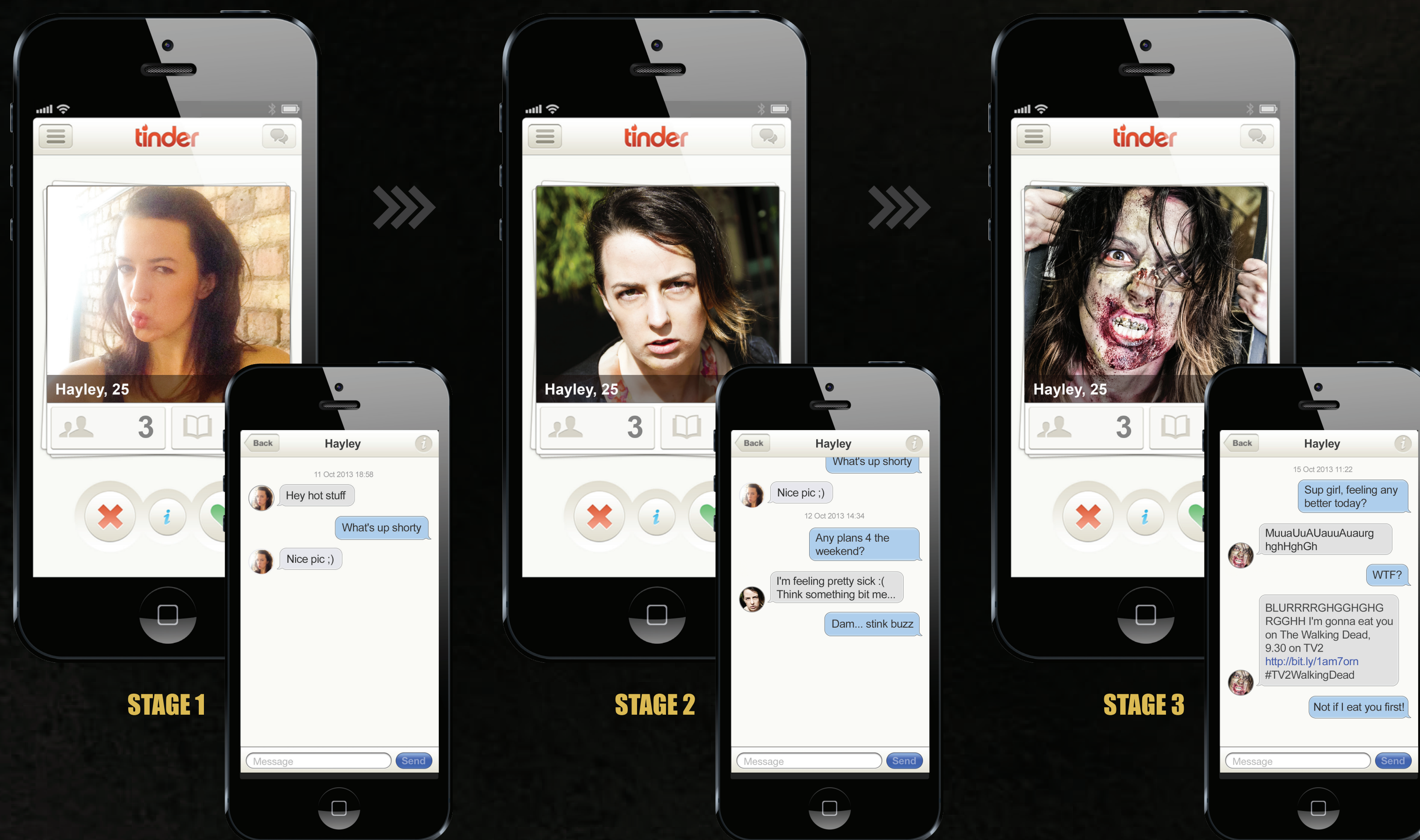


# DATING THE DEAD



## CHALLENGE

To launch the new season of Walking Dead on TV2, how do we make 18-25 year old guys feel like the Walking Dead zombie hordes are coming to New Zealand?

## IDEA

Bring the zombies to life in Greater Auckland using location-based dating app **tinder**.

## HOW IT WORKED

Before the season premiere, we infiltrated Tinder with a number of hotties to chat with unsuspecting blokes. Once guys matched, our girls started chatting normally but over time their chat and photos decayed to reveal that the girls were in fact zombie Walkers.

## RESULTS

- 87% of the guys engaged with the zombies
- #TV2WalkingDead trended before first episode
- TV2 won the time slot
- Watched by nearly twice as many 18-25yr old guys as TV3.



## WHAT'S TINDER?

Tinder is a mobile dating app that allows you to find out who likes you nearby. It's fast become a social network used by thousands of young New Zealanders.

