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# 'Swipe Right' For Rennie – Bayer Partners With Tinder For UK Marketing Campaign

by David Ridley

Bayer Consumer Care matches Rennie with popular dating app Tinder in the UK for an innovative new digital marketing campaign, which uses "branded profile cards" to drive engagement with the firm's flagship heartburn brand.

[Bayer Consumer Care](#) is making innovative use of new digital channels with its latest UK marketing campaign for flagship heartburn remedy Rennie.

Using Tinder "branded profile cards" (see below), Bayer said it is encouraging consumers users to "flirt" with their favourite foods via the dating app as part its "Falling Back in Love with Food" UK marketing drive for Rennie.



BAYER'S  
RENNIE-BRANDED TINDER PROFILE CARDS - "CHIP AND MARG"

Where Tinder users usually "swipe right" when they want to make a connection with a potential date, as part of this campaign, they can swipe right on a Rennie-branded card and receive promotional information and special offers related to Bayer's heartburn products.

With the Rennie campaign, Bayer has created human personas – "Chip and Marg" – to represent Britons' favorite foods: chocolate and pizza respectively, the company explained.

The Tinder partnership will be supported online marketing via other social and digital media channels, it added.

Rennie brand lead Amy Wakelam said that the long running “Falling Back in Love with Food” campaign – launched in March this year on social and digital media, out-of-home advertising and television (see TV commercial below) – “couldn’t be more relevant given how food-focused we’ve become during lockdown.”

“Not only does our data show that consumer eating habits have changed, but it also shows they are likely to stick well-beyond lockdown,” Wakelam continued.

“We all love to treat ourselves,” she added, “and the campaign is a little bit of fun to show consumers that Rennie is always here when they need us.”

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