

# WE INCREASED ENGAGEMENT FOR PLENTY OF FISH

Plenty of Fish is a popular online dating option for those interested in finding a potential partner. Over the years, Plenty of Fish has evolved from a website only to iOS and Android apps and other channels like in-app video calls, voice memos, and livestreaming. As an early online dating brand, the Match Group-owned company, founded in 2003 in Vancouver, Canada, has had to find ways to stand out from its competitors, including partnering with OUTFRONT to help target daters in the 25-35 age range.

## STRATEGY & TACTICS

- **Strategically Placed:** Plenty of Fish brought the ‘Gallery of Dick Pics’ to life with the help of out of home. The ‘Gallery of Dick Pics’ took over the Broadway & Lafayette subway station, with ads found on turnstiles, stairways, walkways, digital screens, and more to reach a younger audience.
- **Creative Excellence:** The ads showcased photos of guys named Richard, Richie, or Dick, i.e. “Dicks.” The creative aims to bring attention to what singles almost unanimously agree is the worst online dating behavior — sending explicit photos to a recipient without their consent.
- **Client Success:** “The higher awareness rate and improved brand sentiment around the notion of a healthier dating app, in terms of mind and body, led to week-over-week gains in app installs and lowered the cost per registration.” - Mitra Shad, global director of brand marketing

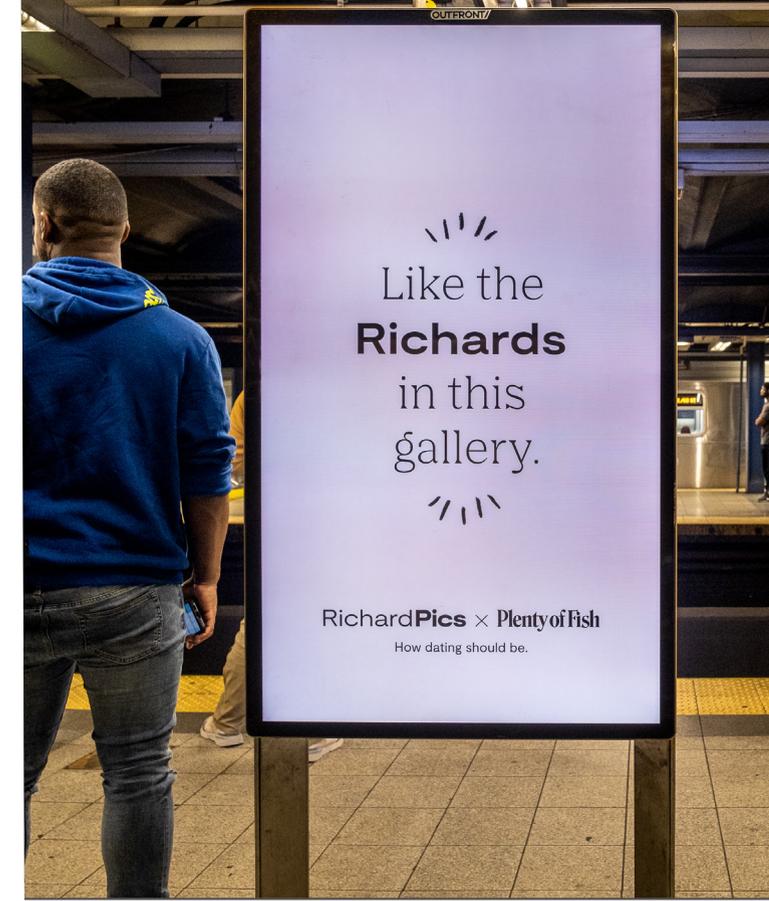
Plenty of Fish

SOURCE: AD EXCHANGER

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.

Making dating friendlier.  
One Richard pic at a time.

RichardPics × Plenty of fish



## RESULTS

**DOUBLED**

ITS ENGAGEMENT  
ACROSS ALL PLATFORMS

**INCREASE**

IN APP INSTALLS

**LOWERED**

THE COST PER  
REGISTRATION

