

March 2025

Project Proposal

love&lust

created by

amica
agency

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Thank you for
your time!



"Love & Lust" provides couples with an engaging, gamified platform to strengthen relationships, **deepen intimacy**, and **create meaningful** shared experiences through expert–designed activities and progressive challenges.



Date night, 02.04.2025



Date night, 10.03.2025

Executive Summary

Key Findings

- **Target Audience:** Primarily couples aged 25-34 and 18-24 - seeking relationship enhancement
- **Market Opportunity:** Relationship apps market projected to reach \$5.77B by 2033
- **Core Values:** Relationship growth, emotional intimacy, shared experiences
- **Primary Motivations:** Connection enhancement, intimacy building, novelty introduction

User segments

- **Relationship Optimisers:** Systematic approach to relationship enhancement
- **Passion Seekers:** Maintaining excitement in established relationships
- **Connection Cultivators:** Deepening emotional intimacy and understanding
- **Relationship Healers:** Repairing connection and rebuilding trust
- **Experience Collectors:** Creating memorable shared experiences



Relationship Healers



Relationship Optimisers



Connection Cultivators



Passion Seekers



Experience Collectors



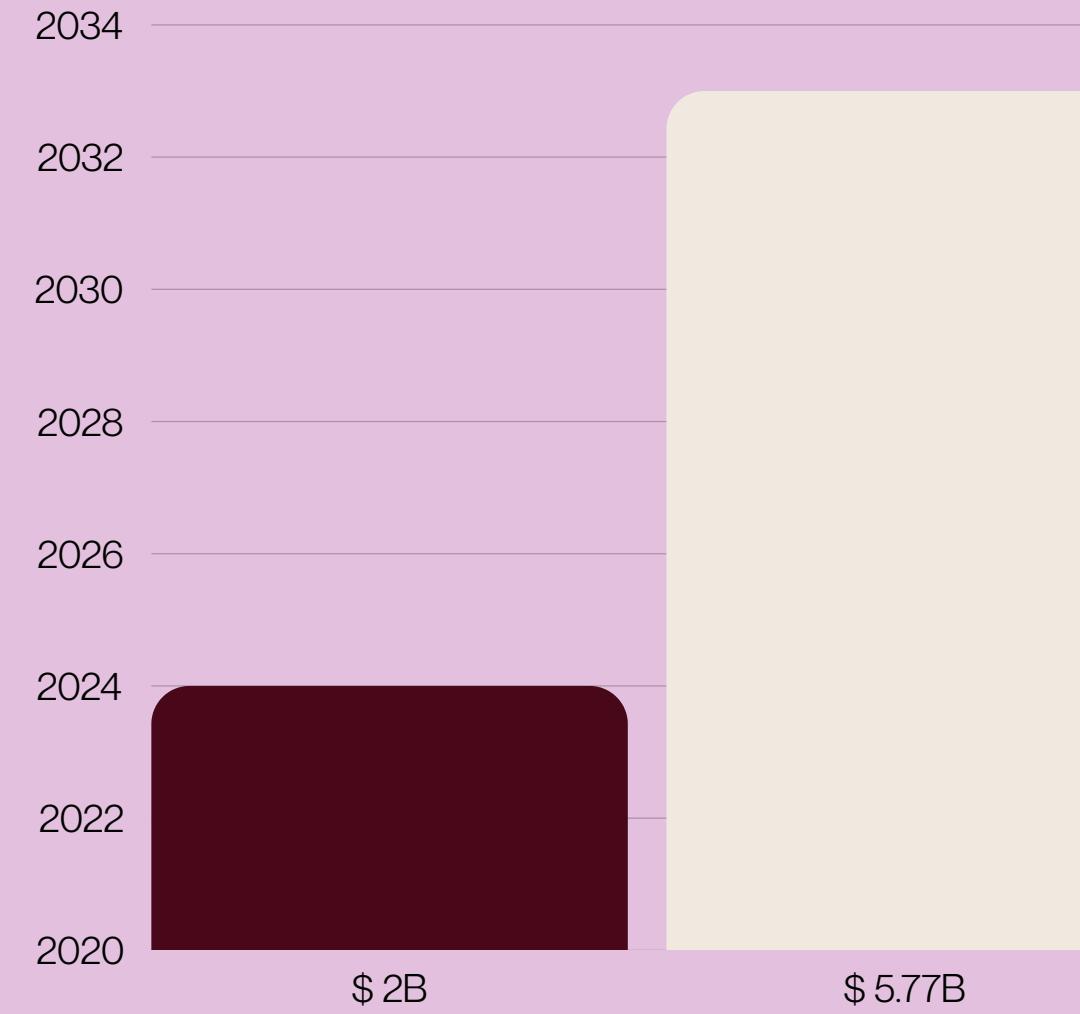
Market Analysis

Market Size & Growth

Relationship apps market: \$2B in 2024

Projected growth: \$5.77B by 2033

- Position as premium, expert-designed relationship enhancement tool
- Emphasize unique gameplay mechanics with fantasy card rewards
- Highlight progressive intimacy-building approach
- Focus on relationship wellness rather than just entertainment



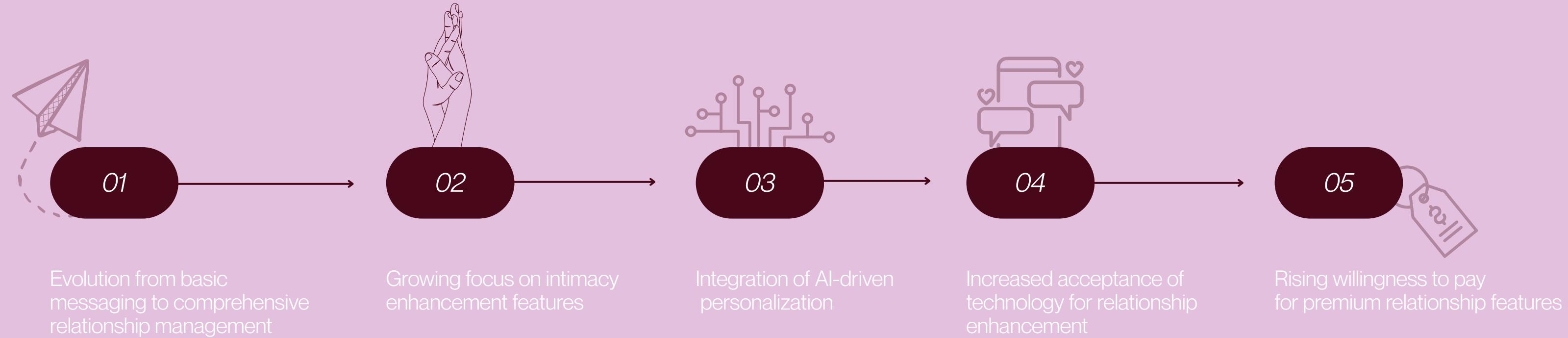
[1] Relationship Apps for Couples Market Forecast to [2033] 2025, Businessresearchinsights.com.

Competition? Maybe inspiration...



Market Analysis

Key Market Trends



Growth through user-centric optimising



User Demographics & Psychographics

Key attitudes

- **Progressive Views:** Open-minded approach to relationship dynamics
- **Proactive Stance:** Addressing issues before they become problems
- **Technology Acceptance:** Positive attitude toward digital relationship tools
- **Selective Sharing:** Discretion about intimate relationship details

Age Distribution

- **Primary:** 25-34 years
- **Secondary:** 18-24 years
- **Tertiary:** 35-44 years (smaller but growing)

Lifestyle characteristics

- Busy professionals balancing career and relationship
- Digital integration in daily routines
- Experience-seeking over material accumulation
- Regular dedicated time for relationship nurturing

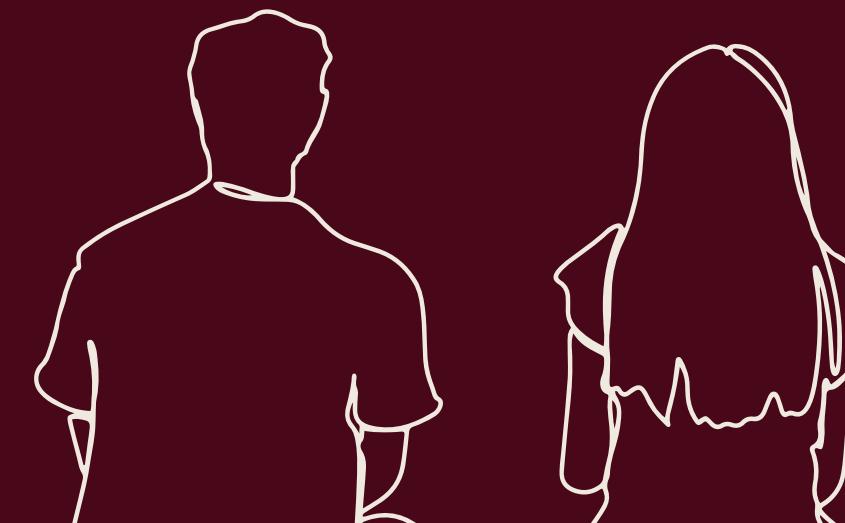
Core drivers

- **Relationship Enhancement:** Strengthening existing bonds
- **Intimacy Building:** Deeper emotional and physical connection
- **Novelty Introduction:** Breaking routine and adding excitement
- **Guided Exploration:** Expert-designed relationship activities

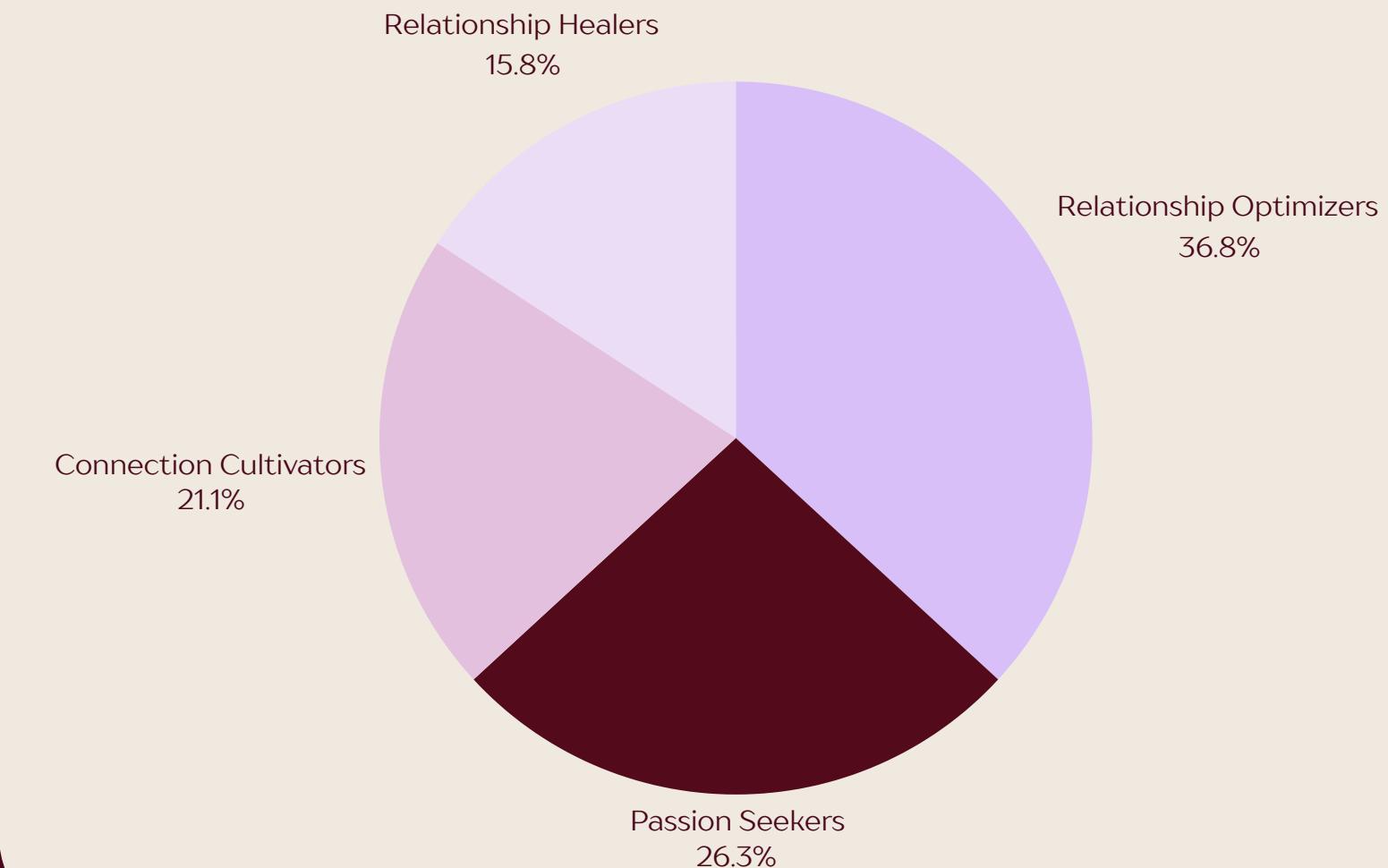
User Segments & Motivations

Usage Contexts

- Date nights at home
- Bedtime ritual
- Weekend leisure time
- Travel and special occasions



User Segments



Emotional Needs & Decision Factors

Decision-Making Factors

Primary Decision Drivers

- Perceived relationship benefit (expected impact on relationship quality)
- Partner enthusiasm (interest level from both partners)
- Content appropriateness (match to relationship stage and comfort)
- Privacy and security (protection of intimate information)

Key adoption barriers

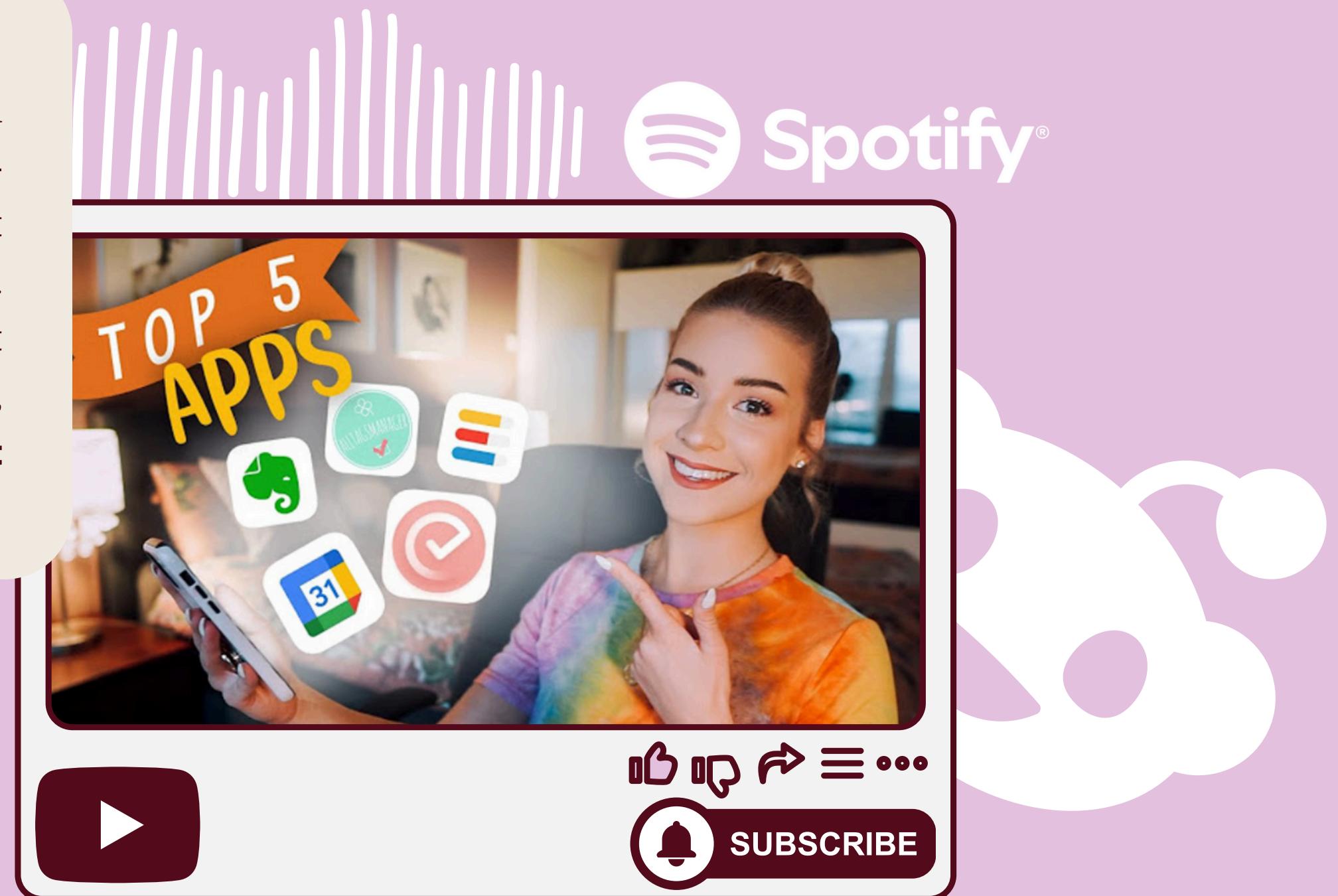
- Privacy concerns (hesitation about sharing intimate information)
- Time constraints (competing priorities and busy schedules)
- Partner alignment (differing interest levels between partners)
- Value uncertainty (unclear benefits before trying)



Paid Content Strategy

Leverage contextual targeting

"In a cookieless world, contextual targeting is a great alternative. Instead of relying on user-specific data, this **approach uses** the content of a webpage or app to deliver **relevant ads**. For example, an ad for hiking boots might appear on a blog about outdoor adventures, reaching interested audiences **without tracking them individually.**" [1]



[1] diegopineda 2024, 3 Martech Trends Shaping 2025 and Beyond | StackAdapt, Resources

Organic Content Strategy

Segment-Specific Blog Content

- **Relationship Optimizers:** Data-driven relationship improvement articles
- **Passion Seekers:** Novel date ideas, intimacy exploration content
- **Connection Cultivators:** Deep conversation starters, emotional intelligence resources
- **Relationship Healers:** Rebuilding trust, healing relationship wounds content

Interactive Relationship Quizzes & Assessments

- **Format:** Engaging, shareable relationship assessments
- **Value Exchange:** Personalized relationship insights in exchange for email
- **Viral Mechanics:** Partner comparison results, shareable outcomes
- **Lead Nurturing:** Quiz results followed by targeted content series

Content Journey → Ambassadorship

- **Awareness:** Educational blog content addressing common relationship pain points
- **Consideration:** Interactive assessments showing relationship improvement potential
- **Conversion:** Success stories and testimonials demonstrating app benefits
- **Retention:** Ongoing relationship enhancement content for existing users



Next Steps

- Call with Amica to discuss pricing scenarios, client agreement, payment terms, and timelines.
- Client agreement signed and commencement of strategy development.
- Strategy & content approvals for campaign commencement.
- Ongoing reporting and adjustment.

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