

Match.com Launches New Marketing Campaign



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Industry: [Entertainment](#)

Press Release Summary: Match.com is targeting men to find love online for the first time as part of a brand new marketing drive

A promotional graphic for Match.com. At the top left is a blue megaphone icon. To its right, the word 'Attention!' is written in a large, bold, blue sans-serif font. Below this, the text 'Over 4.6 million members' and 'Find your match today' is written in a smaller, grey sans-serif font. In the center, the text 'Sign up now and get ONE WEEK FREE!*' is written in a pink sans-serif font, with a pink arrow pointing to the right. At the bottom, there is a colorful illustration of a diverse group of people, including men and women of various ethnicities, dressed in different styles of clothing, representing a wide range of users on the platform.

Press Release Body: **Match.com**, the global and UK leader in online dating, has announced a new tactical Summer TV advertising campaign to capitalise on a successful first half of the year. Entitled **"Too Many Women,"** the campaign is designed to entice more men to find love online.

Men were the first adopters of [online dating](#) and in the early noughties made

up more than 70 per cent of **match.com**'s customers. [Match.com](#) has led the way in marketing online dating to women and through a series of innovative campaigns, became the first major brand to achieve the perfect balance. Now, online dating is the 'new natural' way to find a partner and hundreds of thousands of singles find love on the site every year.

The industry normally targets women, in the knowledge that men will follow. **Match.com** has now turned this concept on its head and is once again leading the market with a witty new TV campaign specifically aimed at men. As an added incentive, [singles](#) that sign up before the 14th September will get one week free. The offer will be accompanied by the original and best 'make love happen guarantee' from the match.com which promises that those signing up who don't find love in six months, will get six months free.

In a bid to help members find love in the six months leading up to Valentine's Day, the 10 second and 30 second spots will go live for two weeks this week. The series of adverts have been created by **Hanft Raboy & Partners** and will air across channels including Sky Sports, Bravo, Setanta Sports and MTV with planning and buying by Initiative.

This latest TV marketing campaign for **match.com** follows a strong start to the year for the world's biggest [online dating service](#). In the first half of 2008, the site recorded seven of its busiest days ever and this summer's tactical ad buy will see additional marketing investment to the existing multimillion pound budgets to capitalise on the growing popularity of [finding love online](#).

Jason Stockwood, match.com's Managing Director International commented: "*The 'Too Many Women' campaign is cheeky and fun but it also illustrates the fact that online dating is now a very popular choice for women. Internet dating is becoming as widely accepted as shopping or banking online – almost everyone knows someone who has found love by logging on. Over 4.6 million people have signed up to match.com in the UK alone, marking categorically that online dating is now the new natural way to find love.*"

The new campaign will compliment the existing '**Don't Wait for Cupid and Fate**' advertising outreach, which has successfully grown both brand awareness and subscribers in 2008.

About**match.com**

Match.com pioneered online personals when it launched on the Web in 1995 and continues to lead this exciting and evolving category after more than a decade.

Throughout its 13-year history, **match.com** has redefined the way people meet and fall in love and is credited with more marriages than any other site. Now, more than 15 million people around the world participate in the **Match.com** relationship network, providing a rich tapestry of ethnicities, interests, goals, ambitions, quirks, looks and personalities from which to choose.

Match.com operates leading subscription-based online dating sites in 37 countries, in 15 languages, spanning six continents. Match.com also powers online dating on MSN across Europe, Asia, the United States and Latin America and is the premier provider of personals for Love@AOL.

Match.com is an operating business of IAC (NASDAQ:IACI).

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