



bumble

x



OpenTable

## The Idea:

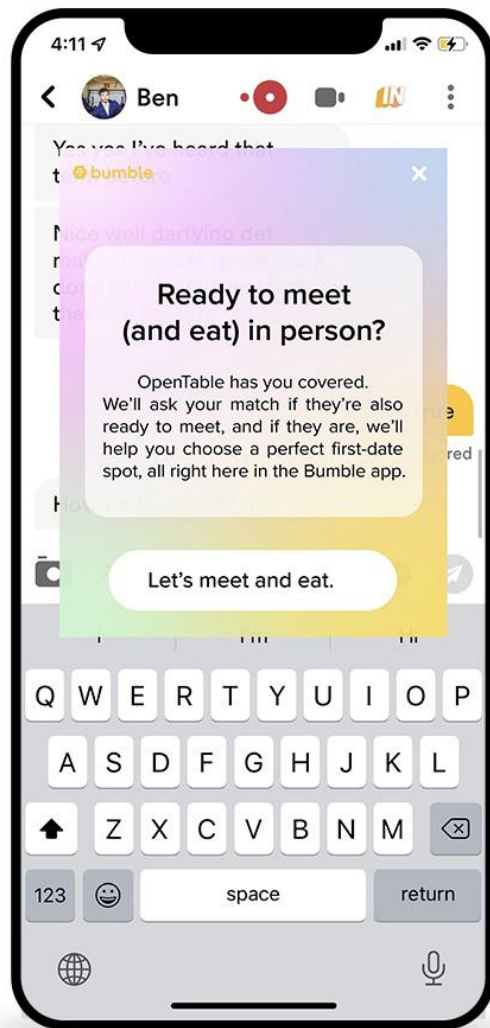
Bumble is all about forming real connections. The biggest barrier for dating app users is transitioning a conversation to a real, in-person date. So Bumble and OpenTable are collaborating to help users plan their first date, so they can feel good about the experience—even if it's not meant to be.

# In-App Execution

After a series of messages are sent between you and your match, Bumble will ask if you are ready to meet in person.

If you say yes, “let’s meet and eat,” Bumble will help you choose a first-date spot using the OpenTable extension.

Users can also click the OpenTable icon at the top of the screen when they want to book their first date.





## Execution 1

# TAPAS &

i can't believe he lied  
about his height.

**Bumble is partnering with OpenTable. So even if you don't  
meet the one, at least you still get a good meal out of it.**



## Execution 2

***SUSHI &***

i can't believe he  
ordered my food for me.

**Bumble is partnering with OpenTable. So even if you don't meet the one, at least you still get a good meal out of it.**



## Execution 3

*Pasta &*

did they just say they  
live with their mom?

**Bumble is partnering with OpenTable. So even if you don't  
meet the one, at least you still get a good meal out of it.**

## Execution 4

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TACOS &

why did they just ask me  
about my ex?

**Bumble is partnering with OpenTable. So even if you don't meet the one, at least you still get a good meal out of it.**

## Execution 5

# DUMPLINGS 8

they do NOT look like  
their photos.

**Bumble is partnering with OpenTable. So even if you don't meet the one, at least you still get a good meal out of it.**