATIONALE

SEM is one of the most effective ways to grow a business in a saturated, competitive, online dating market.<sup>79</sup> Search will be reviewed throughout the campaign to determine if these search terms need to be altered to increase traffic to the website.





# 7. Campaign Schedule

The campaign will commence on the 31st of January and finish on the 5th of December 2023 and utilise an always-on strategy. The strategy will involve bursts throughout each main phase. By moving the start and end dates of the campaign, we are avoiding saturated media periods with pre-Christmas and back-to-school advertisements. This allows Ziinkle to effectively break through the noise with the integrated marketing campaign.

Phase		Fall in Lust				Fall in Like							Fall in Love																																				
		Month				Month							Month				Month				Month																												
Dates		Jan 1/01 till 30/01				Feb 1/02 till 28/02				Mar 1/03 till 31/03			Apr 1/04 till 30/04				May 1/05 till 31/05			Jun 1/06 till 30/06				Jul 1/07 till 31/07			Aug 1/08 till 31/08				Sep 1/09 till 30/09				Oct 1/10 till 31/10				Nov 1/11 till 30/11				Dec 1/12 till 31/12						
Weeks		0	0	0	0	0	0	0	0	0	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5
OOH	Digital Billboard																																																
	Transit																																																
Digital	Search (SEM)																																																
	Podcast																																																
	App Improvement																																																
Social Media	Meta																																																
	TikTok																																																
	Youtube																																																
	Influencer																																																
Activations	Publicity Stunt																																																
	Events																																																
	Cafe																																																

Seasonal Days: Valentines Day (14 Febuary), Harmony Day (21 March), Global Love Day (1 May), Matchmaker's Day (31 August)



# 8. Campaign Budget

The \$500,000 budget has been allocated among numerous media types in an always-on strategy to allow the target audience to be reached effectively. The contingency spend has the flexibility to adapt and should be used for conducting research for campaign success if left unused. Negotiation was used to achieve competitive pricing for all media types. Ziinkle will gain a ROI through strategic media implementation and programmatic buying.

	MEDIA CHANNEL	IMPLEMENTATION	UNITS	COST
OOH	Digital Billboards	CBD areas in 3 locations, high foot traffic zones	2 x static billboards (6x3)/4 weeks	\$121,000
	Transit Billboards (interior)	CBD areas in 3 locations	50 displays/10 weeks	\$25,000
DIGITAL	Search	Google Keywords + Programmatic buying	Clicks	\$36,000
	Podcast	Programmatic buying	CPM	\$5,000
SOCIAL MEDIA	Meta	Story, feed and reels	CPC	\$30,000
	TikTok	In-feed	CPC	\$10,000
	Youtube	Bumper and skippable ads	CPM	\$5,000
	Influencers	Story, feed and reels	1x Post, 3 x Story, 1x Reel	\$15,000
PR	Street Furniture Billboards	CBD area, high foot traffic zones, 3 locations	2 x doors per city/24 hours	\$12,000
ACTIVATIONS	Events	Installation of event	Staffing, facilities and venue hire	\$70,000
	Single Shot Cafe	High foot traffic areas	Vehicle purchase	\$60,000
	Competition	Prize costs	3 x VIP experience	\$1,000
			Media	\$390,000
			Creative	\$60,000
			App improvement	\$25,000
			Contingency	\$25,000
			<b>TOTAL</b>	<b>\$500,000</b>



# 9. Campaign Measurement

The integrated marketing campaign will be executed from January 2023 till December 2023. All objectives for each campaign phase will be evaluated and measured prior to its completion.

MARKETING OBJECTIVE	STRATEGY	MEDIA EXECUTIONS	MEASUREMENT OF SUCCESS
To position Ziinkle as THE dating application to help singles to break out of the digital dating world and create real-life connections, utilising the venue search feature within the 12-month integrated marketing campaign.	Executing the integrated marketing campaign from January 28, 2023 until December 5, 2023.	<i>Activations</i> <i>OOH</i> <i>Social Media</i> <i>(Facebook, Instagram, YouTube, TikTok, and LinkedIn)</i> <i>Micro-influencers</i> <i>Podcast</i> <i>Events</i> <i>SEO &amp; SEM</i>	A survey conducted through Survey Monkey will take place in mid-to-late January 2023, prior to the campaign commencing. An additional survey will be conducted in January 2024, after the 12-month campaign has finished. This survey will focus on questions surrounding the online dating market, and which dating app singles perceive as being the best for finding real connections.
COMMUNICATION OBJECTIVES	STRATEGY	MEDIA EXECUTIONS	MEASUREMENT OF SUCCESS
Increase Ziinkle brand awareness by 30% within the target audience by the end of February 2023.	This Fall in <b>Lust</b> phase will see Ziinkle breaking through the online dating market and generating brand awareness. The PR stunt will launch on Saturday the 28th of January. This date has been selected as it falls on the weekend. This will ensure that there is heavy foot traffic to achieve maximum reach and engagement.	<i>PR Stunt</i> <i>Social Media</i> <i>(Facebook, Instagram, YouTube, TikTok, and LinkedIn)</i> <i>SEO &amp; SEM</i>	Following the close of phase one, an additional survey will be conducted in mid-to-late Feb 2023. The analytics and findings from the first survey implemented in Jan, will provide a baseline for how many people are aware of Ziinkle. Comparing the two survey results will indicate whether consumers' brand awareness has increased following phase one of the campaign.
Achieve over 55,000 impressions surrounding the PR stunt within the target audience by the 31st of January 2023.		<i>PR Stunt</i> <i>Social Media</i> <i>(Facebook, Instagram, YouTube, TikTok, and LinkedIn)</i>	Ziinkle will measure the impressions received from media outlets that have created press clips on the PR stunt to determine its effectiveness. Impressions on social media channels will be monitored through comments, shares, likes, and follows on Facebook, Instagram, YouTube, TikTok, and LinkedIn. The hashtag #makeshiithappen will also provide valuable insights into how many people are using it when posting content on their personal social media platforms.

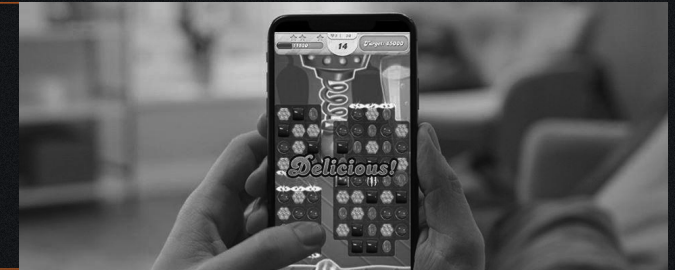


<p>Increase user-generated content (UGC) and social capital by 60% within the target audience by the end of July 2023.</p>	<p>The Fall in <b>Like</b> phase will focus on the engagement through the consumer journey regarding brand recognition and recall. Establishing a connection between the audience and Ziinkle will be key to initiating a behaviour shift in the target audience.</p>	<p><i>Activation Social Media (Facebook, Instagram, YouTube, TikTok, and LinkedIn)</i> <i>Micro-influencers</i> <i>Events</i></p>	<p>The hashtag #makeshiithappen promoted at the Single Shot Café encourages user-generated content, and will be used to measure the amount of content produced by attendees. For social media, earned media relating to Ziinkle's PR stunt, Single Shot Café and Singles Events will be monitored by amount of content created by the target audience. Ziinkle will conduct an analytic report focusing on likes, comments, reach, impressions, and reshares to track the brand's social capital. Micro-influencer success will be measured through their personal analytic reports, showing the impressions and engagement of their Ziinkle posts. SMART goals will be included in their contracts, ensuring social capital is gained. Following Single's Nights, analytic reports will be conducted to track how many posts were made by attendees at the event.</p>
<p>To successfully have 5,000 listeners use the promotional code from the podcast by the end of July 2023.</p>	<p>The Fall in <b>Love</b> phase will move towards a focus on establishing loyalty, trust and a strong connection between the audience and Ziinkle. This will lead consumers to have top-of-mind awareness of the Ziinkle brand and evoke a behavioural change in the target audience to use Ziinkle as their go-to dating app.</p>	<p><i>Podcast</i></p>	<p>The promotional code embedded into the podcast advertisement will allow Ziinkle to track its return on ad spend and the number of people who have used the code.</p>
<p>Achieve 10,000 unique QR code scans on digital and transit billboards, by the end of July 2023.</p>		<p><i>OOH</i></p>	<p>Success will be measured by the number of unique scans that each billboard receives, and will allow Ziinkle to determine which areas are attracting the most foot traffic and engagement.</p>
<p>Achieve 50,000 app downloads nationally by early January 2024 within the campaign's target audience.</p>	<p>The Fall in <b>Love</b> phase will move towards a focus on establishing loyalty, trust and a strong connection between the audience and Ziinkle. This will lead consumers to have top-of-mind awareness of the Ziinkle brand and evoke a behavioural change in the target audience to use Ziinkle as their go-to dating app.</p>	<p><i>OOH</i> <i>Podcast</i></p>	<p>App downloads will be calculated and tracked across both the Apple and Google Play Stores during the campaign period.</p>
<p>To increase attendance for Ziinkle's events by 40% by the end of December 2023.</p>		<p>+</p> <p><i>Activations</i> <i>Social Media (Facebook, Instagram, YouTube, TikTok, and LinkedIn)</i> <i>Micro-influencers</i> <i>Events</i> <i>SEO &amp; SEM</i></p>	<p>Attendance at the Ziinkle events will be measured after they take place. This data will be obtained by reporting on the number of people who attended.</p>



# 10. Further Recommendations

Over 5 million consumers played or watched video games in 2021, with 78% of 25-34-year-olds saying they play video games.<sup>80</sup> Ziinkle could introduce an advertising campaign through **VIDEO AND MOBILE GAMES** that focuses on getting people to 'Make Shiit Happen' in real life rather than online. This could include incentives within a partnered game that focus on providing the user with rewards for Ziinkle (e.g. 3 months premium) rather than rewards for the game itself. Mobile games such as Candy Crush Saga, Clash of Clans and Homescapes allow pop-up in-game advertising which could be utilised by Ziinkle.



**STREAMING VIDEO ON DEMAND (SVoD)** refers to services such as Disney+ and Netflix which provide content for users to watch at an affordable price every month that includes ads. Netflix and Walt Disney Co. stated that they want to integrate a lower-cost version of their SvOD platforms that will be available in 2023.<sup>81,82</sup> Ziinkle could use programmatic advertising to directly target its audiences. Contextual targeting should be used when consumers are watching romance shows and movies to entice them to download Ziinkle. Geo-targeting can further be used to promote Ziinkle's events and singles nights, as it allows users to be targeted based on proximity and location.<sup>83</sup>



Ziinkle can apply to parade in the **MARDI GRAS PARADE** in Sydney to show Ziinkle's support for the LGBTQIA+ community.<sup>84</sup> During the week of the Mardi Gras, Ziinkle could change the 'ii' of the logo within the app rainbow and allow users to change their app's theme rainbow to show further support and have users lend their assistance in the movement.



**VMO** is a form of digital billboard owned by Val Morgan Outdoor that uses AI technology to allow maximum audience attention.<sup>85</sup> The AI technology, DART and DART360, uses a combination of facial recognition and machine learning algorithms to provide enriched data back to the client. Ziinkle could use this to create a more focused and insightful campaign.<sup>86</sup>





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