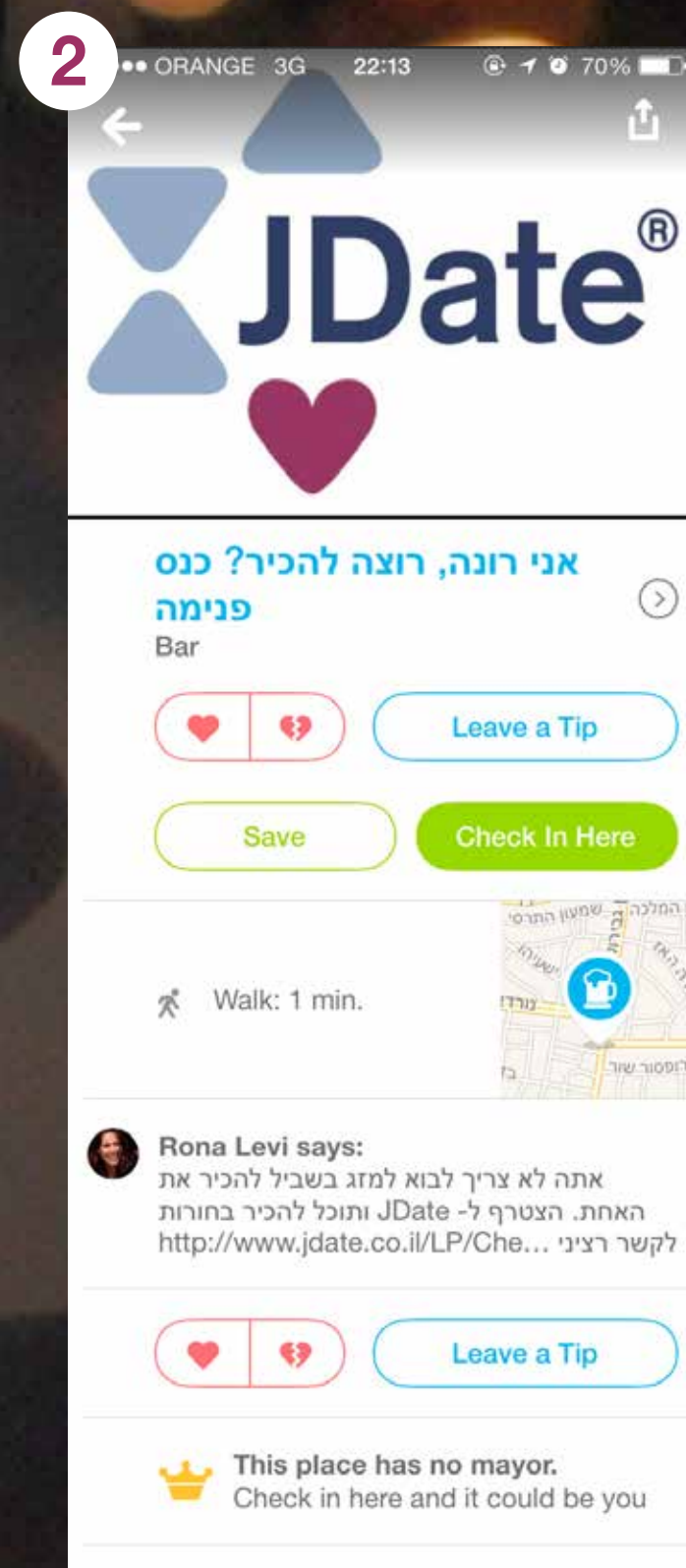
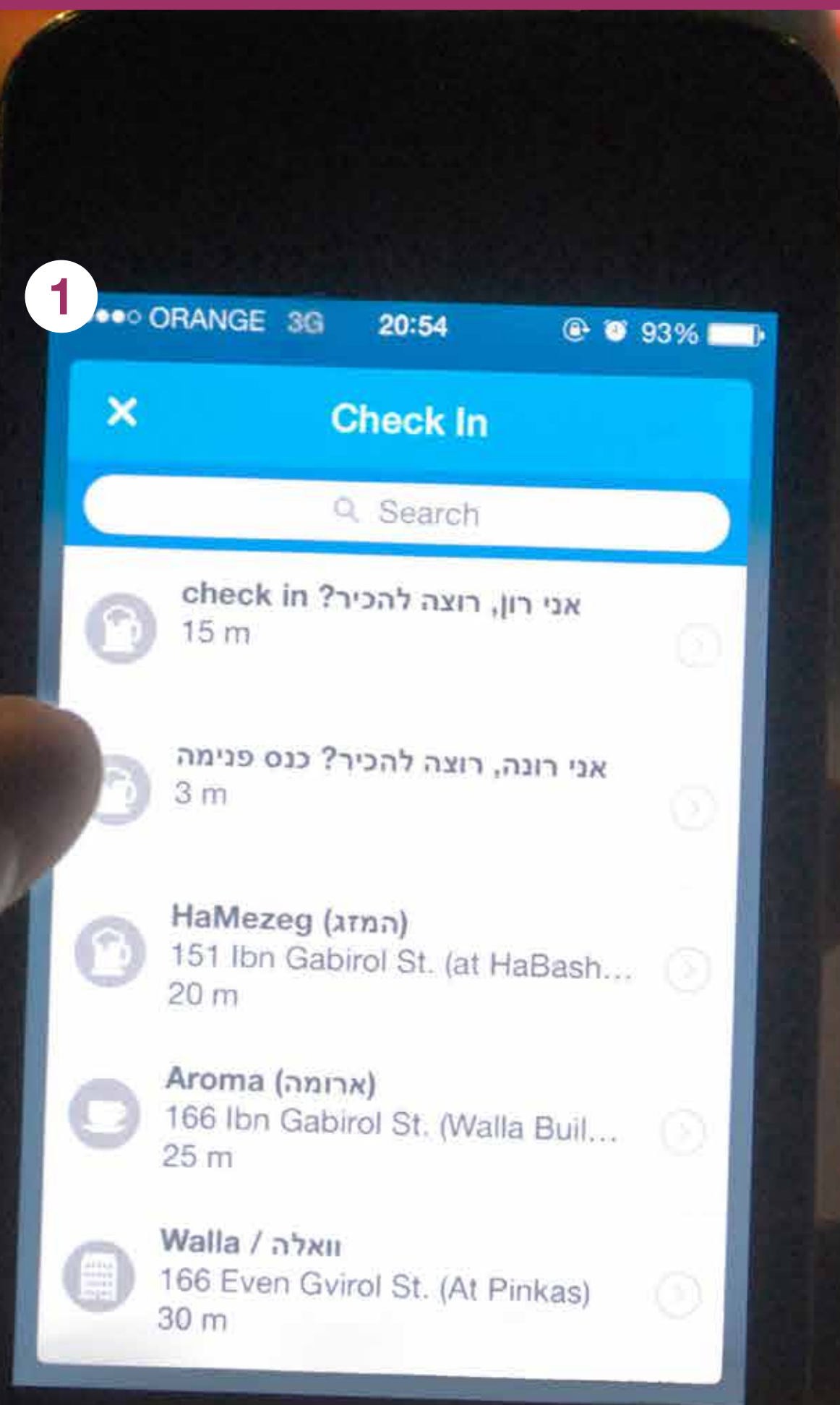




Check-in JDate



Background

JDate, an international dating website wanted to create a special activity for singles in Tel Aviv, and New Year's Eve was the perfect opportunity to do that.

Insight

Our insight was that check-in is part of our target audience's lifestyle, Using this insight, we chose digital guerrilla activity through Foursquare.

Creative solution

- 1 Anyone who wanted to check-in at one of the hottest New Year's Eve parties in Tel Aviv came up with a surprising message from real people that were allegedly at the party and were looking to meet a partner: **"Hi, I'm Rona, want to meet me? Check-in now"**
- 2 Once they entered into the check-in we created, they were exposed to a hot tip from JDate: **"You probably won't find true love in Club Riding 3's New Year's Eve party. Want to find true love? Join JDate"**
The tip had a link to JDate's website.

Using the digital space we created brand awareness and interaction with our target audience in a free media.

