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Table of Contents

Part I: Creative Brief

Executive Summary

Situation Analysis

Problem Statement

Campaign Objective

Target Audience

Voice/Tone/Personality

Part II: Tactics

Creative Tactics

Justification

Summary Statement

Part III: References

Rationale

Executive Summary



Challenge: Generally there is a stigma that there is no chance of love when you're older



Objective: Help individuals 65+ find love



Through Ember, the process is fun, easy, to navigate, and filled with people there for the same reason

Situation Analysis

- Elderly people are the most in need of a companion
- Older adults who are single suffer from loneliness, depression, irritability, and more
- With singles with a need for a companion, Ember was born



36%

**of people ages
65+ are single**

Campaign Objective

Increase brand awareness by identifying a new sustainable target audience and increase product users

Problem/Opportunity Statement

- Elderly people feel isolated from society due to their age
- Lacking the opportunity to love due to their age



Target Audience

- Older people, 65 and up
- Lonely, generally, a widow
- Looking for love and someone to spend their time with



Buyer Persona

Barbara

Barbara, a sprightly 69-year-old widow and retired lawyer, now hiking in her free time, is on the hunt for a partner in crime to share her adventures with!



Get-Who-To-By:

Get older people who are aged 65 and up, feeling lonely and looking for love, to find someone who they can spend their time with, by creating an age-friendly app under Tinder to connect them with their perfect match.

One Thing:

Ember is recognized for prioritizing genuine and authentic interactions.

Big Idea:

Older people can find love again, and have fun doing it.



Mood Board

Personality

For this campaign, the personality is honest, funny, and relatable

Voice

For this campaign, the brand voice is calm, nurturing, informational, snarky, funny etc.

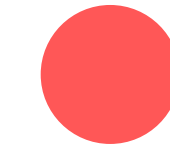
Typography

Gotham

Color Palette

 #FD267A

 #FD546C

 #FF7854

 #303742

 #667180

MOOD BOARD

YOU ARE A POET:

ACT LIKE A POET

#NationalPoetryDay



OUT OF HOME



Justification:

- Mural Wall: Testimonial approach
- Bus stand:
- Copy is simple, easy to read, & straightforward

C'mon, we know
you still got it.



Gentlemen,
you are going
to need your
wingmen back.

 **ember**
by tinder



Gossip like
it's your **first
date again.**

(because it is)



 **ember**
by tinder

Radio Script

TITLE: C'MON, WE KNOW YOU STILL GOT IT.

LENGTH (OF AD): 30 SECONDS

NOTES: HUMOROUS, RELATABLE, HONEST

MUSIC IS CLASSY AND SWANKY, THINK "BOW CHICKA BOW WOW" ROMANCE

SFX: WHISTLE AT A WOMAN

SFX: WOMAN FLIRTING WITH A MAN IN THE DISTANCE

WOMAN 1: LOOK AT THESE GIRLS CATHY. JUST TAKING EVERY MAN FOR THEIR OWN.

WOMAN 2: YOU KNOW, WE AREN'T THAT YOUNG ANYMORE. (WOMAN CHUCKLES)

WOMAN 1: WE USED TO BE THAT YOUNG. (WOMAN SCOFFS)

WOMAN 1: OH C'MON CATH, DON'T YOU REMEMBER? THEY USED TO FLOCK TO US.

WOMAN 2: OKAY, NOW YOU ARE GETTING AHEAD OF YOURSELF...

SFX: AWKWARD SILENCE

WOMAN 2: WELL... I GUESS I DID HAVE A FEW GENTLEMEN...

Woman 1: (Laughs) Now that's more like it!

Woman 2: I mean... what makes someone old anyway?

SFX: Old woman cough

Woman 1: I guess that may be a sign

SFX: Old women laughing together

Woman 2: Should we get back out there...

SFX: Somber music

Woman 1: Cathy, we may be older in years, but I know we still got it.

SFX: Uplifting music

Woman 2: Enough with this.

SFX: Halt in music

Woman 2: Let's go get some MEN.

SFX: "bow chicka bow wow" music

Announcer: For the young at heart. Let us introduce you to Ember, by Tinder. A dating app made just for you. Yes, you, we are on the AM radio right now for a reason. It is never too late to be young again. Who knows, the love of your life, or a new bridge player might be out there for you. C'mon, we know you still got it.

STORYBOARD

LOVE IS SWEET

Storyboard for TV/Video Ad



SFX: Rain

Description: Man is dining alone, drinking coffee at a restaurant



SFX: Rain

Description: Man is driving to the grocery store



Sound: Grocery Store Noise

Description: Man continues his day by doing some shopping



Female 1: Oh look honey, I'll take this to make you your favorite pasta tonight



Description: Man notices the couple and instantly feels sad wishing he too had a partner



Description: Man continues to drive, he stops at a red light and sees the ad for Ember

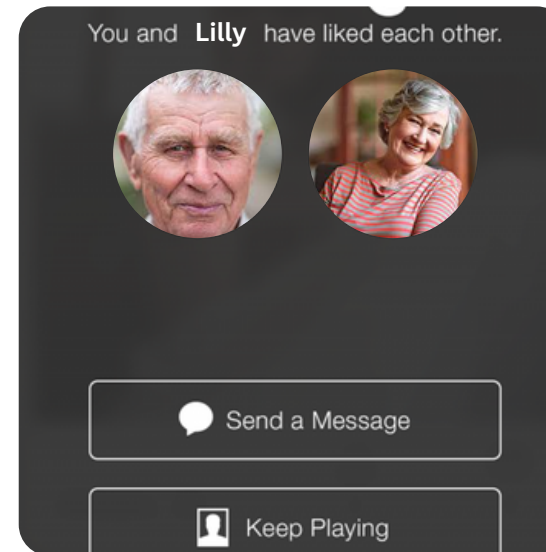
STORYBOARD

LOVE IS SWEET

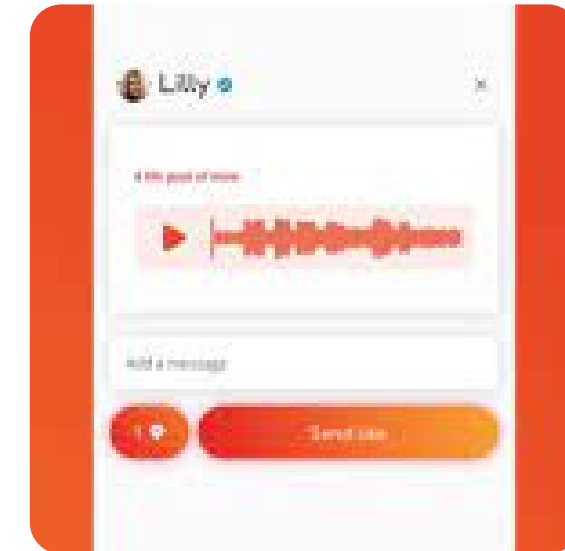
Storyboard for TV/Video Ad



Audio: Man sighing
Description: The man gets home, intrigued, downloads the app and searches for matches



SFX: Text message notification
Description: The man opens his phone to see that he matched with someone



Description: The man and woman exchange messages and he invites her to breakfast



Description: Excited of her acceptance, he gets ready for their date
Male 1: "I haven't done this in a while"



Music: Heartwarming music
Description: The man and woman are laughing, enjoying a cup of coffee



Description: The couple take a walk in the park
Audio: "You may be retired, but your love life doesn't have to be, download Ember today"

Interactive

Justification:

- The Golden Bachelor was a hit
- Addresses the love life of someone older
- Age doesn't define romantic lives
- Make the audience feel young again



Media Platform

Justification:

- Facebook is predominantly used among an older audience
- Funny, relatable caption among the intended audience



References

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