

In order to inform marketing activity in the dating space, we took open-ended survey responses about the idea of dating apps, which we split by age and then compared the two data sets.

## Gen Z insights

vs

## Millennial insights

**Worries about being judged x10**

Younger people are ten times more likely to worry that dating apps encourage people to judge others on their physical appearance and profile.

👍👍 *They have made it easier to objectify people and see them purely based on looks.* 👍👍

**Recommendation:**

Build a more in-depth profile area for the user to be able to create and view more well-rounded profiles.

**An increase of diversity x1.1**

Dating apps provide younger people the opportunity to meet new and diverse people outside of their social setting.

👍👍 *Great!! Means you meet a whole array of different people different backgrounds instead of being stuck in your socio-economical bubble.* 👍👍

**Recommendation:**

In campaigns, use 'unusual success stories' to highlight how dating apps can be used to meet people you wouldn't usually meet.

**Dating is so much more casual x2.5**

Due to this improved opportunity to meet new people, younger people like the more casual nature of dating due to the belief that there are more options of people to meet. As a result these respondents are less committed to dating one person at any one time.

👍👍 *Everyone is dating/speaking to multiple people at once or still using the app while seeing someone, there's always the feeling that there could be someone better out there and you can keep looking for them.* 👍👍

**Recommendation:**

Don't scare younger people away with commitment language. Emphasise the fun and relaxed nature of meeting new people that could potentially lead to something more.

**More accessible x7.1**

Older people in this survey seem to find that dating apps take the pressure off life a little and make dating more accessible for certain groups - such as single parents. They are seven times more likely to use language around ease, usefulness and accessibility than the Gen Z respondents.

👍👍 *Made it more accessible for single parents, people with disabilities (anxiety etc) to access dating.* 👍👍

**Recommendation:**

In campaigns, focus on success stories for groups of people who otherwise would have struggled within the dating scene, such as single parents, those with social anxiety, and people who wouldn't naturally feel comfortable being judged on their appearance.

**Reduced commitment x9.2**

Funnily enough, older millennials also seem to dislike - because of how easy dating apps are - the lack of commitment it takes to build a relationship. There is a feeling that someone better might come along if you keep swiping.

👍👍 *I think people are more averse to commit and the next best thing is so accessible. It's made it harder to be happy with what you have like a kid in a candy store.* 👍👍

**Recommendation:**

Actively engage, encourage and promote successful stories from people who have used the app on social channels regularly, allowing people to follow stories and keep up positive associations with dating apps.

**The inhuman touch x10**

This demographic feel that dating apps have made the whole dating process so much more sterile, and has lost the vital human element in building relationships.

👍👍 *It is making the dating scene more impersonal.* 👍👍

**Recommendation:**

When marketing to older people, focus on the creation of human interaction and how dating apps can bring people together.

**Comparing topics in chat forums**

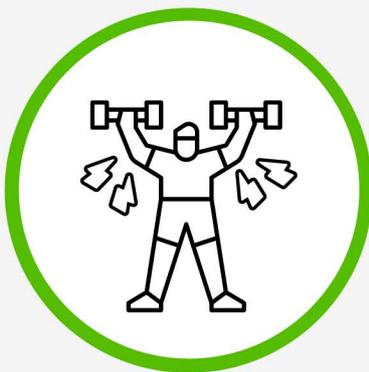
**At Relative Insight, we love helping our clients  
bring a human element to the brands they manage.**

We know that by helping the humans behind a brand understand more about the humans that brand is targeting, they can then create resonant communications that mirror the language used by those specific audiences. By talking to people using their own words, you can build a solid, trusted relationship with consumers. Taking this approach showcases a depth of understanding of target audiences and is essential to ensuring your messaging cuts through the fray.

**Language comparison in action:**

We worked with an over the counter, topical pain-management brand in the UK. The brand wanted to develop a strategy to become more than a transitory choice in this category – moving beyond being “that pain cream stuff” and into the hearts and minds of consumers, positioning themselves as a partner in achieving great things in sport, exercise and everyday life.

To do this, we analysed thousands of conversations in forums that discussed pain in order to discover ‘*unknown unknowns*’ about people’s relationship with it. This included looking at discussions about pain in a number of contexts, including:

**Strenuous sport****Exercise & fitness****Everyday life**

We then compared the language data across these three segments of conversations in order to pin-point exactly how they were similar, but also how they were *different*.

### Why these comparisons matter:

The results of the analysis helped our client uncover a number of key thematic insights. These were used to inform the language for a new campaign focused on helping the brand appear more human and in touch with people's needs, whilst still articulating the benefits and science of the product.

These thematic pillars went on to form the basis of a new brand identity and communications to both consumers and healthcare practitioners.

Relative Insight can help you get business value out of language data, and we can analyse any data source, including the following:



Social media content



News articles & blogs



Website copy



Questionnaire & survey responses



Forums



Chatbot & Live Chat transcripts



Product review sites



Customer service call transcripts



## Why this language comparison matters...

Our insight reports highlight the distinctively different language used by two core user demographics to better inform dating app providers about how best to appeal to different age groups.

### Recommendations



Both groups are aware that dating apps **improve the accessibility** of dating; creating a campaign **showcasing unusual couples** will improve the positive view of this.



Create a **more in-depth profile section**, with a campaign highlighting **connecting over mutual interests** to appeal to younger users.



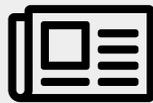
Promoting stories of fun first dates leading to serious relationships will help older users view dating apps as a way to create **personal connections** and meet a long-term partner.

You will notice trends emerging that you won't have thought of before, tiny nuances that have the power and strength to shape new strategy and 'unknown unknowns' that change everything.

### We can analyse any data - on or offline, including:



Social media content



News articles & blogs



Focus group transcripts



Questionnaire & survey results



Forums & review sites



Chatbots



Email marketing & comms



Phone interview transcripts

To find out more, get in touch:

info@relativeinsight.com | +44 203 7945 476  
relativesinsight.com | @relativeinsight

Request demo

## PILLAR 1

## PILLAR 2

## PILLAR 3

### MARKETING, BRAND & DIGITAL

### SALES & CUSTOMER SERVICE

### HR & INTERNAL COMMS

USER CASE

Language insight for campaigns, brand positioning, brand strategy, audience segmentation, audience understanding, content creation and creative

Language insight to evaluate then create and train high performing sales and customer care/service teams

Language insight to understand audiences within an organisation & help shape internal communications

WHO WE HELP

Most B2B & B2C companies, media, advertising, content, creative, digital, SEO, Ecommerce and PR agencies

Companies with sales teams, customer care teams, call centres, chat bots, in app chat, client facing teams plus sales consultancy/training agencies

Companies with 25+ employees/HR teams, employee engagement consulting firms, intervention /change management companies

PEOPLE

Marketing, digital, research, insights, innovation, PR, Comms, strategy, brand, SEO, Ecommerce and client teams

Sales, account managers CSM, call centre managers, CX, head of customer voice

HR, HR agencies, HR consultancy firms & operations

DATA

Social media analytics, news articles, blogs, qual transcripts, web copy, quant open ends, panels, surveys, market reports, reviews forums and audiences insights tools

Email, CRM data, call centre transcripts, sales collateral, transcribed video conferences, and chatbot transcripts

Internal chat channels, slack, email, HR/employee docs, company newsletters, exit interviews, job specs & leadership talks/speeches