

Sexy Moments Get a Sweet Twist in Match's Ads About Commitment

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Match is showcasing the cool side of commitment with a new ad campaign that somehow doesn't make you hate the idea of dating again. The online dating platform has been a longtime contender in people's search to find a forever plus one, trading casual hookups for long-term partnerships.

Following an internal study that found 45% of single women are not satisfied with the level of commitment from partners, Match doubled down on its commitment to commitment. Last year, the brand released a campaign highlighting some not-so-traditional sexy sayings like, "I want your fingers all over my apartment keys," and, "My favorite position is by your side."

Now, in an effort to put longevity in a heart-shaped frame, the company has again partnered with French agency Marcel for some genuinely sweet spots that will air across TV, radio, social and digital in France, the U.K., Italy, Netherlands, Spain, Sweden and Norway. The short clips flip the script on sexy moments as couples put the focus on a different type of love language.

In one scene, a man appears to be putting on the charm with a steamy dance, but things quickly cool down—except in your heart—when the camera reveals he's actually rocking a baby to sleep. Don't worry, his partner seems just as pleased with this kind of action.

When a headboard is seen knocking against the wall, a couple isn't listening to Marvin Gaye but hanging up an adorable framed photo of themselves. And high heels and bras being tossed to the ground aren't signs of a striptease but simply a woman making room in her closet for her boyfriend's clothes.

"We are very proud of the team's work and the creative result," said Youri Guerassimov, executive creative director at Marcel Worldwide. "The message this campaign delivers has a particular resonance: in a society that values casual dating and one-night stands, it feels good to tell the world that more serious relationships and commitment are as cool and sexy."

Over its 18-year run, Match says it has brought together 8 million couples and is now focusing on a particular demographic: single parents.

48% of single people using the service have children, and the brand is taking a strategic step in its advertising to assure them that they can find the real deal on its site. And as the ads suggest, the real deal will likely text you at 4 p.m. asking what you'd like for dinner, not 1 a.m. asking what you're wearing.

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