

Hex Social Club

Launch campaign
(Unreleased)

The main benefit of existing dating apps is that you get to see what people look like and talk to them before making the date.

Ironically, this is an important (and untapped) disadvantage: because there are so many first impressions, people rarely follow up on profiles that make weak ones. And potentially lose out on great partners.

Hex is probably the only dating app not to have that feature.

And so, it can point out the dangers of instant gratification in a world that celebrates it, maybe a little too thoughtlessly.

the insight

**Meet people.
Not profiles.**

the idea

static posts

STOP
SWIPING.
**START
DATING.**



MEET PEOPLE, NOT PROFILES.



MY
PERSONALITY
IS TOO BIG
FOR YOUR
SCREEN.



MEET PEOPLE, NOT PROFILES.



**INTERESTING PEOPLE
OFTEN HAVE
PROFILES THAT WON'T
INTEREST YOU.**

MEET
PEOPLE.
NOT
PROFILES.



**IT SHOULDN'T
BE SO EASY
SWIPING LEFT
ON SOMEONE
RIGHT.**

MEET
PEOPLE.
NOT
PROFILES.



animated post / carousel

Frame 1

WHY ARE
SO MANY
**DATING
PROFILES
FAKE?**

Frame 2

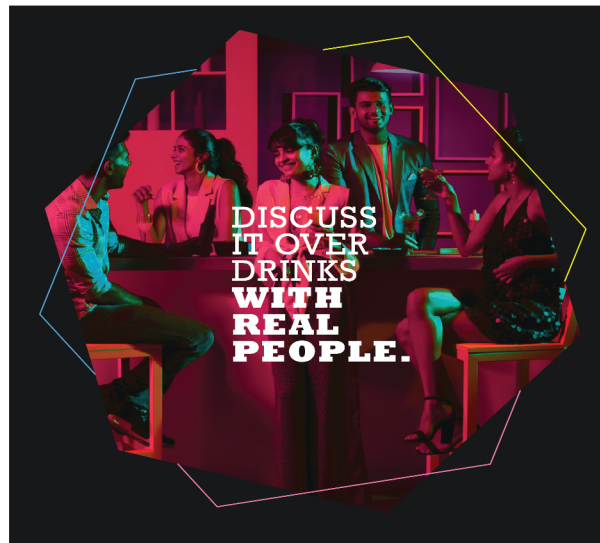


Frame 3



MEET PEOPLE,
NOT PROFILES.

WHY ARE
SO MANY
**DATING
PROFILES
FAKE?**



MEET PEOPLE,
NOT PROFILES.

Engagement posts



Hex Social Club

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 Like Page

Great love stories often start with bad first impressions. Got any you want to share?



 20

12 Comments 4 Shares

 Like

 Comment

 Share

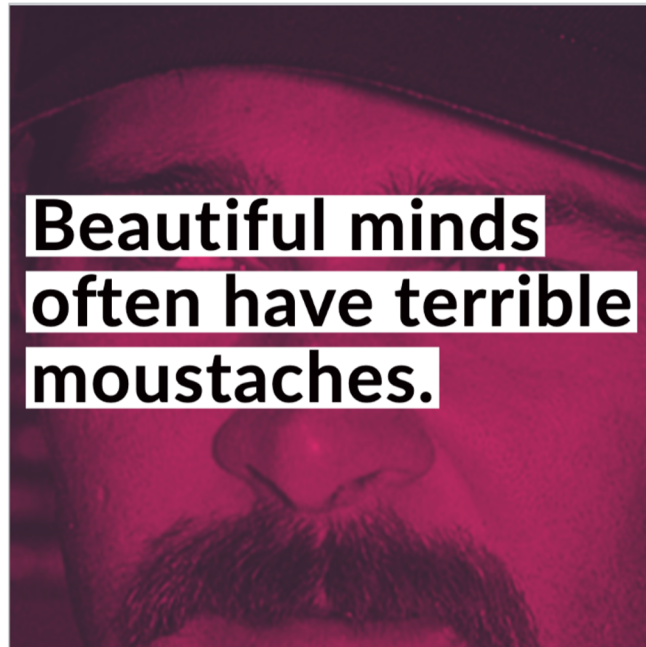


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 Like Page

Is there anything that first put you off about the person you're with now? Do tell.



 20

12 Comments 2 Shares

 Like

 Comment

 Share

Campaign lines

**Could the profile you didn't like
belong to a person you could have loved?**

**Hex Social Club
Meet people. Not profiles.**

Some of the best people are better in person.

Hex Social Club
Meet people. Not profiles.

**The problem isn't swiping right on the wrong profile.
It's swiping left on the right person.**

**Hex Social Club
Meet people. Not profiles.**

**The profiles we like to judge often belong
to people we'd love to meet.**

**Hex Social Club
Meet people. Not profiles.**

**The trouble is boring profiles often belong to
interesting people.**

**Hex Social Club
Meet people. Not profiles.**

**Some really special people
are especially bad at texting.**

**Hex Social Club
Meet people. Not profiles.**

**Your 20s are for visiting bars,
not profile pages.**

Hex Social Club
Meet people. Not profiles.

**Do you really think someone isn't right for you
if your pick-up line is wrong for them?**

**Hex Social Club
Meet people. Not profiles.**

What if your soulmate is tall, dark and doesn't photograph well?

Hex Social Club
Meet people. Not profiles.

Tactical lines

No one sees through people like people.

We screen your dates before we let you meet them.

Hex Social Club
Meet people. Not profiles.

**What tells you more about a person?
The profiles they follow? Or the people they're friends with?**

We set up dates between two groups of friends.

**Hex Social Club
Meet people. Not profiles.**

**Algorithms are great at matching profiles.
But people are better at matching people.**

We handpick every date you go on.

Hex Social Club
Meet people. Not profiles.