

Edward Alston

Professor Lange

Communication Design Theory

November 2020

Tinder's Single Life Ad

In 2018, the dating app, known as Tinder, finally gets its first advertising campaign titled *Single, Not Sorry*. Tinder had been around for about six years prior to this campaign and already had many users. In a culture or society where just about everyone, more noticeably, younger people, are on social media, it would make sense for dating to also move to the online world. Similar to Facebook, and Instagram I would make sense for Tinder to have its own advertising campaign to gain more users and attention.

In this particular advertisement, Tinder tries to appeal to a certain group of people. The advertisement consists of a photo of people, two women, and a guy, sitting in a restaurant, with table scraps. There are also a few people in the background. One of the ladies, the brunette one, is looking at what seems to be a menu, the guy seems to be staring at the table, and the other blond woman seems to be happy, looking up at something or someone. The entire photo seems like a scene, and given the context that this photo is used in this particular advertisement, it can be inferred that this photo was intentionally set up that way, to send a message to the viewer.

The sort of non-coded iconic message that can be connotated from this photo is that this group of people are enjoying an afternoon out with each other. We can tell this from the blonde woman's expression, and by how much food scraps are left on the table. These signs point to the fact that they have been there for a while, and they do not seem to have much intention of

leaving, due to the brunette woman looking at the menu as if she wants to order more food. We can gain some semblance about the time of day due to a window in the corner showing some daylight.

However, despite the non-coded iconic message that we can infer from the photo alone, these aspects are all just implicative of the literal meaning and intentions of the advert itself. The linguistic message better helps anchor the image to a set message to have a more denotative meaning. In the advert, there are only three lines or phrases. The first and most important to one to look at to understand the advertisement is the phrase “Single never has to go home early”. The word “single” used like this, implies an interpersonal status, a status of someone who is not married or in a relationship, thus this sentence reads as, if you are single, without any responsibilities or without needing to be considerate of someone else, you are free to go home whenever you feel like.

Now adding the context of the photo, we can tell that the iconic message being conveyed is that you can be happy and single, by doing things at your own time or pace. The people in the photo have a good time in an energized environment, combined with a message positively promoting single status leads to the viewer to see how being single is not such a bad thing in spite of what society may say.

The last two linguistic lines tell the viewer that the advert is for Tinder and has Tinder’s motto “#SwipeLife”. The phrase “SwipeLife” in itself can have a very vague message behind it, especially when not anchoring it to the themes of dating and Tinder. However, by tying this linguistic component to all other aspects and themes of this ad, many people (at least those with some understanding of how online dating works) can automatically understand this message as a

call or motto to online dating, specifically for Tinder (as their the app that seems to have popularized the phrase and give it it's coded meaning).

When covering this particular advertising campaign, it was noted that the campaign was “an unapologetic celebration of single culture and the important role being single plays in people's lives” (O’Brien). This is contrary to how society normally views single people. Like the creative director, Laddie Peterson stated, “why is society always trying to un-single the single people?”.

Through the use of anchorage and relay between the text and its linguistic message and the photo's non-coded iconic message, viewers can accurately infer the denotive message of the advertisement. The messages are also helped coded and given context by society and it's perception, of different ideas.



Bibliography

O'Brien, Kyle. “‘Single, Not Sorry’: Tinder swipes right on first brand campaign from W+K.”

The Drum, 08 Oct. 2018,

<https://www.thedrum.com/news/2018/10/08/single-not-sorry-tinder-swipes-right-first-brand-campaign-wk>. Accessed 12 Nov. 2020.