

Approaching the Pre-COVID Dating Landscape with a Post-COVID Mindset

Team Logit Ladies



The University of Texas at Austin
McCombs School of Business

Agenda

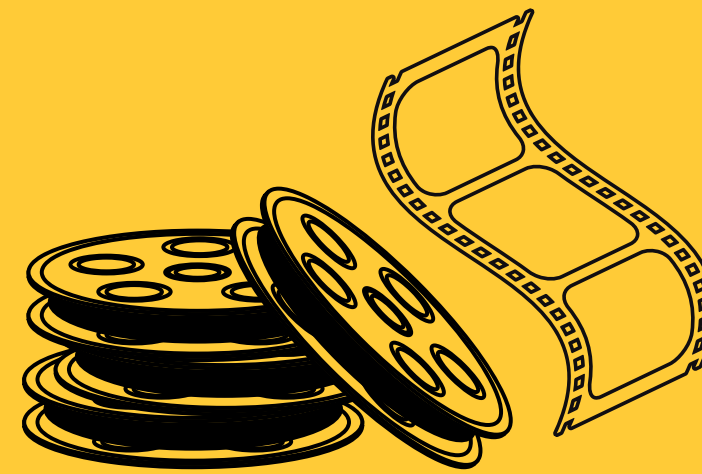
- COVID & Emotional Wellness
- The Pre-COVID Dating Landscape
- Retracing the Dating Landscape
- The Four Event Types
- COVID Mindset Dating Landscape
- Event & Partnership Financials & Promotion

COVID + Emotional Wellness

- 2/3 people impacted by mental health/wellbeing concerns due to the pandemic
- 7/10 surveyed say dating lives have changed in 2020
- Strength of a person's social circle as a good measure of stress, happiness, and wellbeing*
- Social isolation linked to higher rates of chronic diseases and mental health conditions
- WHO recommends keeping regular contact with others by phone and online channels



Cocktails at large
gathering,
checking for
chemistry



Smaller-setting
date, more
intimate



Looking to
connect on a
deeper,
intellectual level



Meeting at home
to enjoy a meal
together

Pre-COVID Dating Landscape

RETRACING THE DATING LANDSCAPE THROUGH ACTIVITIES AND PARTNERSHIPS

REMIND POTENTIAL
USERS THAT BUMBLE IS
FUN AND CASUAL

APPROACH PRE-COVID
LANDSCAPE WITH
SOCIALLY-DISTANCED
MINDSET



FEATURING FUN ZOOM
ACTIVITIES WITH
PARTNERSHIPS

BUMBLE X RAMONA WINE SPRITZ

- Empowered women empower women
 - Women making the first move
- Keeping the idea of sharing a drink as the first step in the dating path
- Bumble ambassadors x Ramona's Opening Up podcast guests
- Sponsorship partnership



BUMBLE X ALAMO DRAFTHOUSE



- Movie nights are a classic
 - Low intensity, low intimacy, high fun
- Attend a virtual movie night as a group, swipe at the end
 - Allows for interaction in a group setting
- Alamo Drafthouse x Scener
 - Watch parties with video calling integration

BUMBLE X REESE'S BOOK CLUB

- Previous Bumble x Hello Sunshine partnership
 - Celebrating women
- Content partnership
- Encouraging Bumble users to join Reese's Book Club at the beginning of the month
 - Shared social media awareness
 - Blog posts about starting conversations over the book club



BUMBLE X HOME CHEF



- Closing the dating path with a fun shared activity: cooking together
 - More intimate date
- Simplicity of getting ingredients for an individual meal
 - Discount codes for Bumble users
- Loyalty partnership



Sharing a Ramona
spritz with Bumble
users and
ambassadors



Curling up for a
virtual Alamo
Drafthouse
screening





Connecting on an
intellectual level
over Reese's Book
Club




Cooking together
and sharing a meal
by Home Chef

New Dating Landscape


PARTNERSHIP PROMOTION

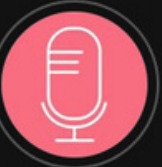


drinkramona 



1,213 Posts 40.5K Followers 5,571 Following


RAMONA
Wine/Spirits
The first cer spritz. Made It's wine, but ✨ NOW AVA www.drinkra New York, N







Podcast




drafthouse 

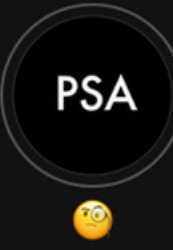
3,343 Posts 118K Followers 1,037 Following

Alamo Drafthouse
The best film, food, and drink all in one seat.
drafthouse.com
Austin, Texas

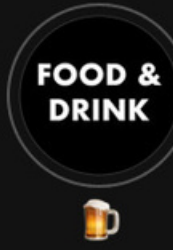




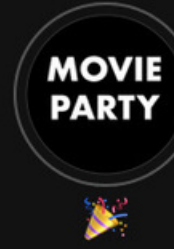
TEMPLES





PSA




FOOD & DRINK



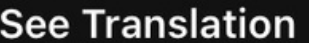
MOVIE PARTY






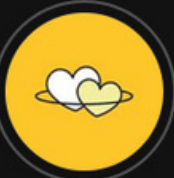
bumble 

705 Posts 553K Followers 299 Following


Bumble
App Page
One app. Three modes.
likeshop.me/bumble








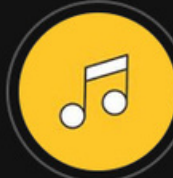
Success





Voting




Features





Playlists




reesesbookclub 


1,072 Posts 1.8M Followers 296 Following

Reese's Book Club
Community





Book Yeah!



Little Fires



realhomechef 

2,180 Posts 182K Followers 4,719 Following

Home Chef
Meals Anyone Can Cook + Everyone Will Love  Use SOC60 for \$60 off your first   #hookedonhomechef
For recipes & more, click below  [like2buy.curalate.com/realhomechef](#)







Store Locator



BTS



Customer L...



Top Recipes

EVENT FINANCIALS

Ramona Spritz

100 people/event
\$20/4 pack
\$5 discount sponsored by
Bumble

(\$500/event)*
(36 metro cities)*
(13 weeks/quarter)*
(6 events/week)=
(280,800 users)
\$1,404,000

Alamo Drafthouse

\$163/30 people seating
\$6/user

\$750K to Alamo
Drafthouse
125,000 users

16 people/screening
7812 Bumble screenings

\$750,000

Home Chef

\$20/2 meals
\$5 discount sponsored
by Bumble

200,000 users

(100,000 dates) *
(\$5/date)

\$500,000

Questions

REFERENCES

Mental Health Articles

<https://www.who.int/campaigns/connecting-the-world-to-combat-coronavirus/healthyathome/healthyathome---mental-health>
<https://time.com/5609508/social-support-health-benefits/>

Marketing Partnerships

<https://econsultancy.com/a-complete-guide-to-partnership-marketing-part-one/>

Zoom Pricing

<https://zoom.us/pricing>

Ramona Wine Seltzer

<https://www.drinkramona.com/collections/all>

Alamo Drafthouse Pricing

<https://drafthouse.com/austin/theater-rental>

Hello Sunshine

<https://hello-sunshine.com/book-club>
<https://hello-sunshine.com/privacy-policy>
<https://www.facebook.com/ReesesBookClub>

Bumble Social

<https://www.facebook.com/bumbleapp>

Home Chef

<https://www.homechef.com/>