

A woman with dark, wavy hair is shown in profile, looking upwards and to the right. Her eyes are closed, and she has a serene expression. The background is a dark night sky filled with numerous bright stars of various colors, including blue, white, and yellow. A prominent star with a four-pointed diffraction pattern is visible in the upper left quadrant. The woman's hand is partially visible at the bottom right, reaching towards the stars. The overall mood is romantic and dreamy.

*The invisible lover*



# How to bring the invisible lover to life?

1

Create a good  
love story



*'Making-of'*

2

Find the right  
way to say it



*Materializing the content*

3

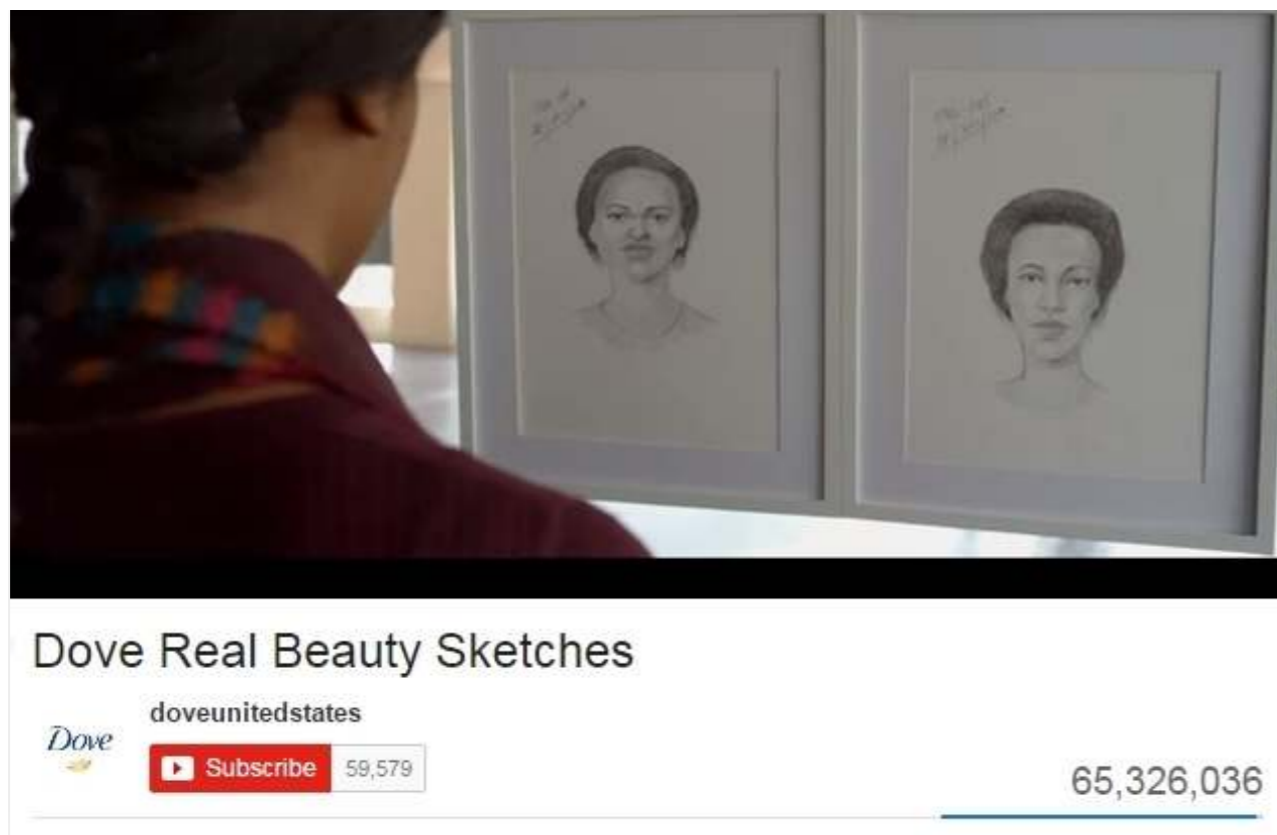
Tell everyone  
about it



*Spread the story*

# Bring a story to life on digital platforms

- 📺 Emotional storytelling, like case-studies, leads to a high engagement rate
- 📺 Inspiring stories are more often shared and commented



A screenshot of a YouTube video player for 'Dove Real Beauty Sketches'. The video shows a woman looking at two framed pencil sketches of her face. The video title is 'Dove Real Beauty Sketches', the channel is 'doveunitedstates', and it has 59,579 subscribers. The view count is 65,326,036.

**How Dove's 'Real Beauty Sketches' Became The Most Viral Video Ad Of All Time**



A screenshot of a YouTube video player for 'Coca-Cola Small World Machines - Bringing India & Pakistan Together'. The video shows people holding signs that say 'join hands'. The channel is 'Coca-Cola IN', and it has 2,879,594 subscribers.



A screenshot of a YouTube video player for 'Always #LikeAGirl'. The video shows the text 'WHAT DOES IT MEAN TO DO SOMETHING "/>

①

*Create a  
good love story*

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'Making-of'

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*It starts by getting intimate with the target*



*Personalization*



*Smartphone addiction*

# A love letter that makes you feel unique and special...

People only care about themselves



We have to find new ways to catch their attention

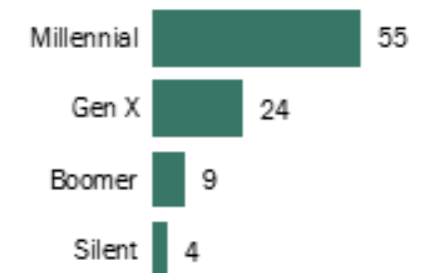


**Communications are becoming more and more personalized**



## Generations and "Selfies"

% saying they have shared a selfie



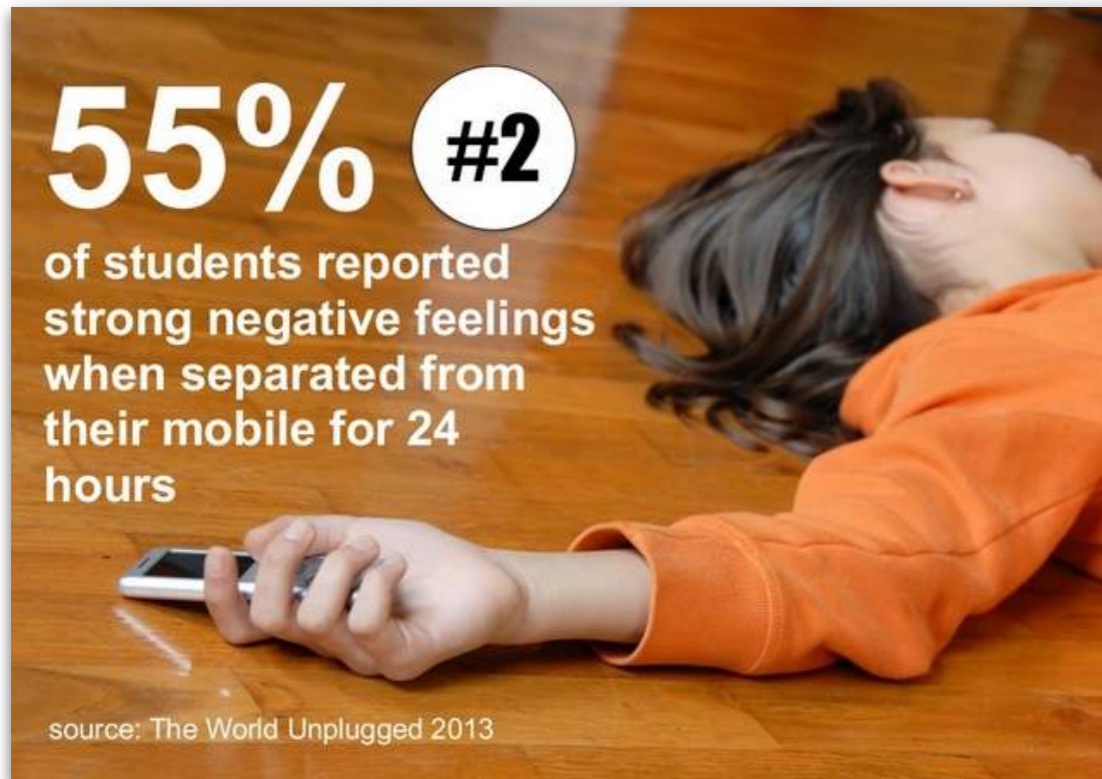
Note: Based on all adults, N=1,821. Respondents who knew what a selfie was were asked if they had ever shared a selfie on a photo sharing or social networking site such as Facebook, Instagram or Snapchat.

Source: Pew Research survey, Feb. 14-28, 2014

PEW RESEARCH CENTER



...and that understands your way of living



**Millennials in Latin America, Western Europe and the US Who Own Connected Devices, 2013 & 2014**  
% of respondents

	Latin America		US		Western Europe	
	2013	2014	2013	2014	2013	2014
Laptop	62%	70%	82%	86%	76%	79%
Smartphone	68%	78%	70%	79%	82%	84%
Tablet	22%	37%	37%	56%	24%	40%
Desktop	58%	57%	49%	54%	50%	51%

Note: ages 18-30  
Source: Telefónica, "2014 Global Millennial Survey" conducted by Penn Schoen Berland, Sep 25, 2014

181878 [www.eMarketer.com](http://www.eMarketer.com)

📶 Mobile is like an extension of themselves.

📶 They carry it on all the time & everywhere.

📶 Time spent on Apps : +21% over the last year (Techcrunch)



A woman with wavy brown hair is shown in profile, looking upwards. The background is a dark night sky filled with numerous bright stars. A large, dark silhouette of a person's head is superimposed on the sky, and the interior of this silhouette is filled with a dense field of stars, suggesting a connection between the woman and the stars.

*Where can we meet this  
invisible lover?*



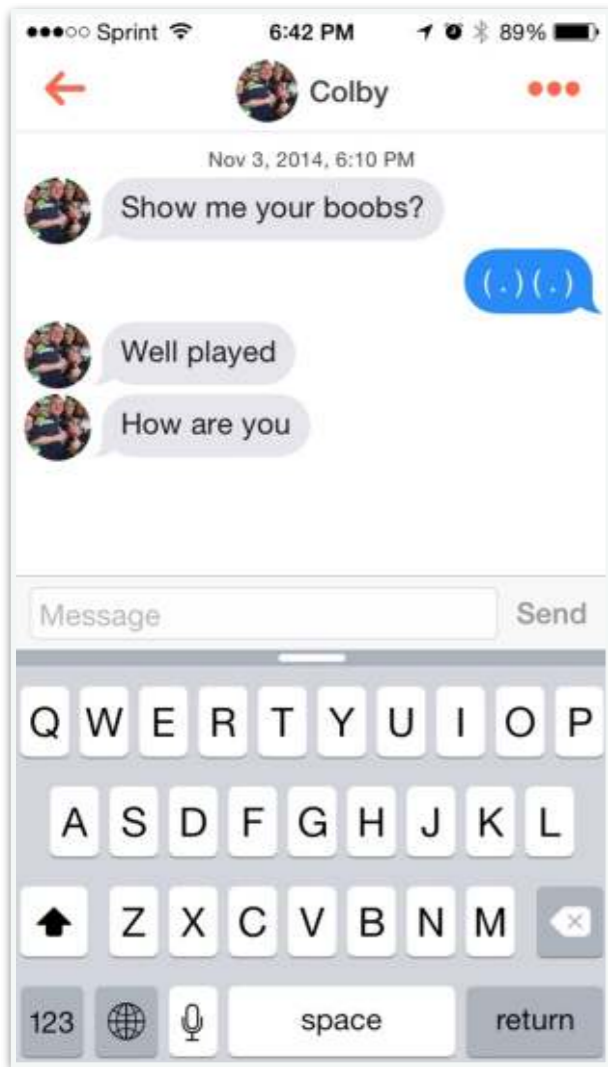
# *The first date*

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*Let's be honest, when you think about Tinder, what comes in your mind is...*



## Why Dating App Tinder Is The "McDonald's Of Sex"

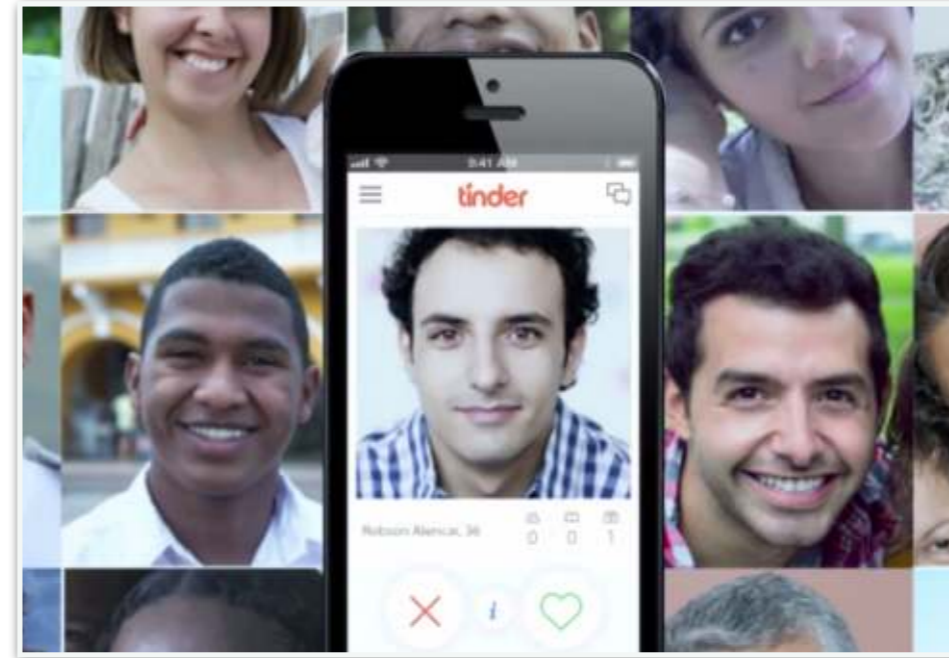
By [Marc Knoll](#) on January 3, 2014 [@marcknoll](#)



# But did you know that Tinder actually serves serious causes?



...rescue dogs



...find missing people



...anti-smoking NGO to show you how unattractive smoking is



...awareness about forced marriages



# How will it work?

## Creation of two accounts

*Men and women*



**Engage 500 discussions-interactions**  
and keep them interested until the  
end of the discussion

**Place of action** - the app works with a  
geolocalisation system  
*Major university campuses in Europe*  
*(Paris, London, Amsterdam, Berlin,*  
*Stockholm)*

# *Our motto*

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Make people react to daily 'boring' topics such as the weather, traffic jam or public transportations.