

Our internet picks of the week – 8 August '19

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GEORGIA TRAYLOR - TRAINEE PLANNER/BUYER 08 AUG 2019

This week we have been thinking about dating apps; campaigns from a brand which harnesses the downside of dating apps to show its own offering in a flattering light, an app targeted at boomers rather than younger generations whilst Bumble moves into eSports sponsorship.

In a car ad with a twist, Mercedes Benz has eschewed the usual 'car driving through dramatic landscape whilst climactic music plays' trope, and chosen to take a dig at dating apps. Sounds odd, because in truth it is, but in a good way. A woman uses a dating app to go on a series of disappointing dates: one is a good 30 years older than his picture suggests, one is more into hand sanitizer than any normal person should be, another

answers a phone call from 'Mummy' in the middle of dinner and so on. Finally, after no luck dating, this woman finds her perfect match in a large, red, approved used Mercedes-Benz.

[Give up on your love life and buy a car instead](#)

Swipe right culture has planted itself firmly in the mainstream of younger generations, but for single 50- and 60-somethings, finding love online can be daunting. This where Boomer-focused app Lumen comes in: it offers more in-depth dating with longer profiles and limits the number of initial conversations to three per day. This opens up some space for older people to find a true connection without having to navigate through the minefield of dating apps and websites typically used by younger people. Lumen's research found that just one in five of over-50s believed a brands' representation of their age group was accurate, and they are looking for an online space that reflects their wants and needs. Lumen's mission? "We know we're not reinventing the wheel. Senior dating sites exist. But they are dull and boring and they just don't represent the single over 50s we know. 'Mature dating' has become a euphemism for dry and boring, but once you get to a certain age, generic dating apps aren't fun places to date either. Which is where we come in. Welcome to Lumen – the dating app designed just for you."

[Love after Tinder](#)

For the first time, a dating app has partnered with a leading eSports organisation, to create an all-women Fortnite Team to drive more female involvement in eSports. While Bumble began as a dating app that had women make the first move, it has now expanded to be a place to meet friends and also make business connections. Both businesses represent the same values and follow the same ideas, so with this partnership, they want to reinforce this female-first mentality.

[Building the female revolution](#)