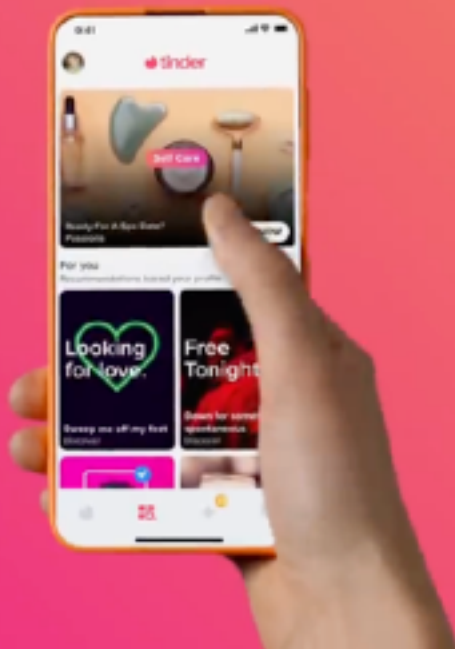


find them with
tinder®

Explore™

ALL NEW





Esteem

Love and belongings

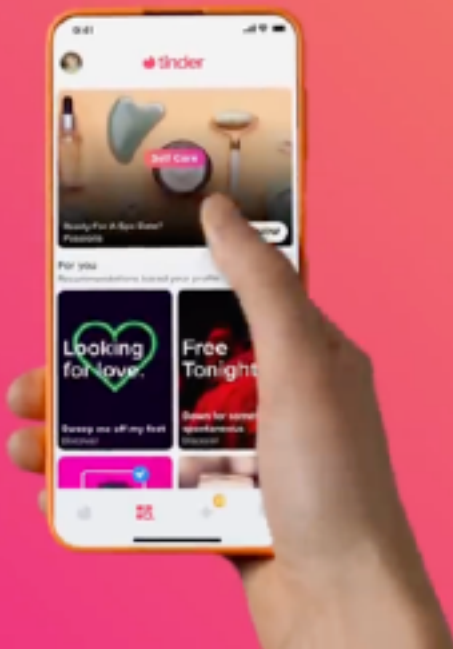
Safety

Physiological needs

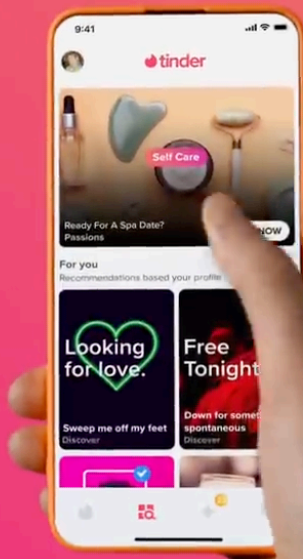
find them with
tinder®

Explore™

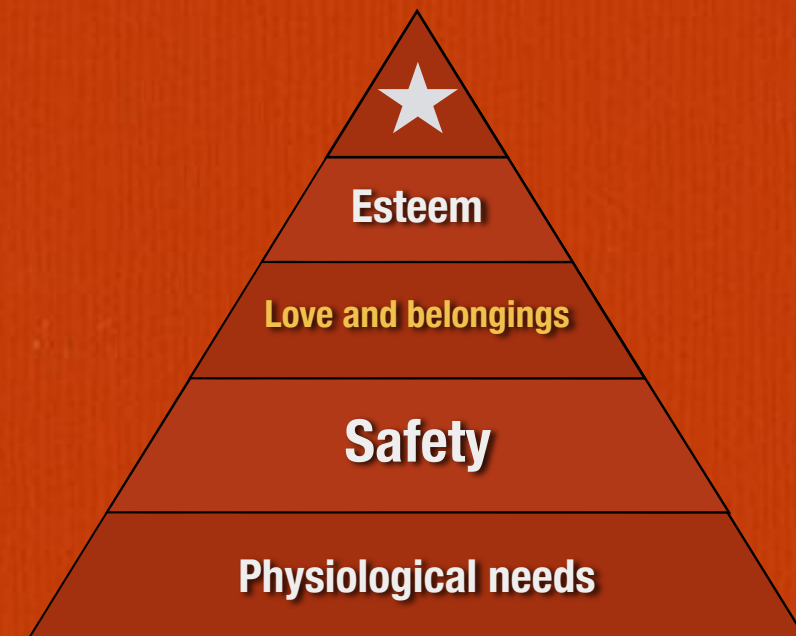
ALL NEW



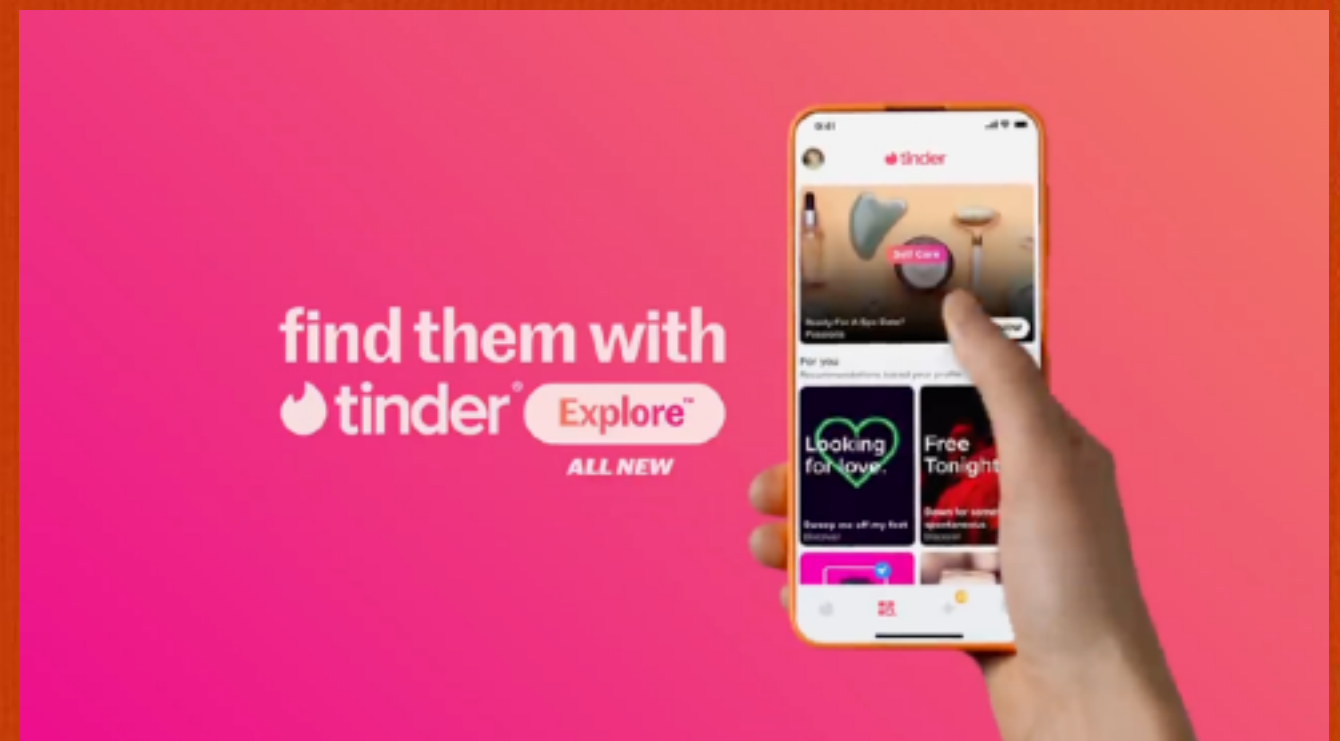
find them with
 tinder® **Explore™**
ALL NEW



Need of love



Tinder among other companies
Tinder wants to show us its advantage over other brands. In the ad, a woman is meditating but someone interrupts her; she is furious. Words appear, telling that: your oddities maybe not for everyone, but there is always a person who will Love you on Tinder.





Family

This TESCO commercial asks viewer a question: why did you choose Family? Even the word itself rises many feelings in people, but the company goes further and answers the question: without family, your life would have been incomplete. That's a great example of a need to be loved reflected in the ad.

