

The feeling is
mutual
find others like you

Objectives

Needs

Increase
App
Downloads



Focus on
18-23
year olds



1.

Negative
Stigmas

2.

Mental
Health

3.

Not
Feeling
“swipe-up
-able”

Our Goal:

Connecting Through Relatability



Our Tagline:

The Feeling Is Mutual, Find Others Like You

Bookworm?

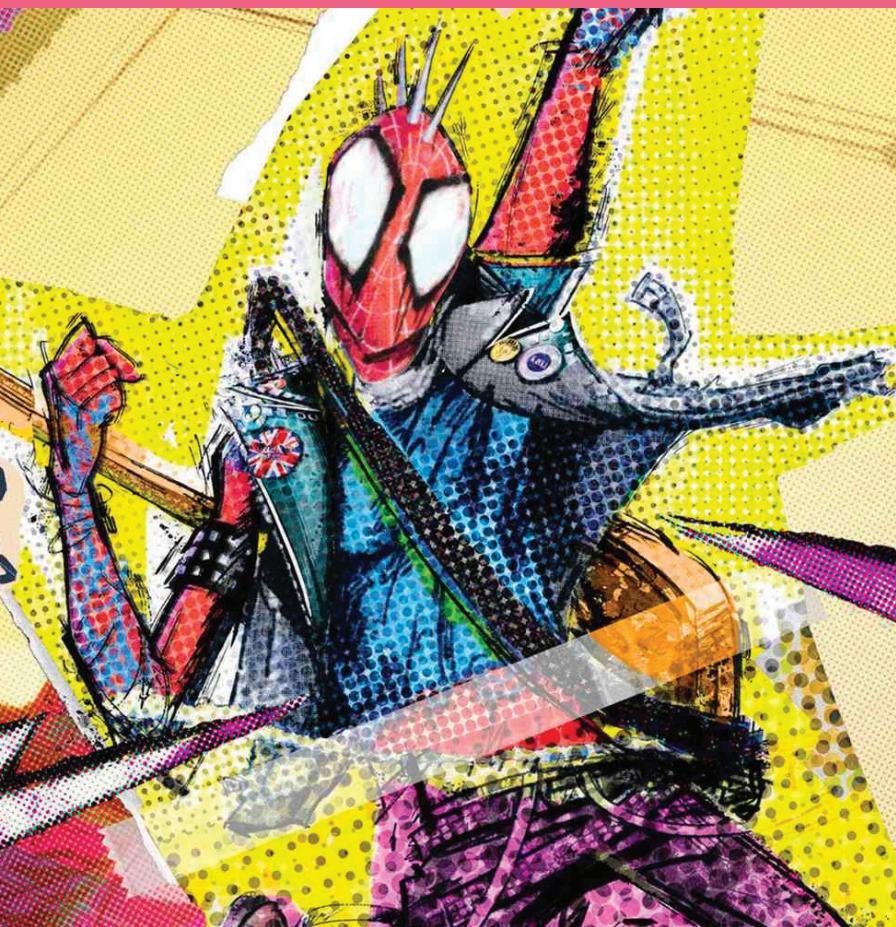


The feeling is
mutual
find others like you

OLIVIA RODRIGO TOUR



SPIDERVERSE MOVIES



SHOP MAZIE



BILLIE EILISH WEBSITE



TAYLOR SWIFT MERCH



Hand-drawn
Elements

Texture



Outline



61% OF USERS BELIEVE
PINEAPPLE
BELONGS ON PIZZA

The feeling is
mutual
find others like you

The advertisement features a man in a denim jacket holding a pineapple, set against a blue circular background. The central text is '61% OF USERS BELIEVE PINEAPPLE BELONGS ON PIZZA'. Below this, a blue banner contains the slogan 'The feeling is mutual' and the tagline 'find others like you'. The background is a textured, light blue surface.

STRATEGY



WHAT'S YOUR FAVORITE SEASON?



Winter!
I Love Snow.

Ian Schneider on Unsplash



Summer. Only
Summer.

Mateo Gireaud on Unsplash



FALL! I Need
Pumpkin Spice

Tim Samuel on Pixabay

WHAT'S YOUR TYPE?



Super Laid Back

Mike Benna on Unsplash



Country Peeps



WHAT CAN YOU NOT LIVE WITHOUT?



Diet Coke



Potatoes

John Matychuk on Unsplash



Sunshine

Frames For Your Heart on Unsplash

HOW WOULD YOUR FRIENDS DESCRIBE YOU?



Relaxed

Austin Schmid on Unsplash



A Book Worm

John Matychuk on Unsplash



Marriage Hungry

Bonny Miller on Unsplash

WHAT'S YOUR GOAL AFTER YOU GRADUATE?



Sales Bro



Have Three Kids
and a Dog

GDC on Unsplash



Be a Lawyer or
Own a Business

Gabrielle Henderson on Unsplash



I Take Life As
It Comes

Aziz Acharki on Unsplash

WHICH MOVIE QUOTE DO YOU RELATE TO THE MOST?



"Napoleon, give me
some of your tots."
"No, go find your own."

Napoleon Dynamite

Nathan Dumlao on Unsplash



"Whatever just
happened ...
Blame it on the pig."

Moana

Kenneth Schipper Versi on Unsplash



"They Don't Think I Know A
Buttload Of Crap About
The Gospel, But I Do."

Nacho Libre

Jamail Parham on Unsplash

WHEN YOU'RE IN CLASS, WHAT DO YOU DAYDREAM ABOUT?



Being Creative and
Doing Unique Things

Riqi Ali Ridho on Unsplash



Going Out With Friends,
Country Dancing, Going
to the Movies

Krista Luhers on Unsplash



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Nacho Libre

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Country Dancing, Going
to the Movies

Krista Luhers on Unsplash



Sight Seeing,
Swimming, Eating

Linh Nguyen on Unsplash

Download the app
to see your results



DOWNLOAD NOW

42% of Quiz Takers got

the same result!!!

You are not alone
THE FEELING IS MUTUAL

Find others like you now
by downloading the app!!

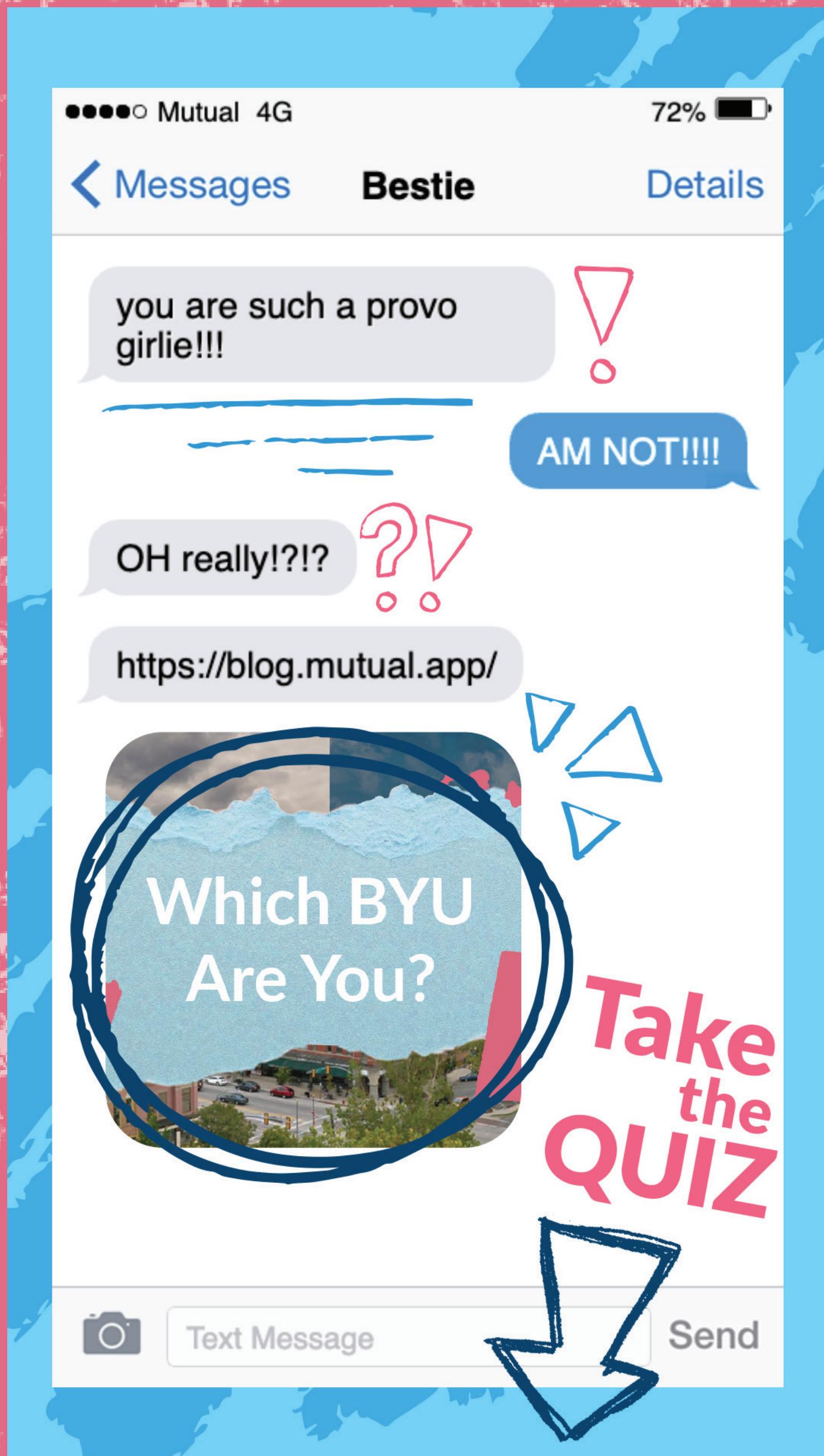
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NOW



Download the app
to see your results



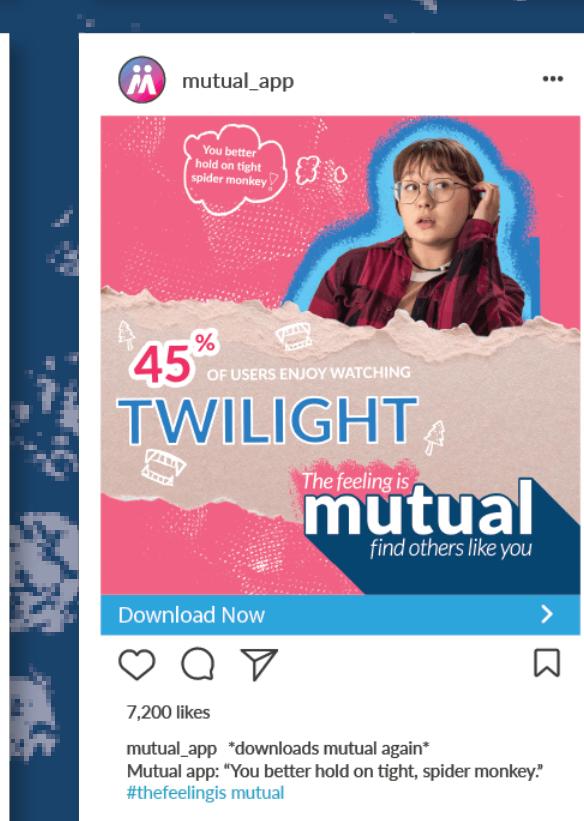
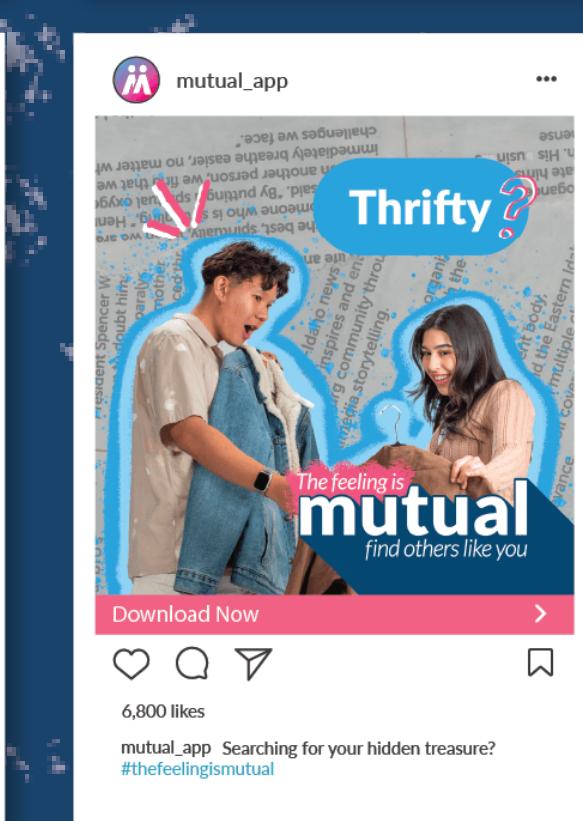
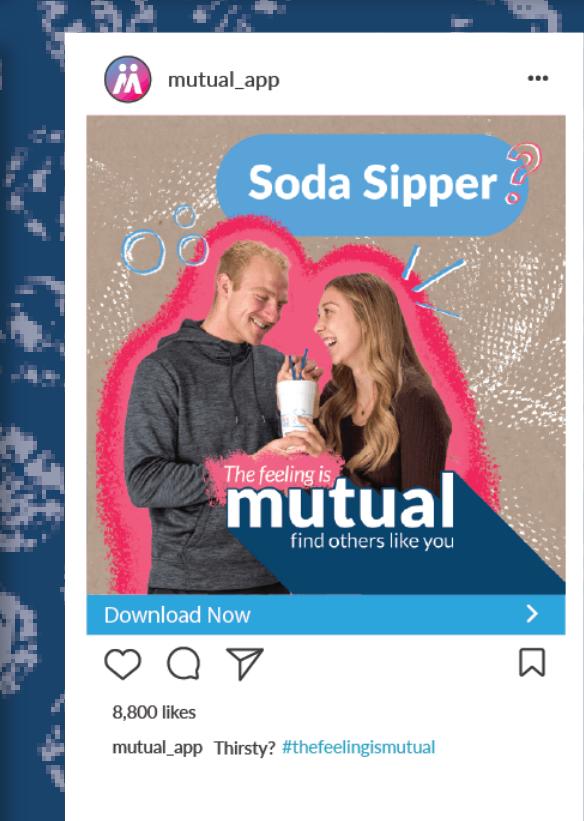
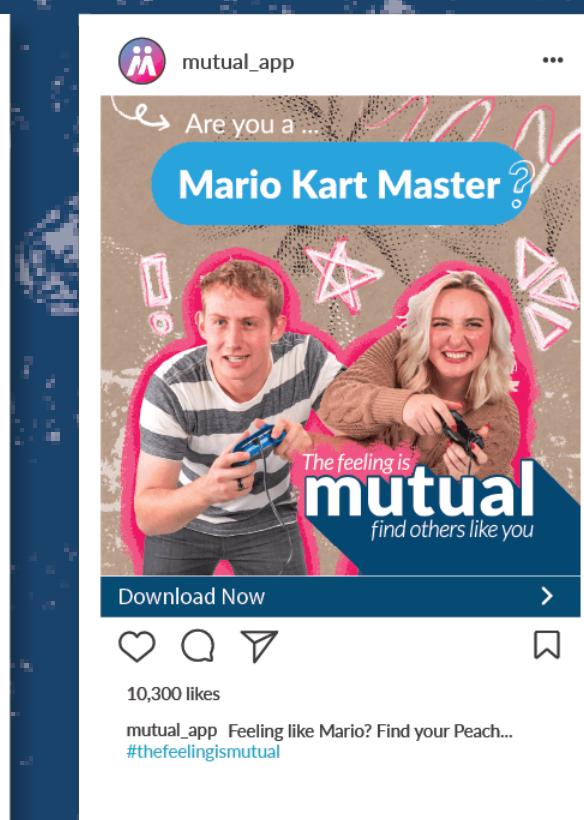
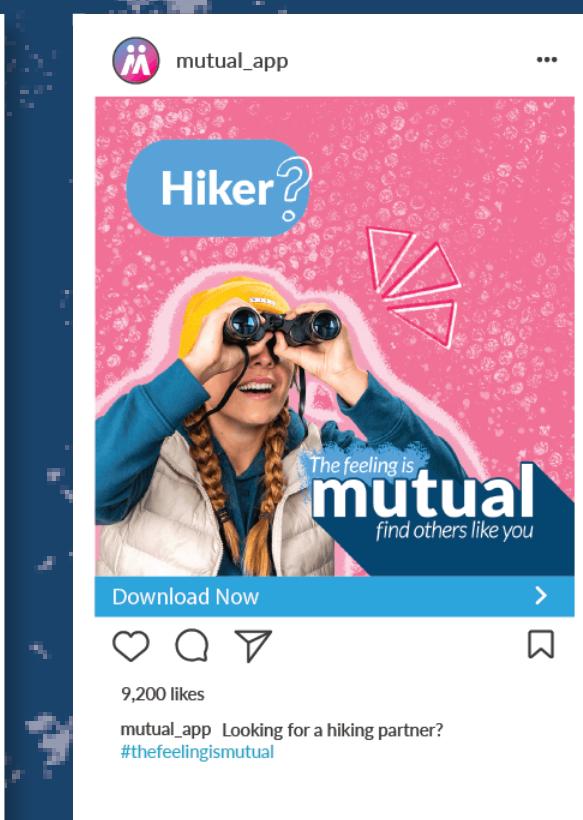
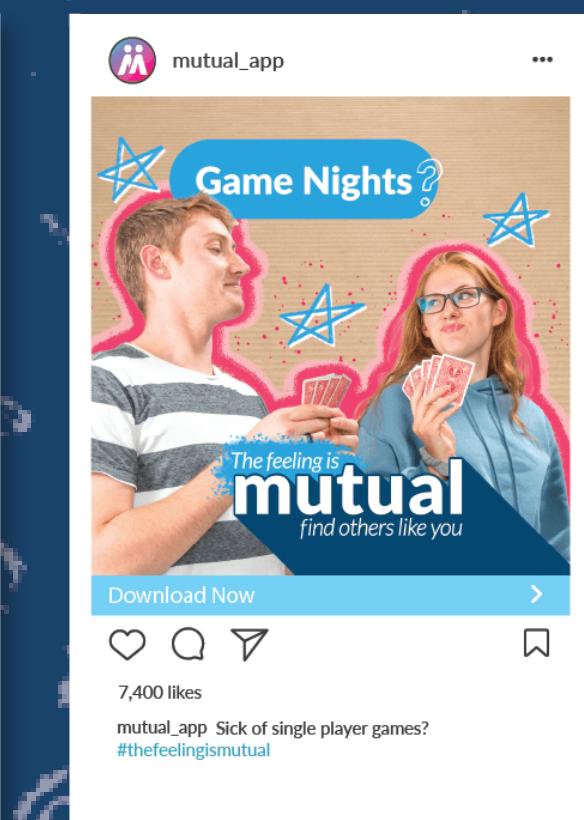
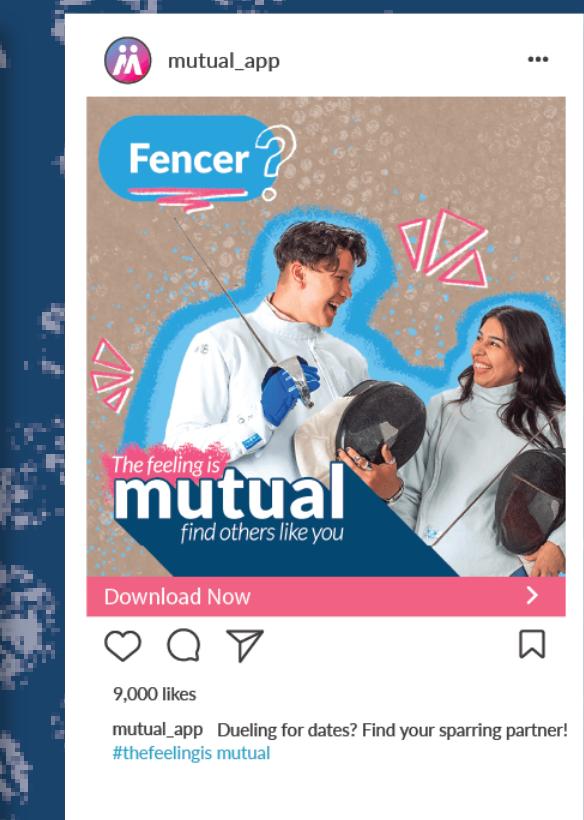
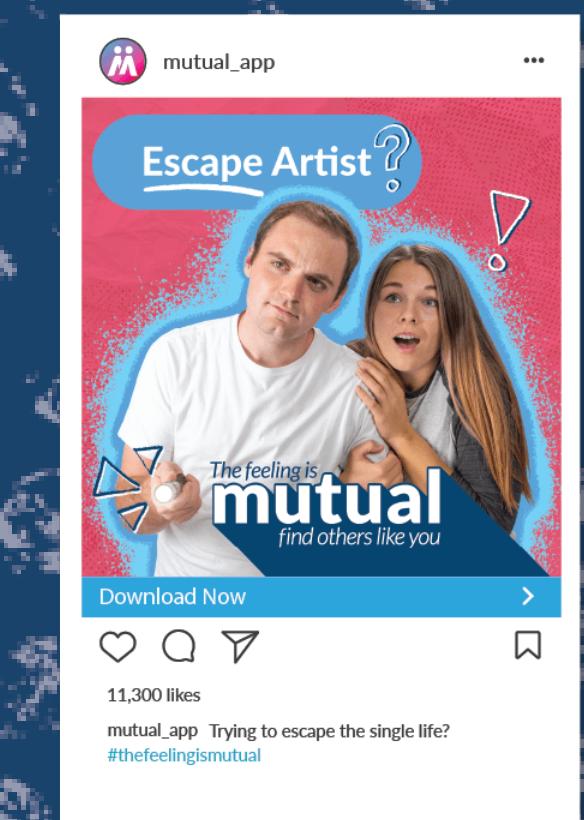
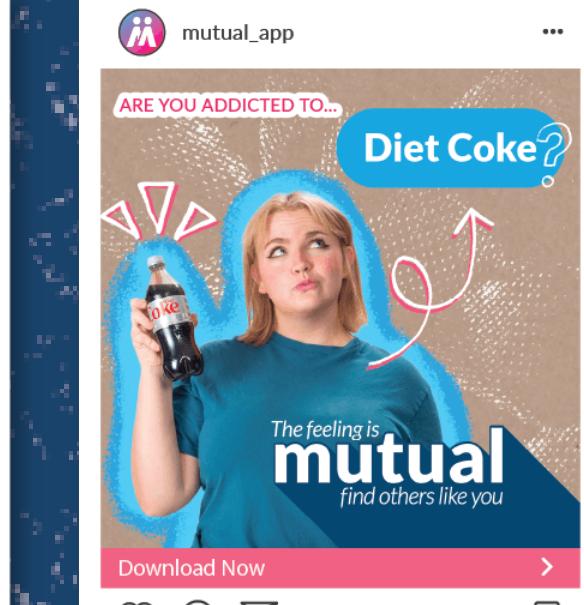
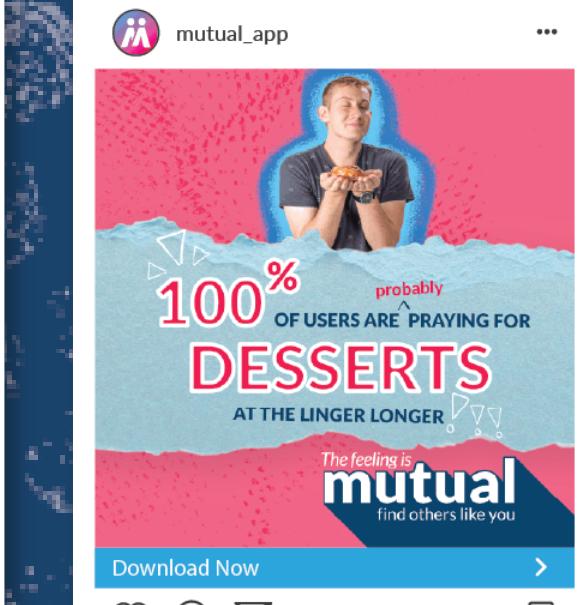
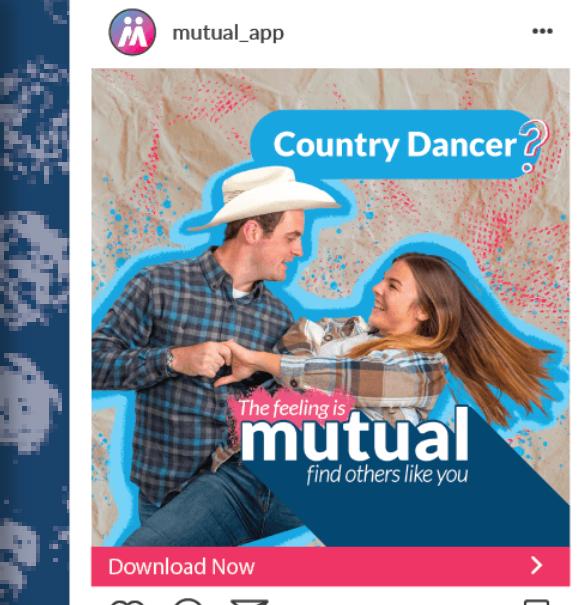
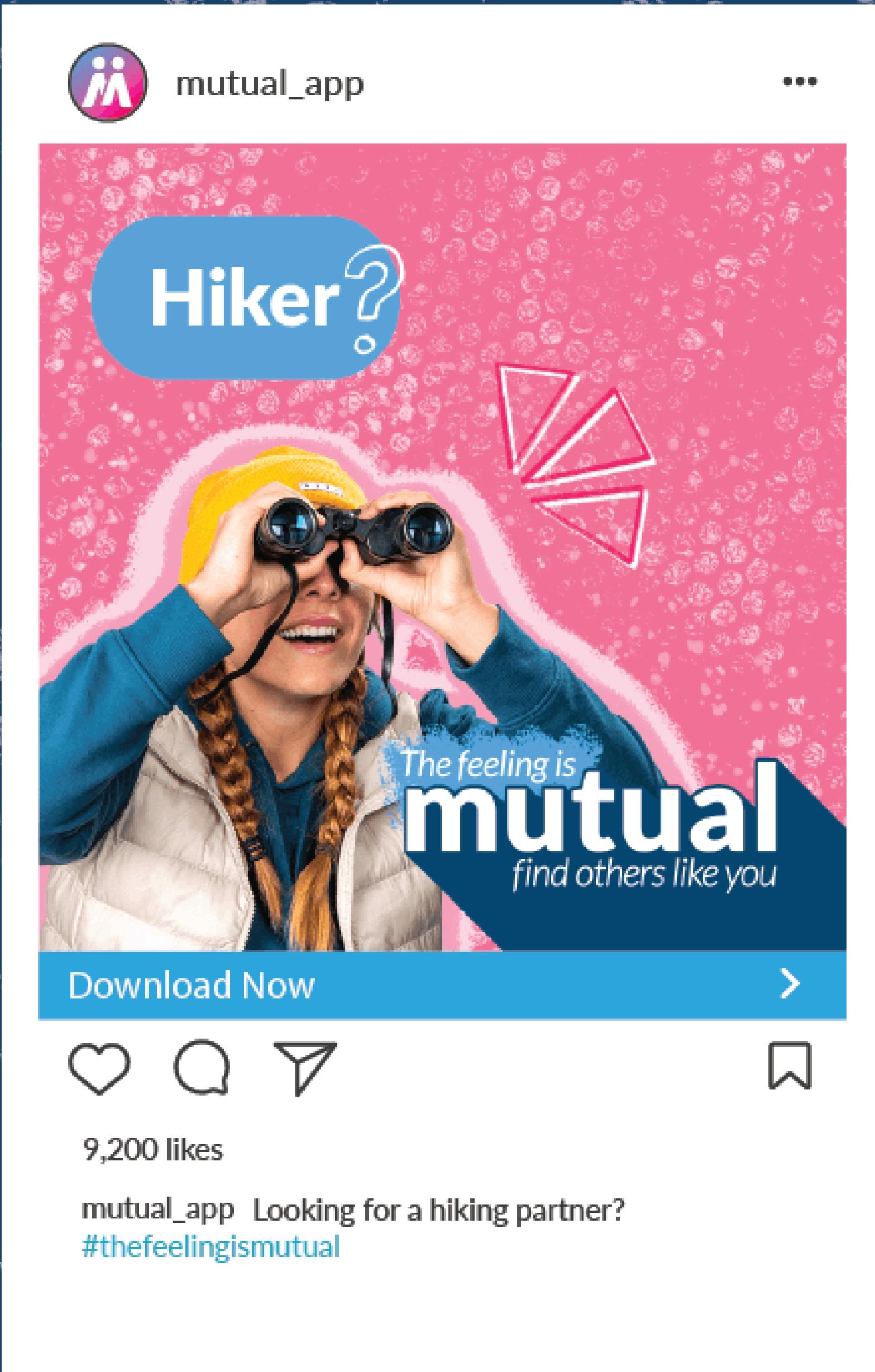
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DELIVERABLES







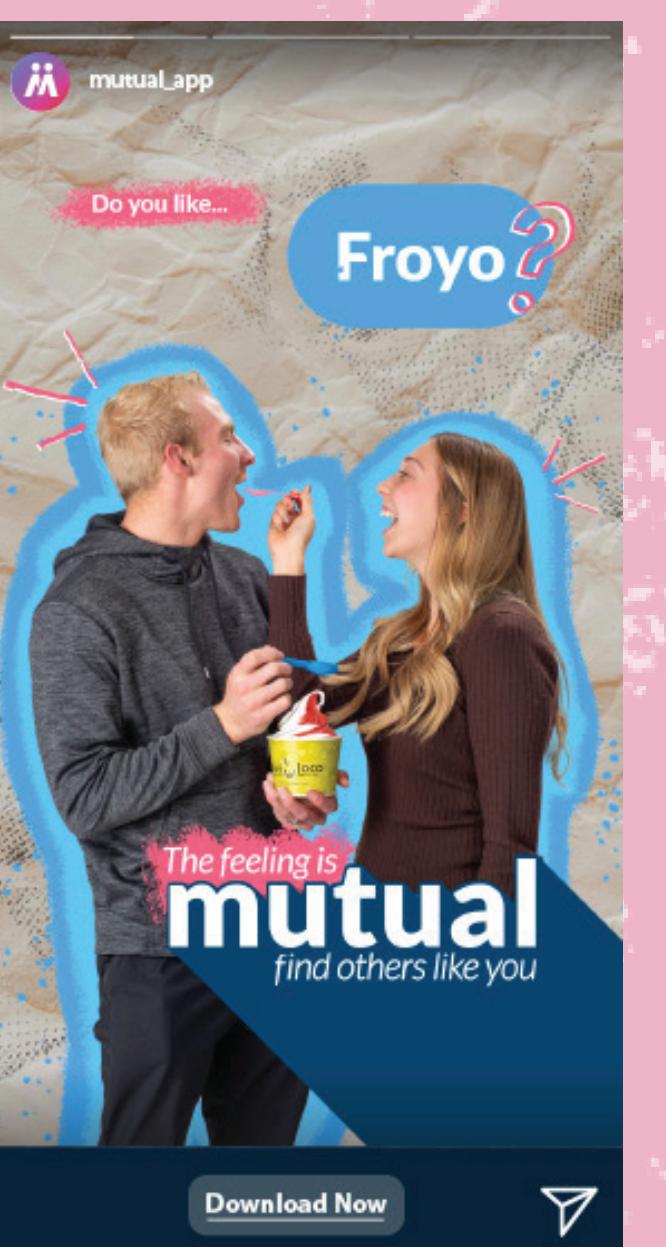
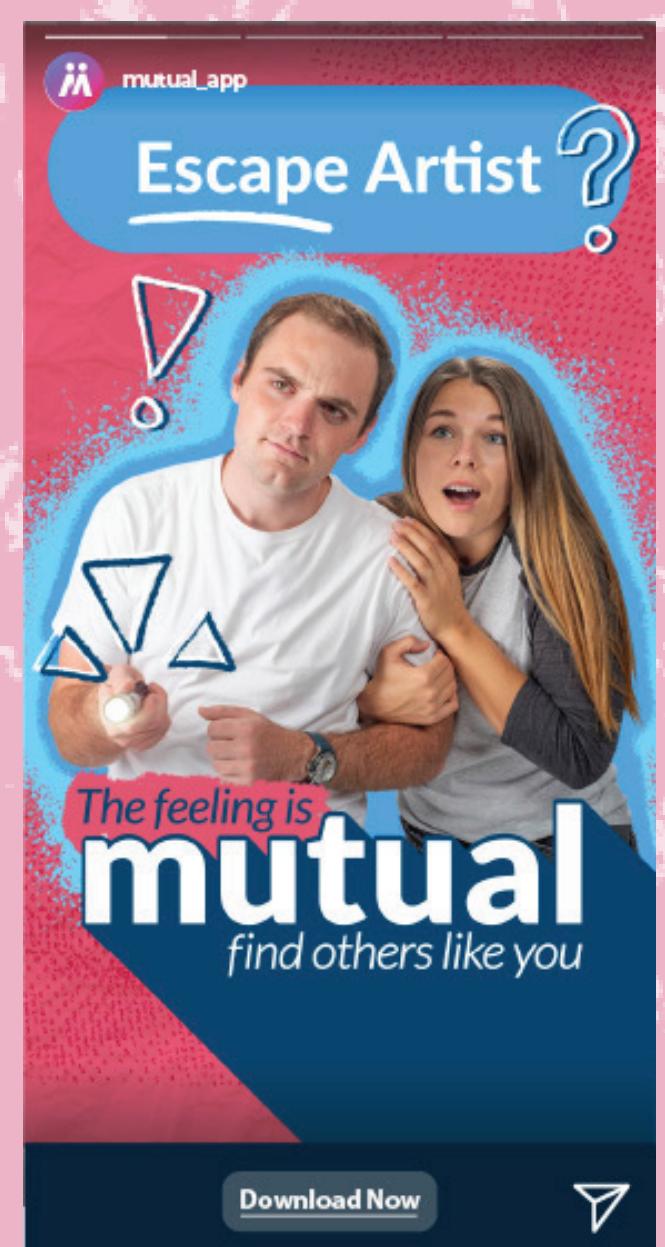
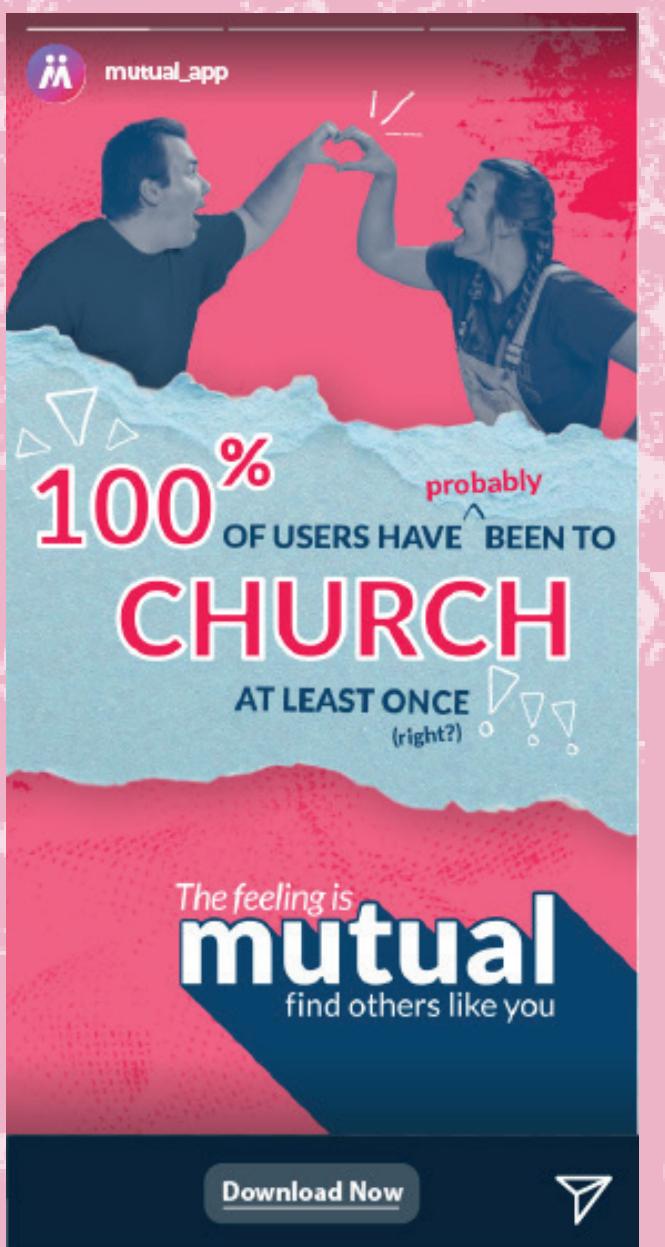
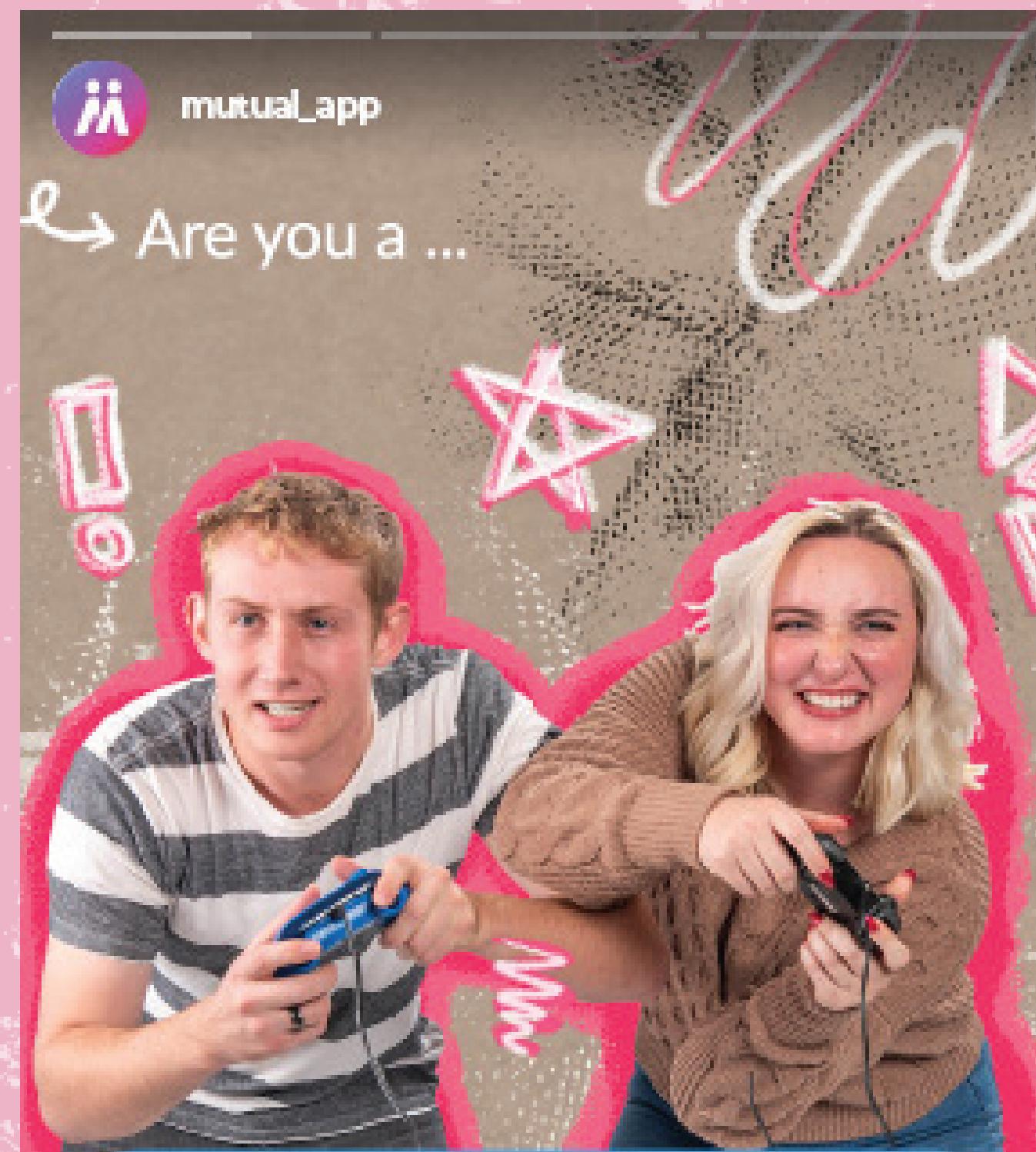


Photo Fanatic

The feeling is mutual
find others like you

10/31/23

DOWNLOAD THE APP

WHICH BYU ARE YOU? The feeling is mutual
find others like you

TAKE THE QUIZ NOW TO FIND OUT

DOWNLOAD THE APP NOW

I am... BYU

I am... BYU-Hawaii

I am... BYU-Idaho

The feeling is mutual
find others like you

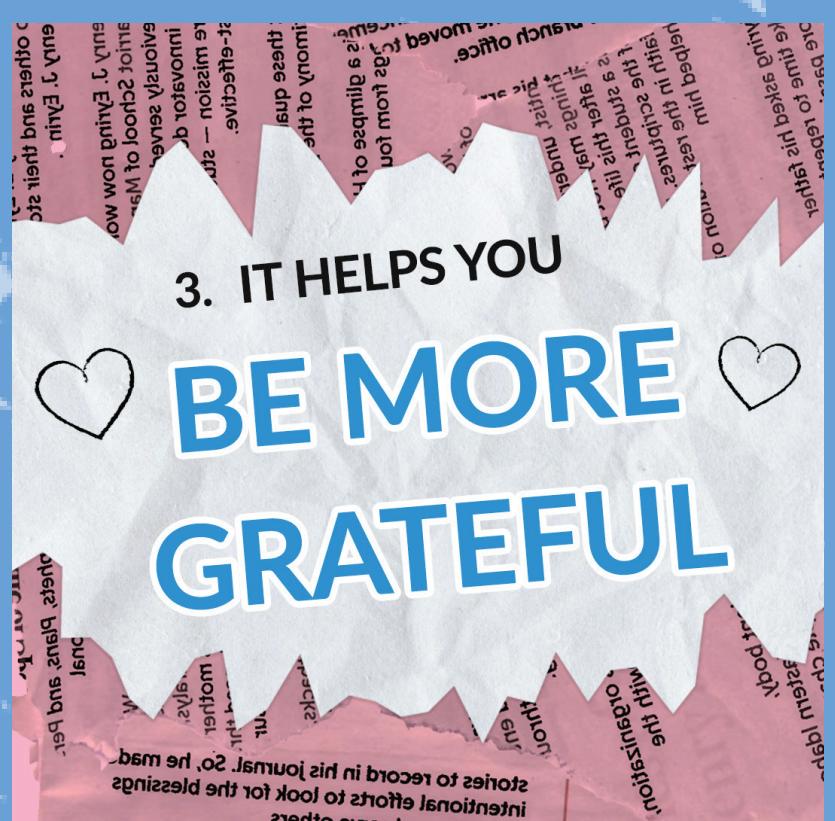
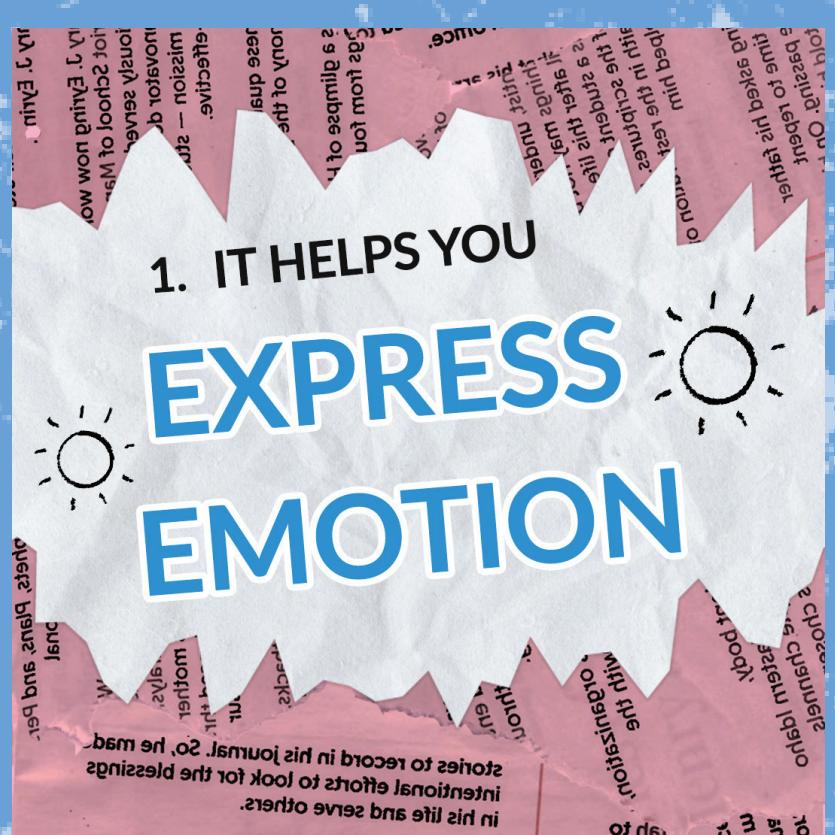
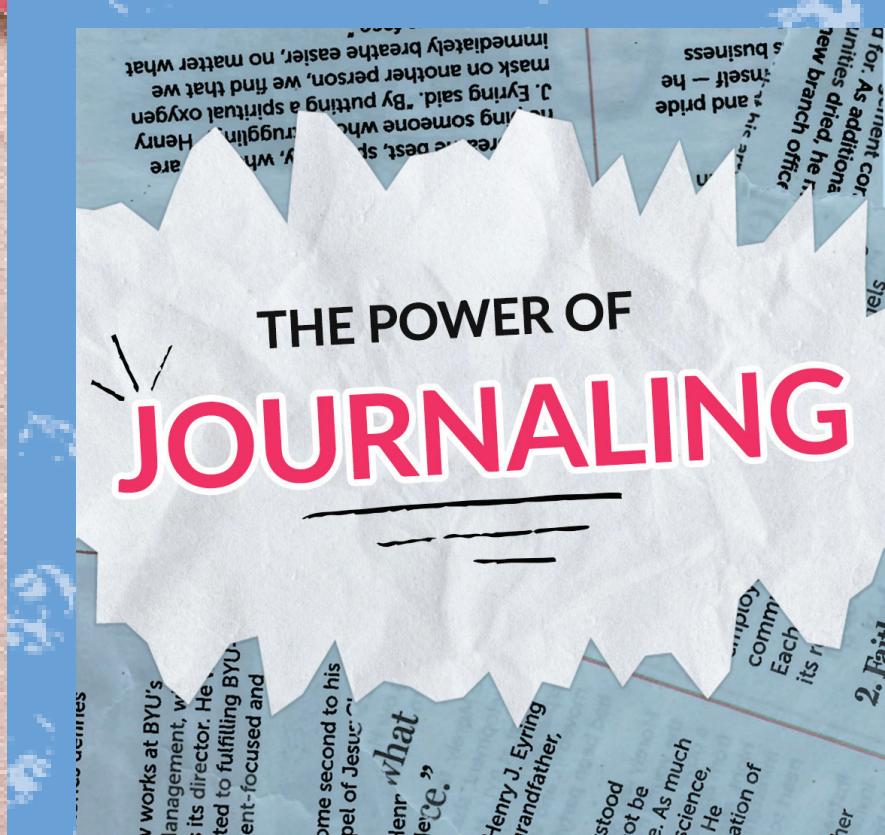
Adventure Junkie

45 % OF USERS ENJOY WATCHING TWILIGHT

I am... TEAM EDWARD

I am... TEAM JACOB

DOWNLOAD THE APP NOW





Take on our campaign:

The feeling is
mutual
find others like you

APPENDIX





Mario Kart Master?

The feeling is
mutual
find others like you

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THE APP



COMPASS



Bookworm?



The feeling is
mutual
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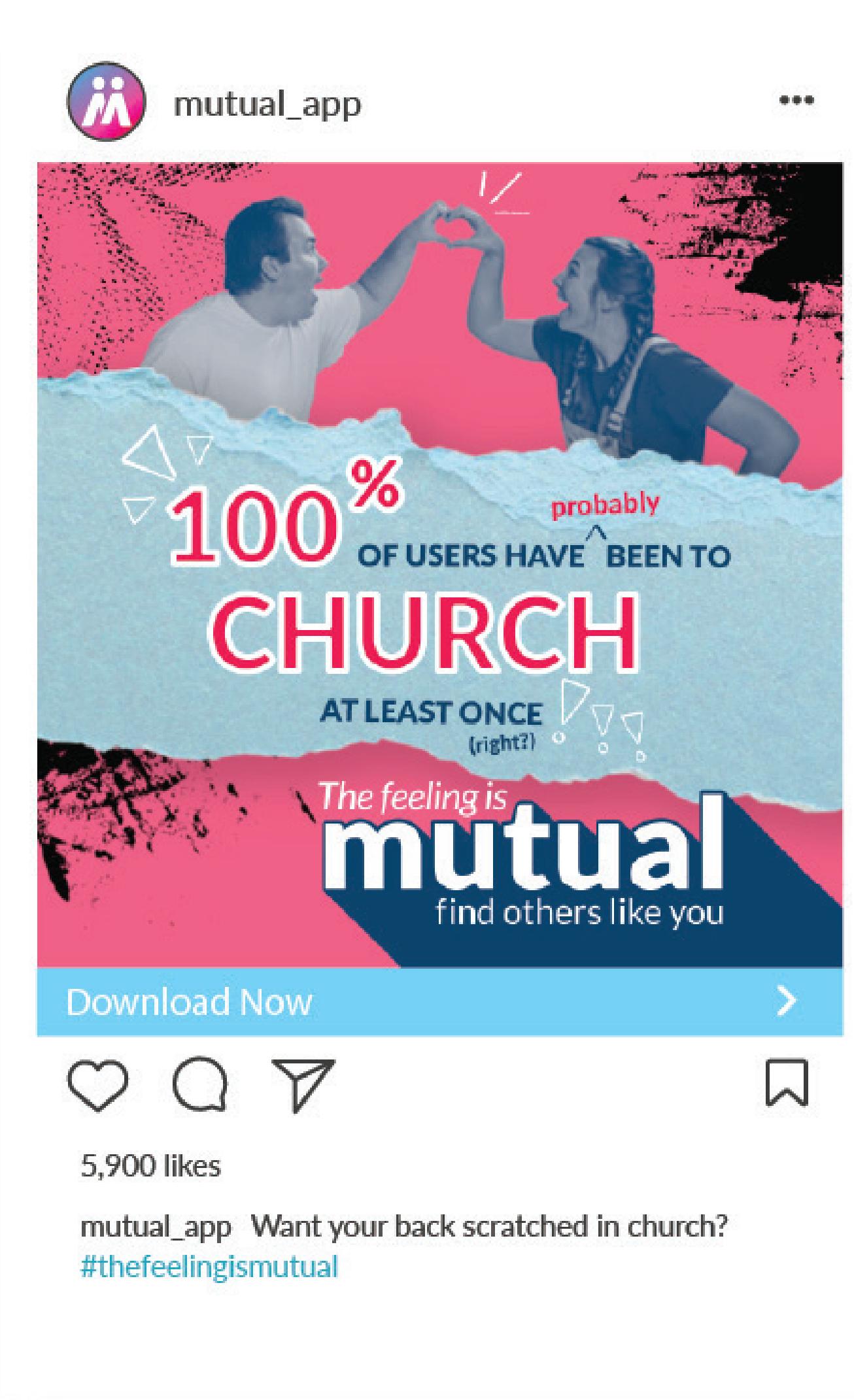
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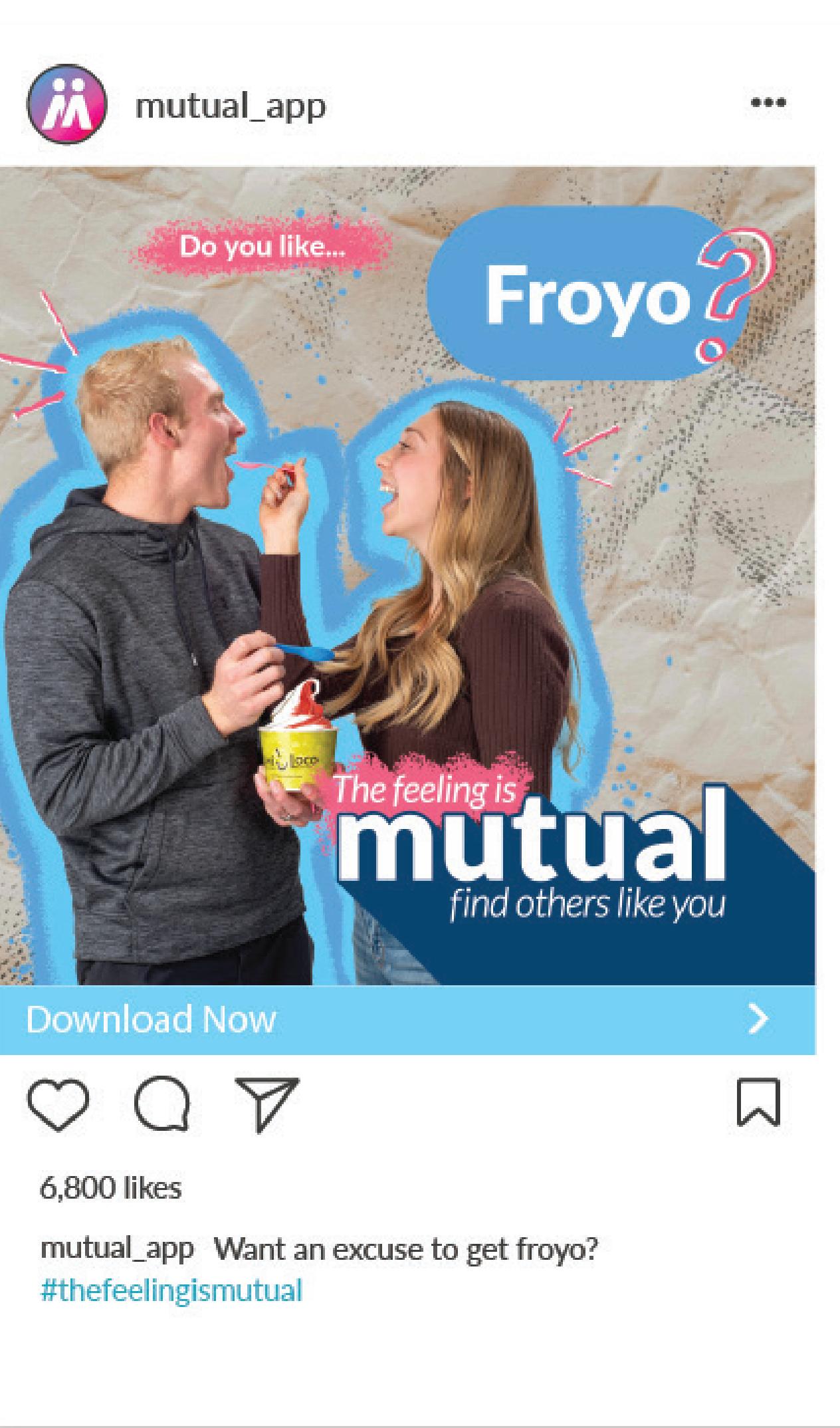
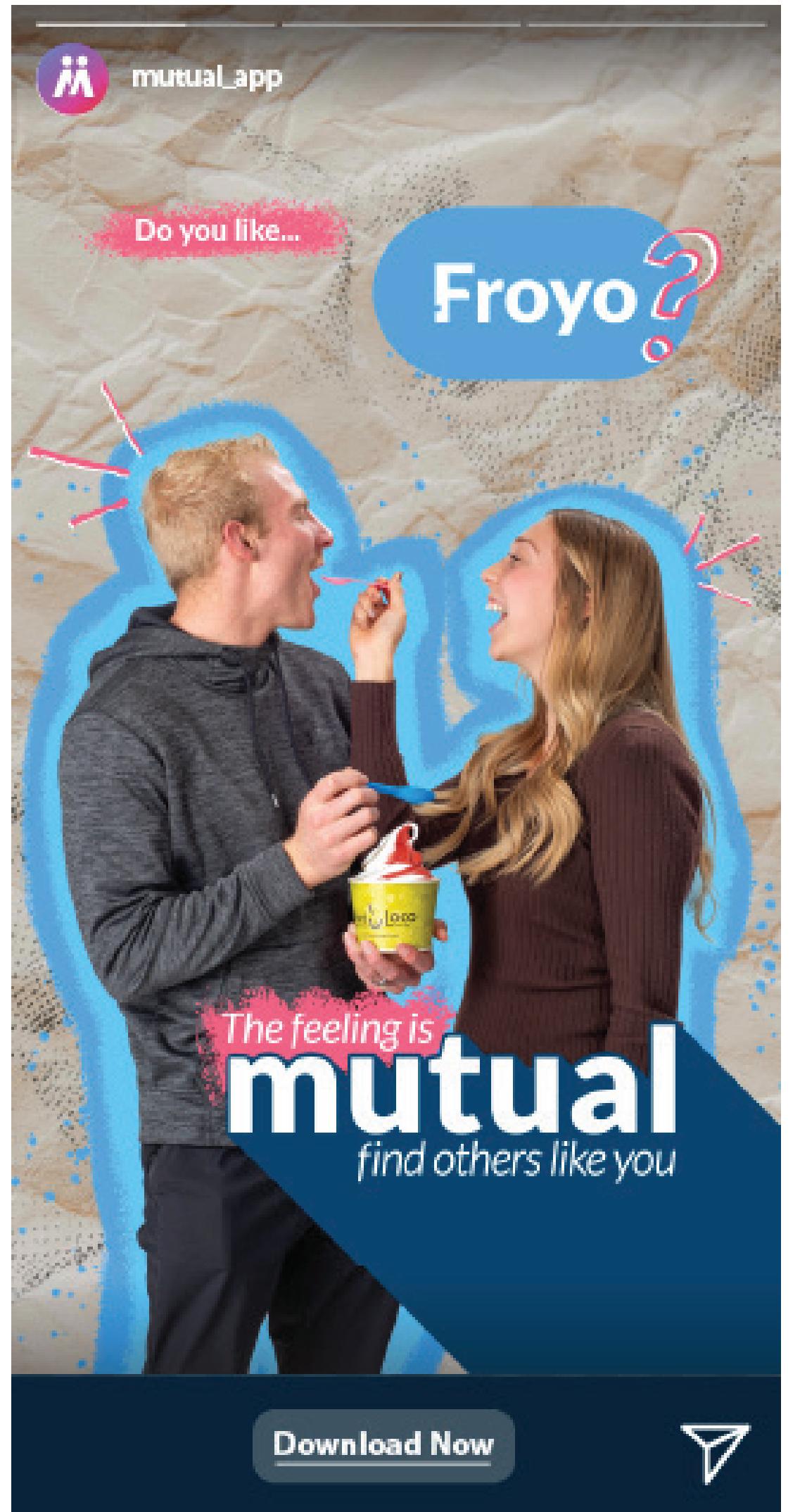
COMPASS



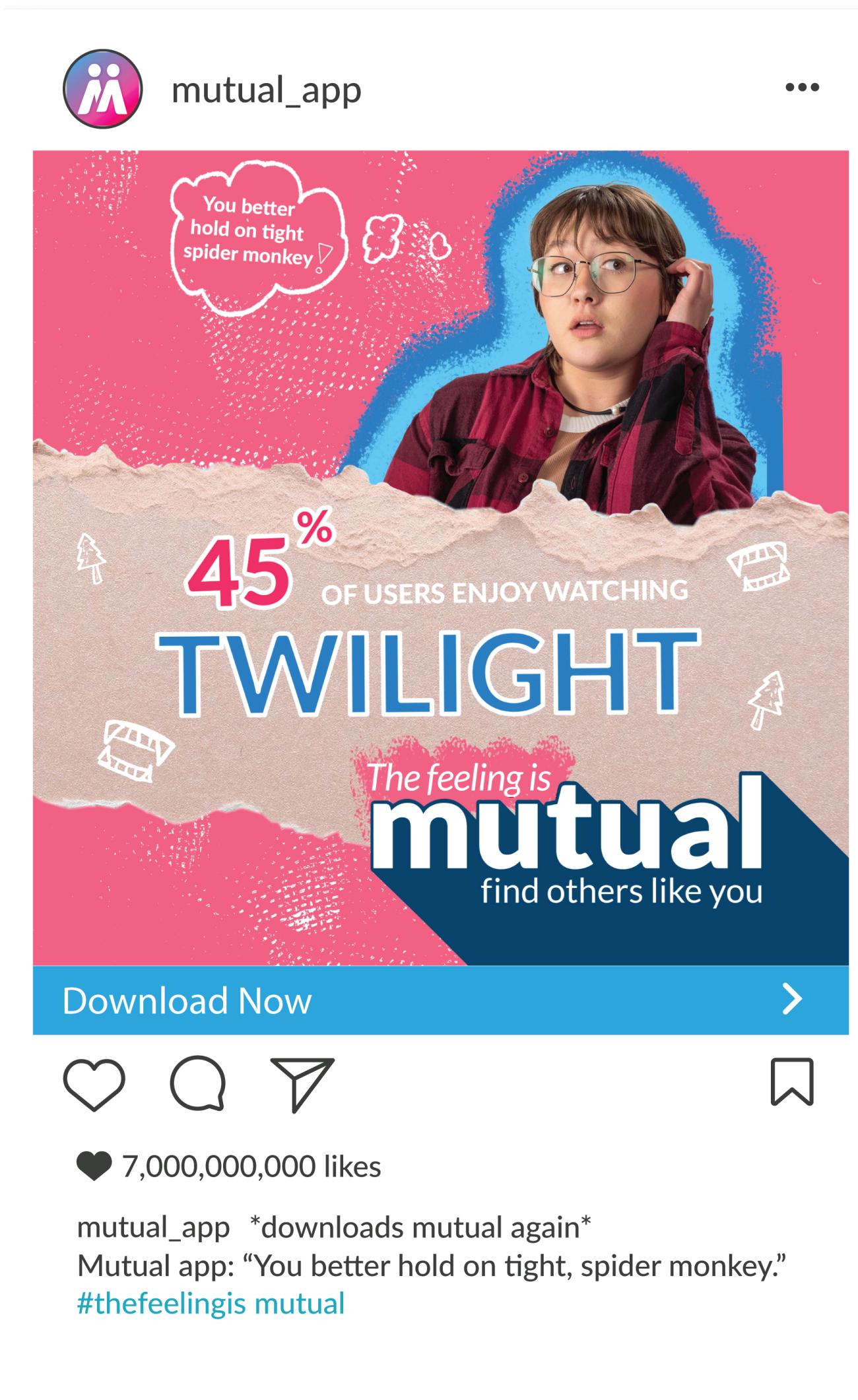
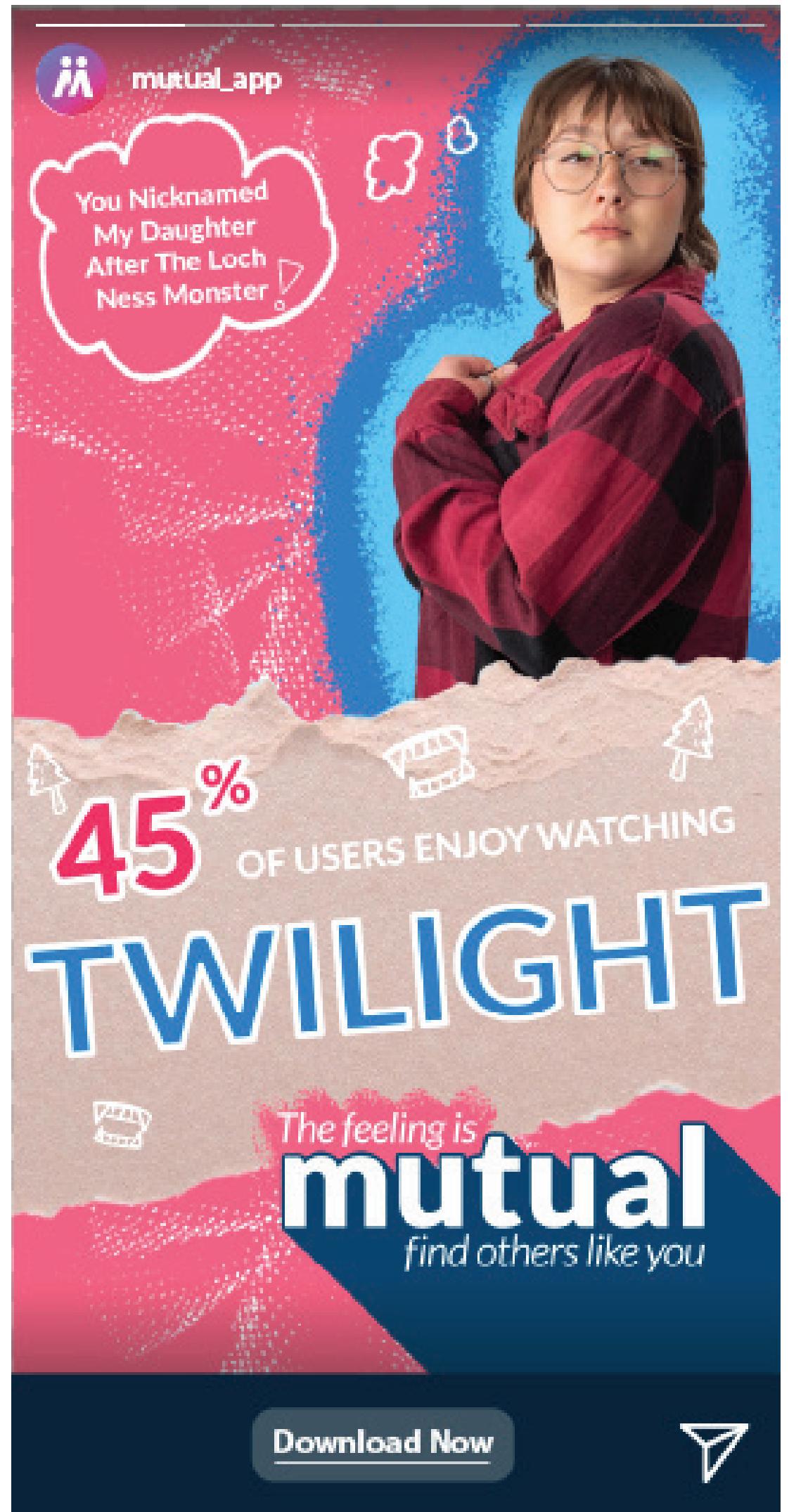




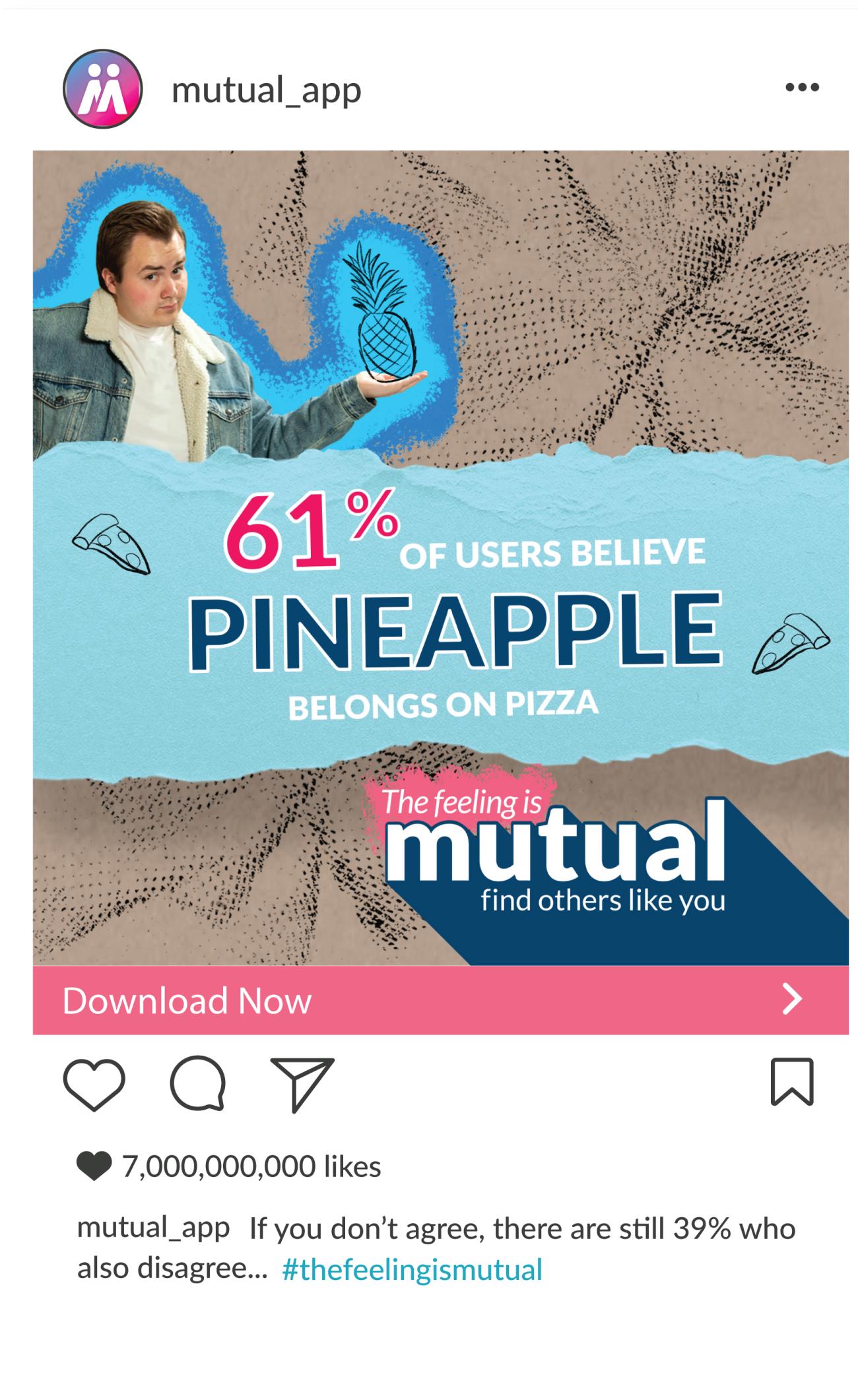














COMPASS

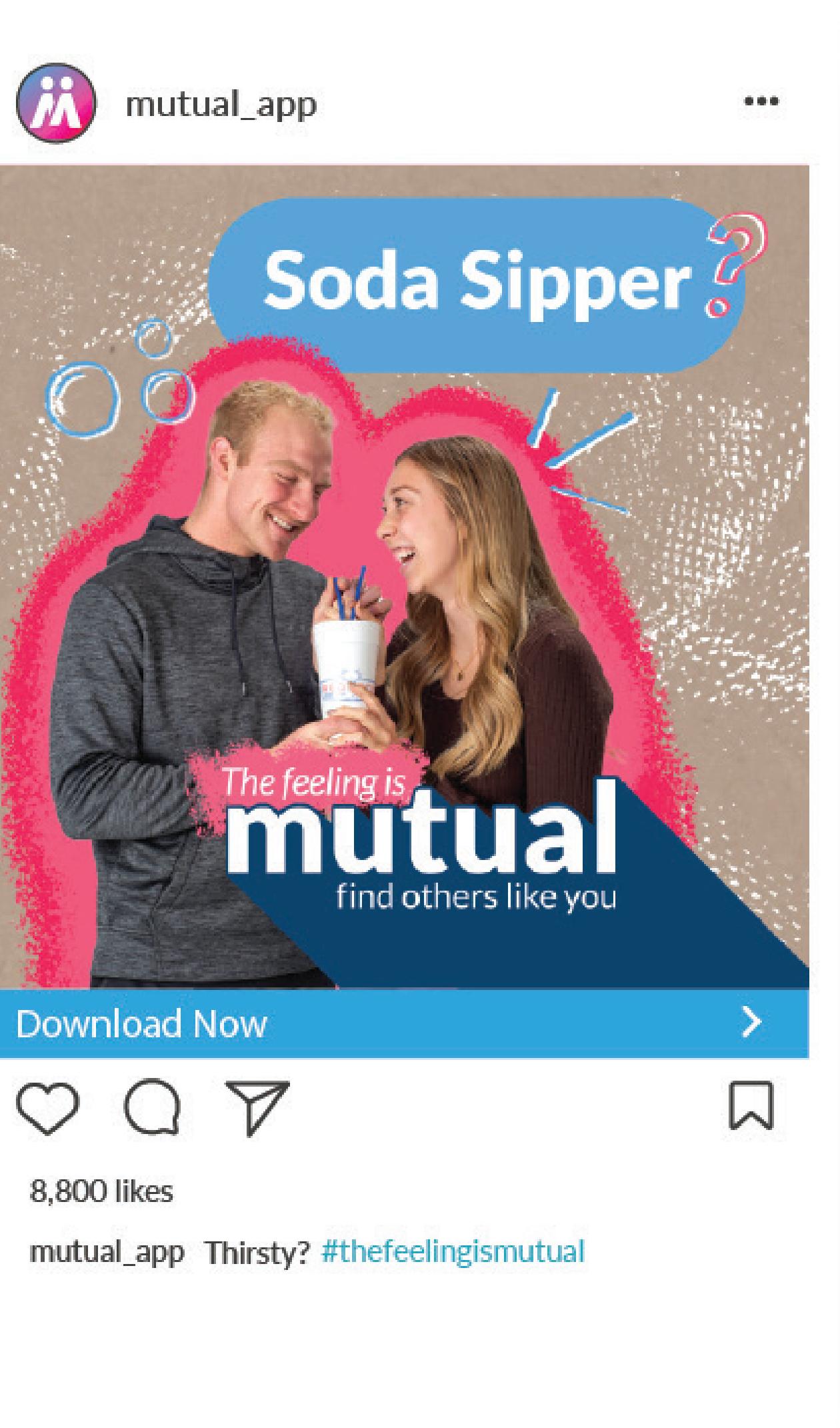
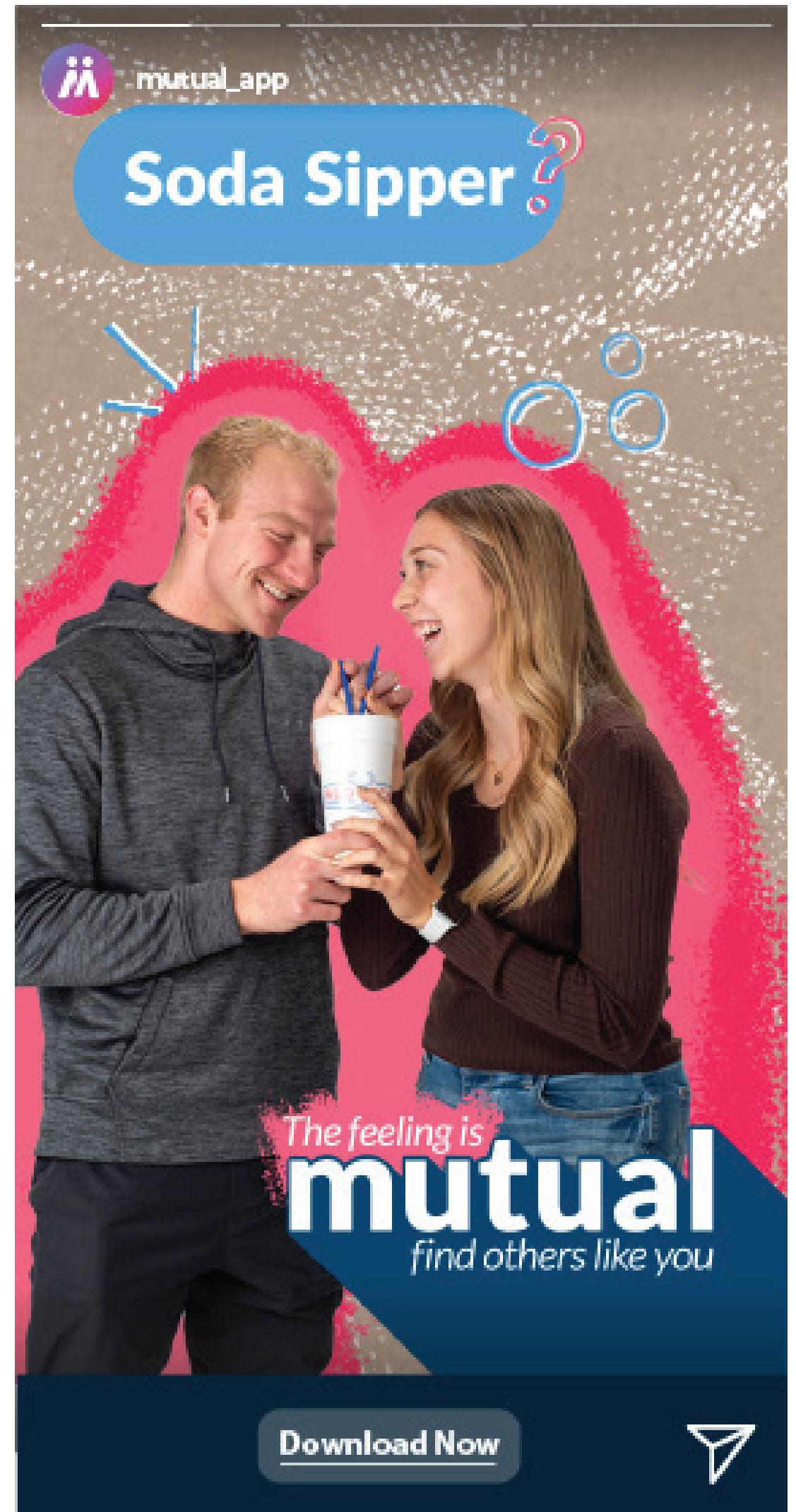


Binge Watcher ?



The feeling is
mutual
find others like you

COMPASS



Soda Sipper?



The feeling is

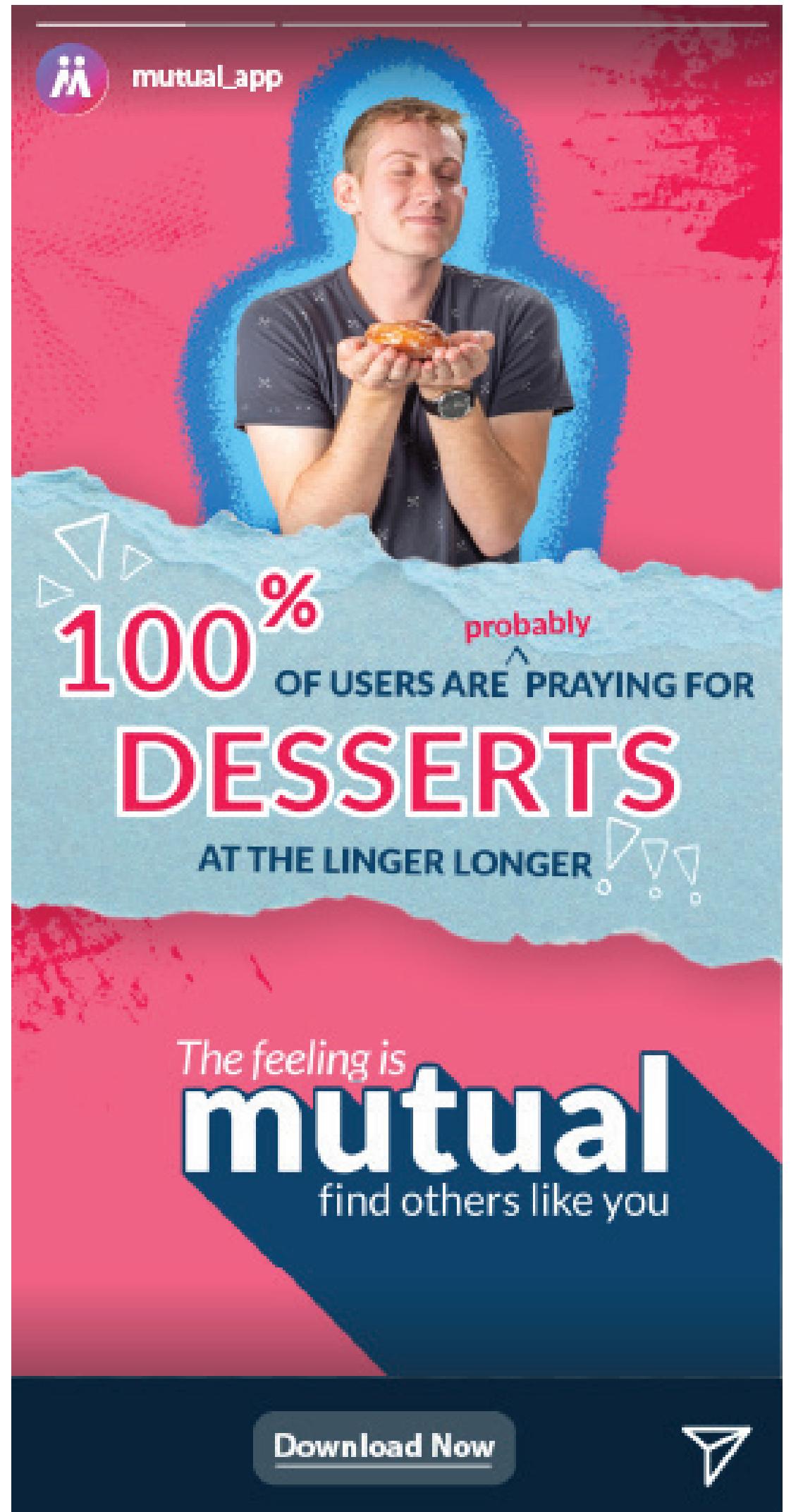
mutual

find others like you

DOWNLOAD
THE APP



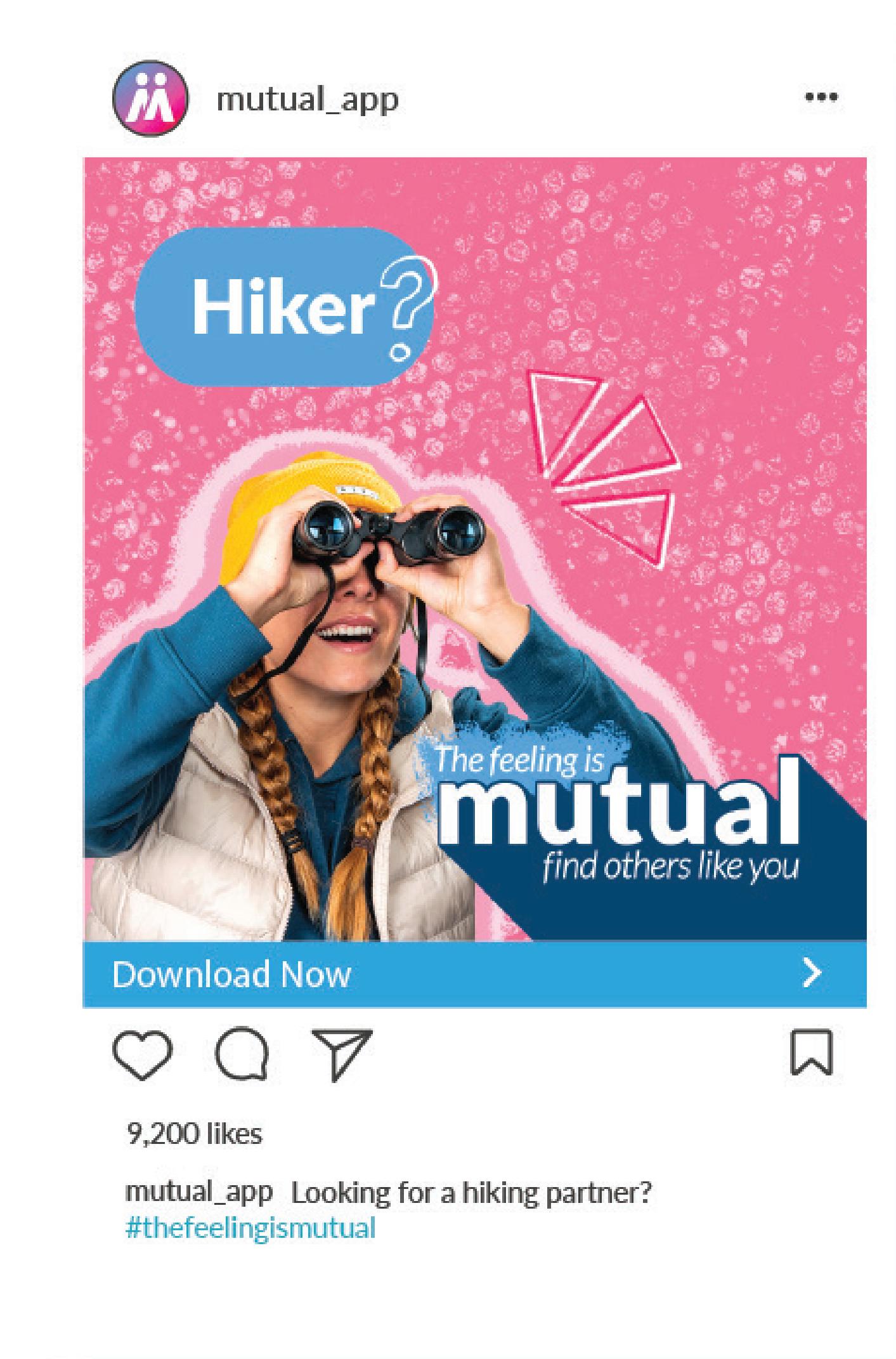
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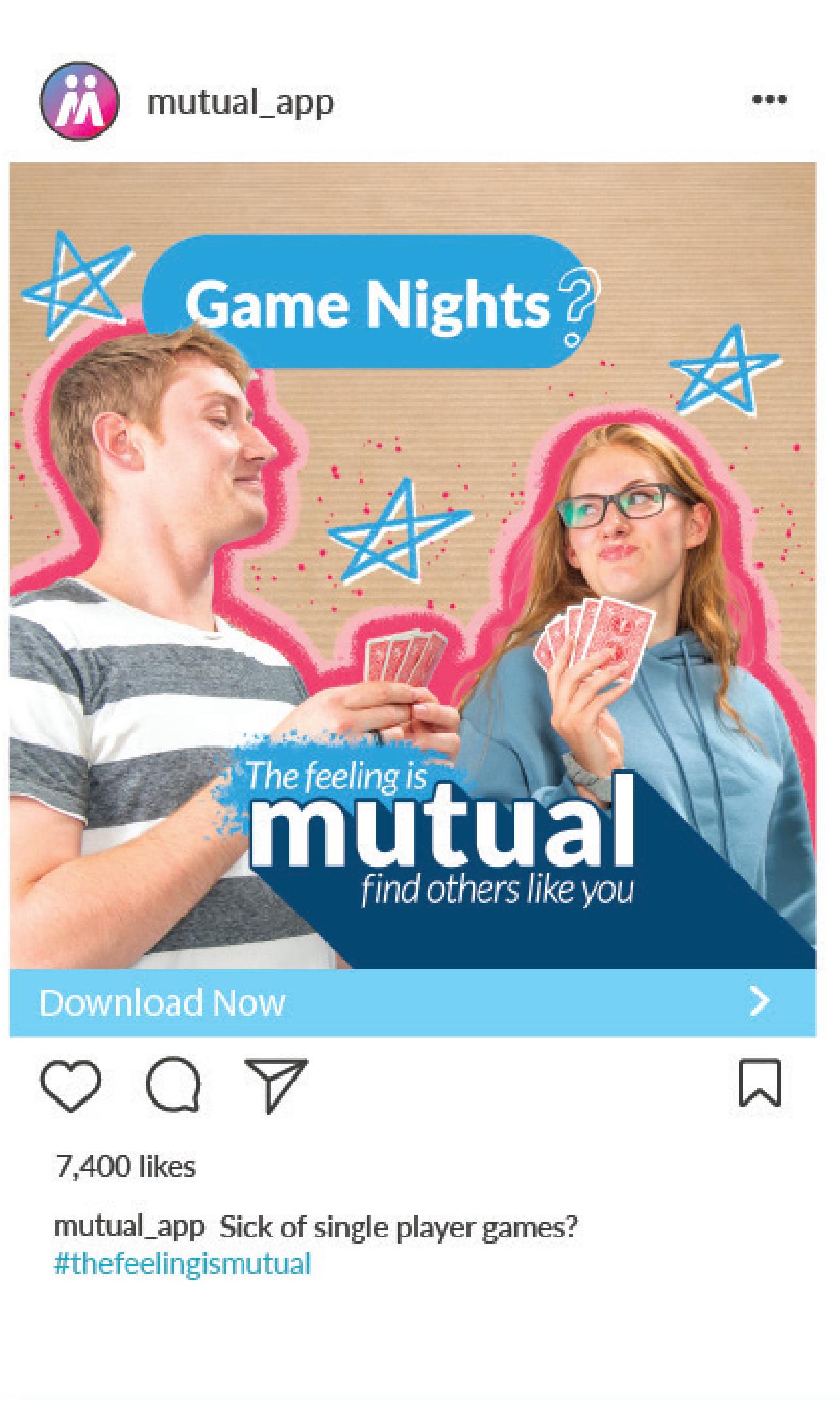












Game Nights?

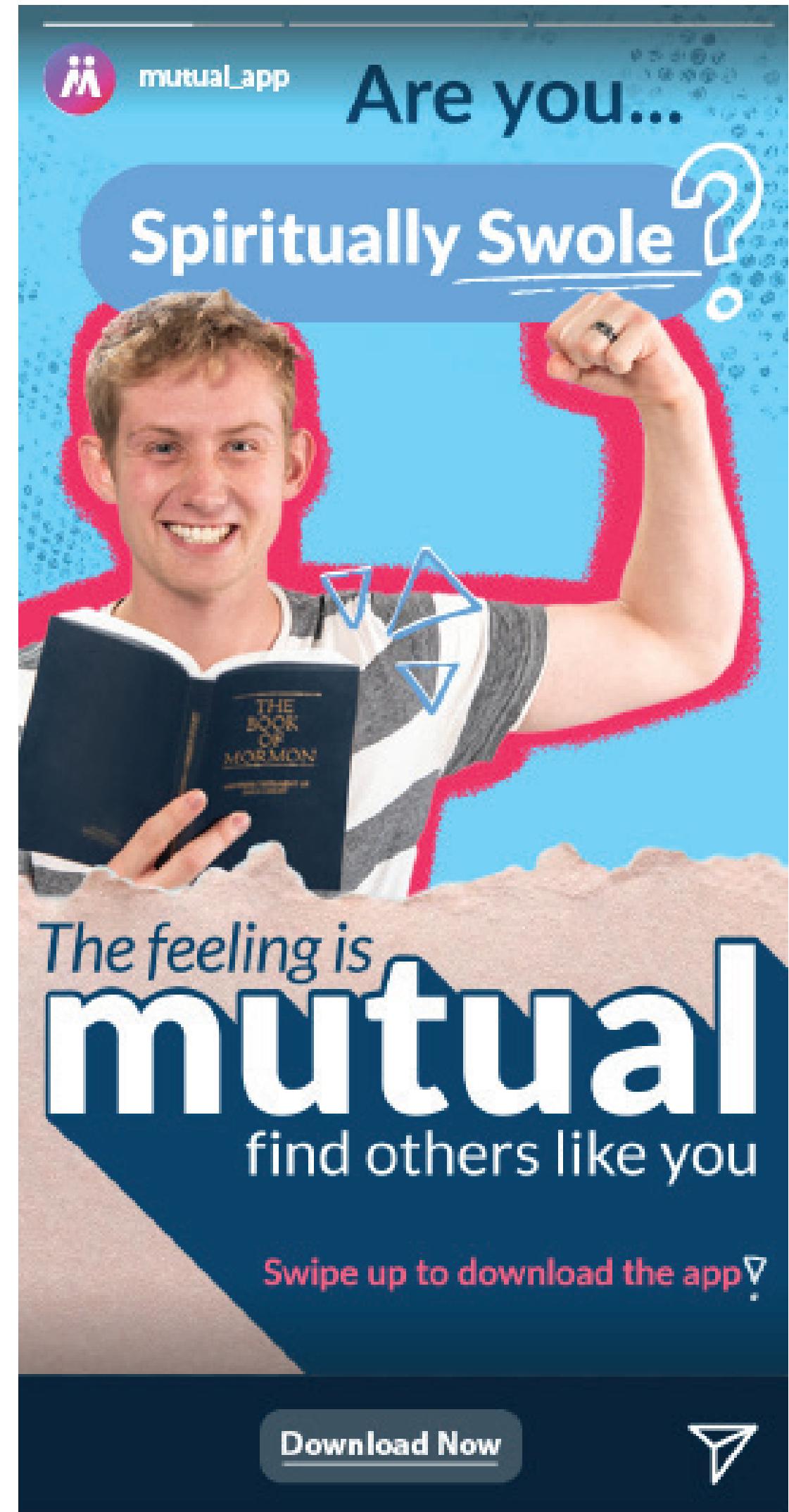


The feeling is
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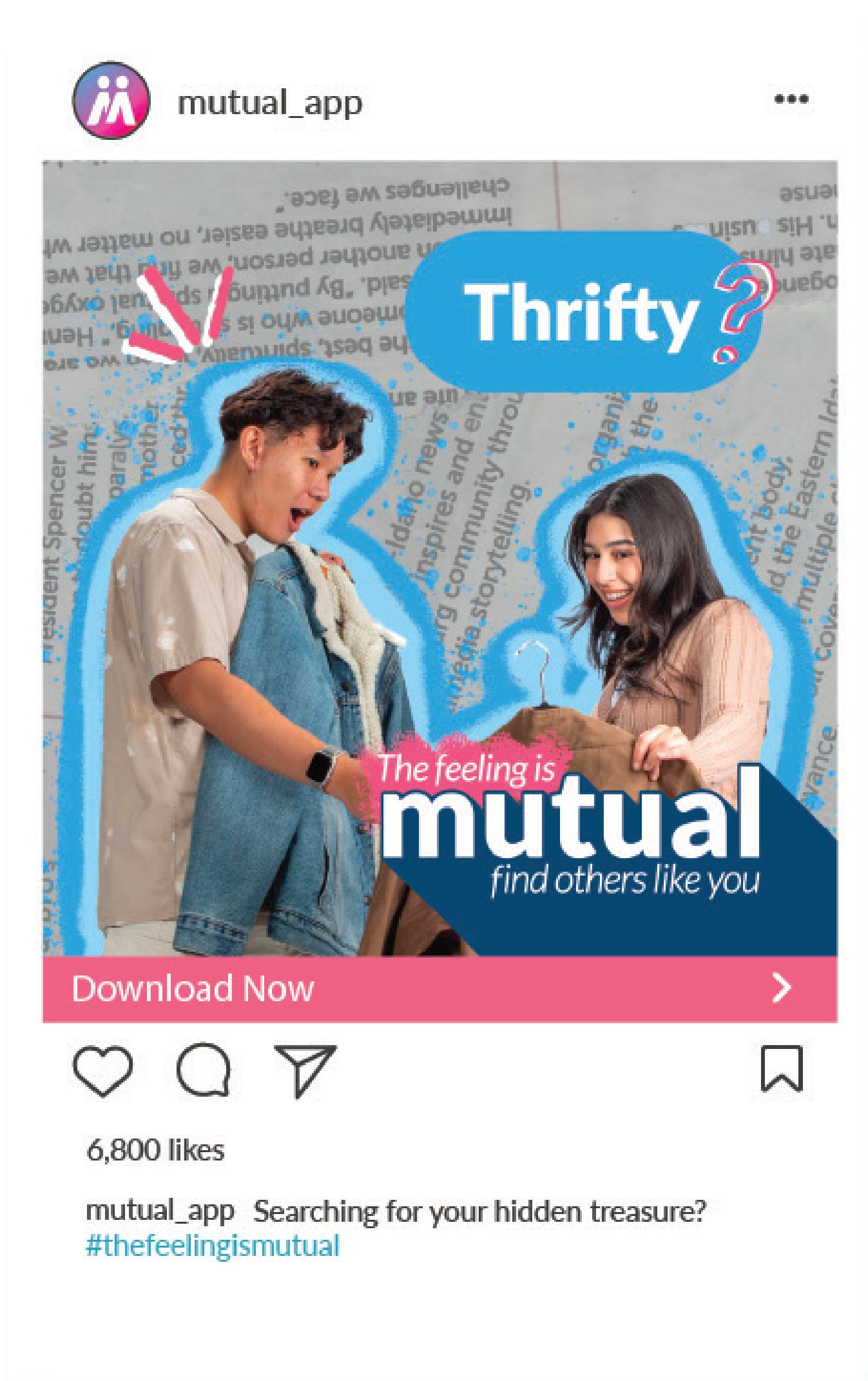
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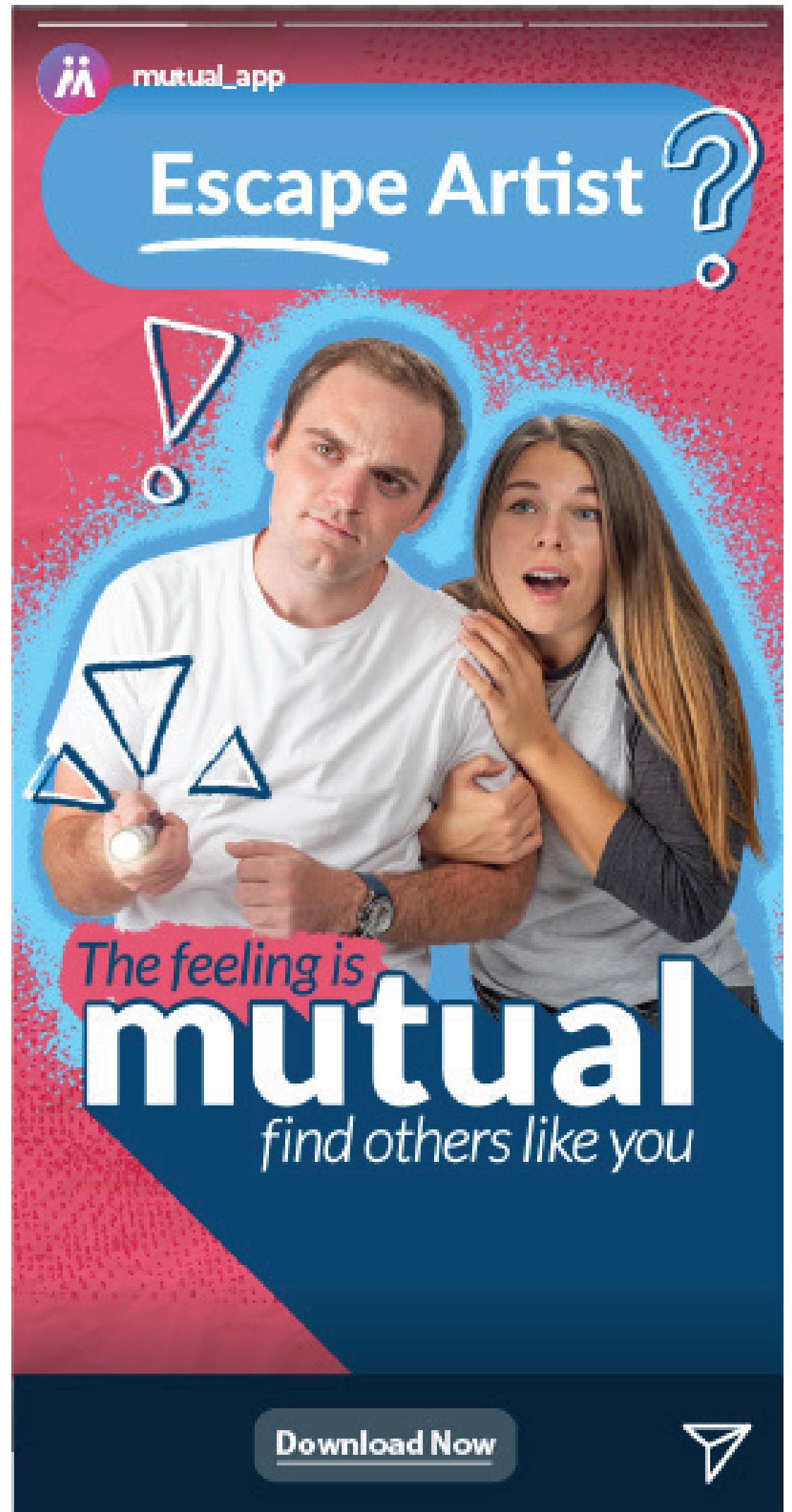
COMPASS











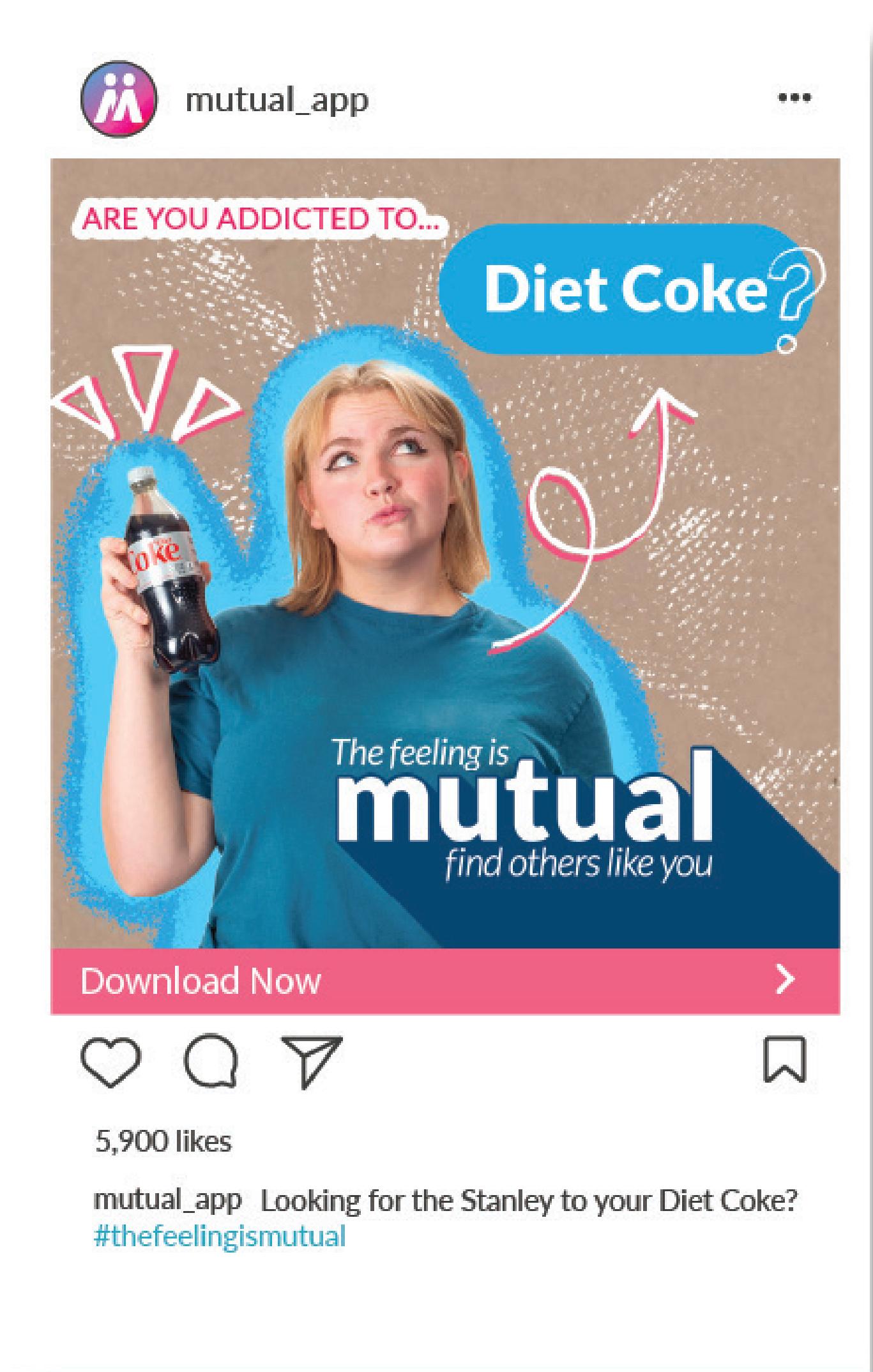
Escape Artist?



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mutual
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DOWNLOAD
THE APP











45 %
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TWILIGHT

I am...

TEAM EDWARD



I am...

TEAM JACOB



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WHICH BYU ARE YOU?

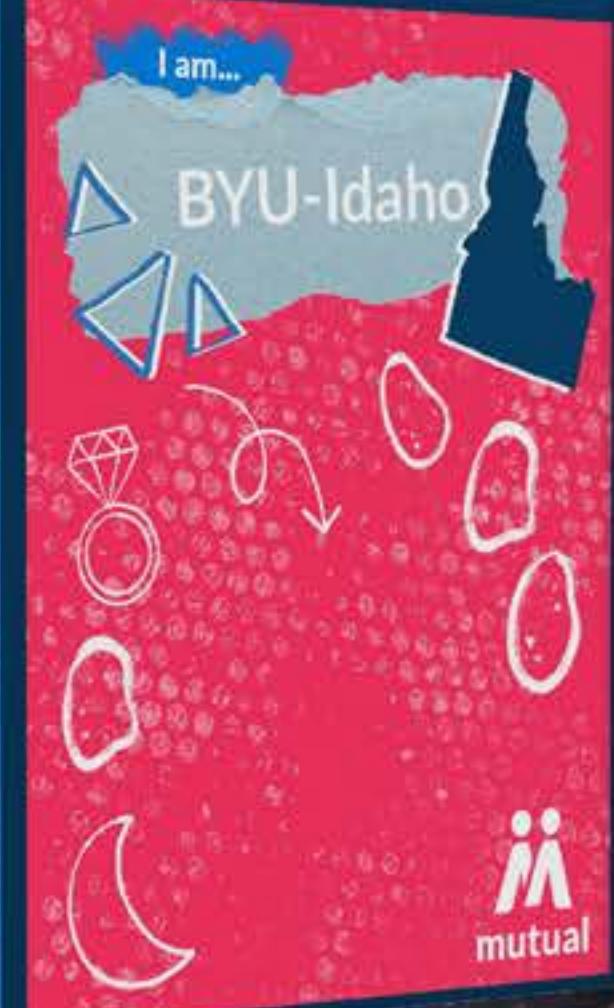
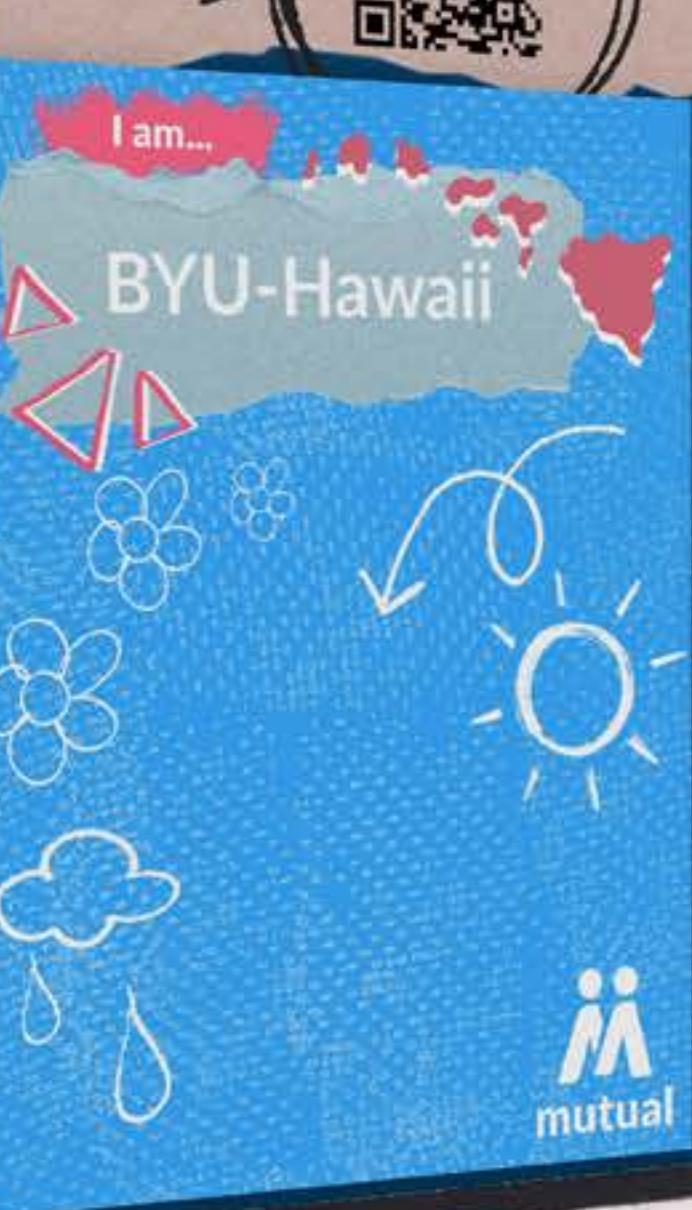
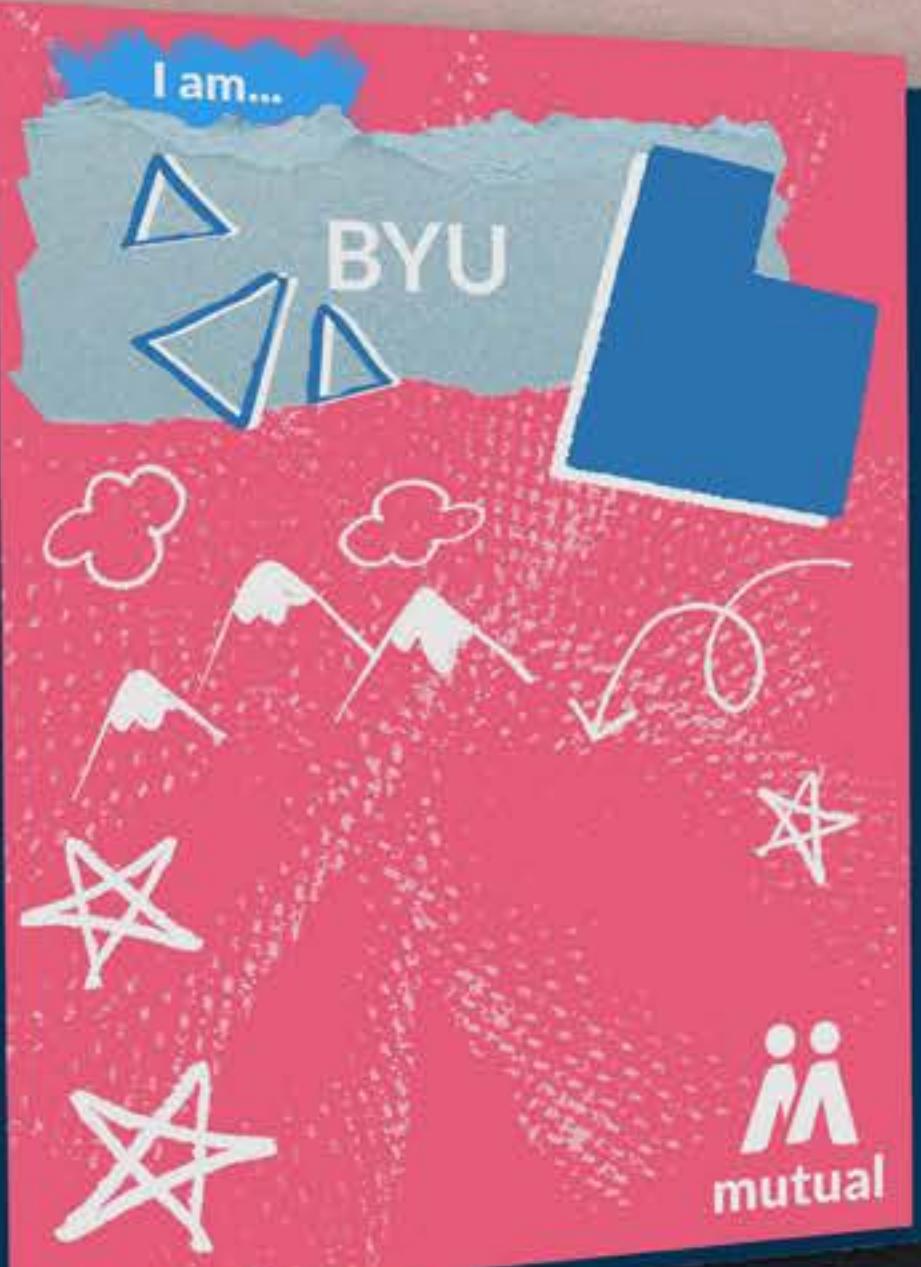
TAKE THE QUIZ **NOW** TO FIND OUT

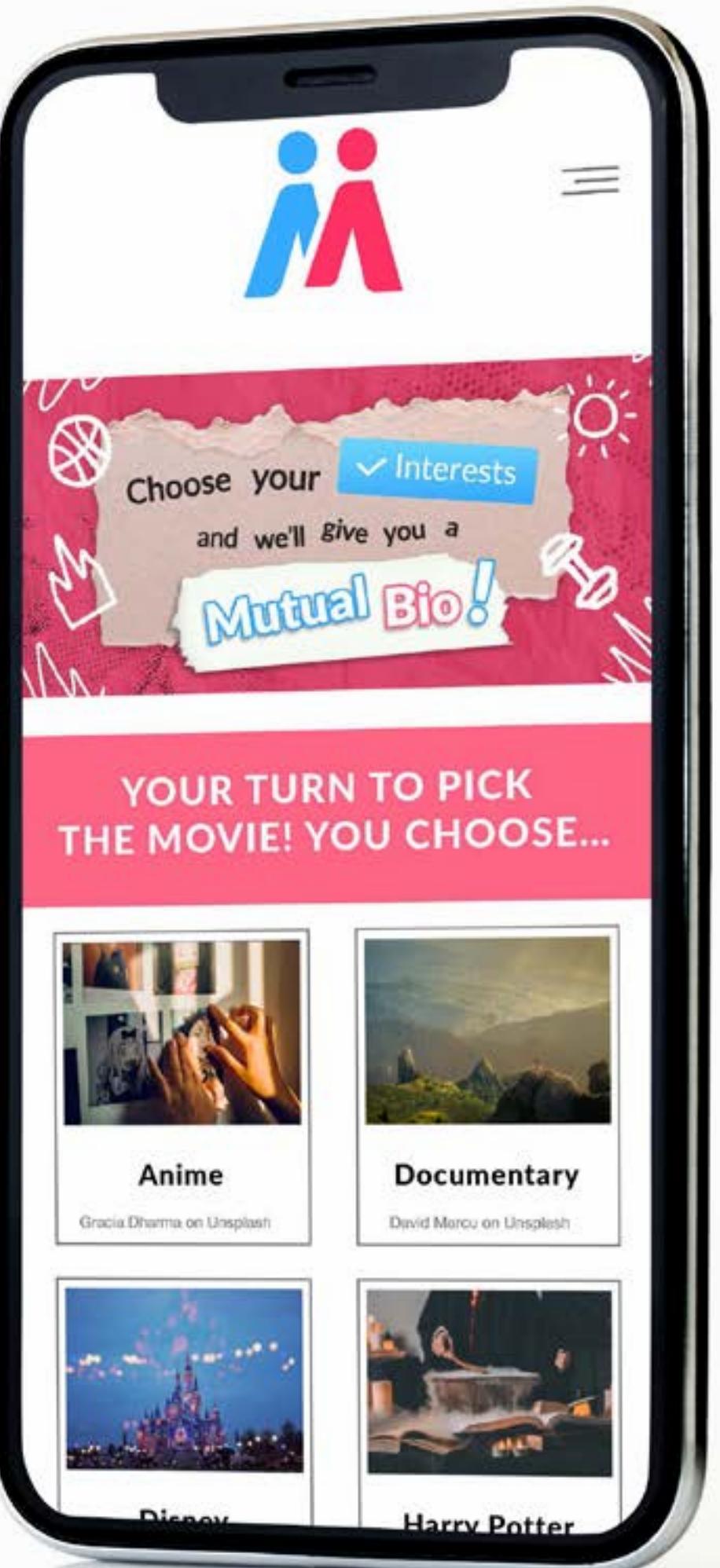
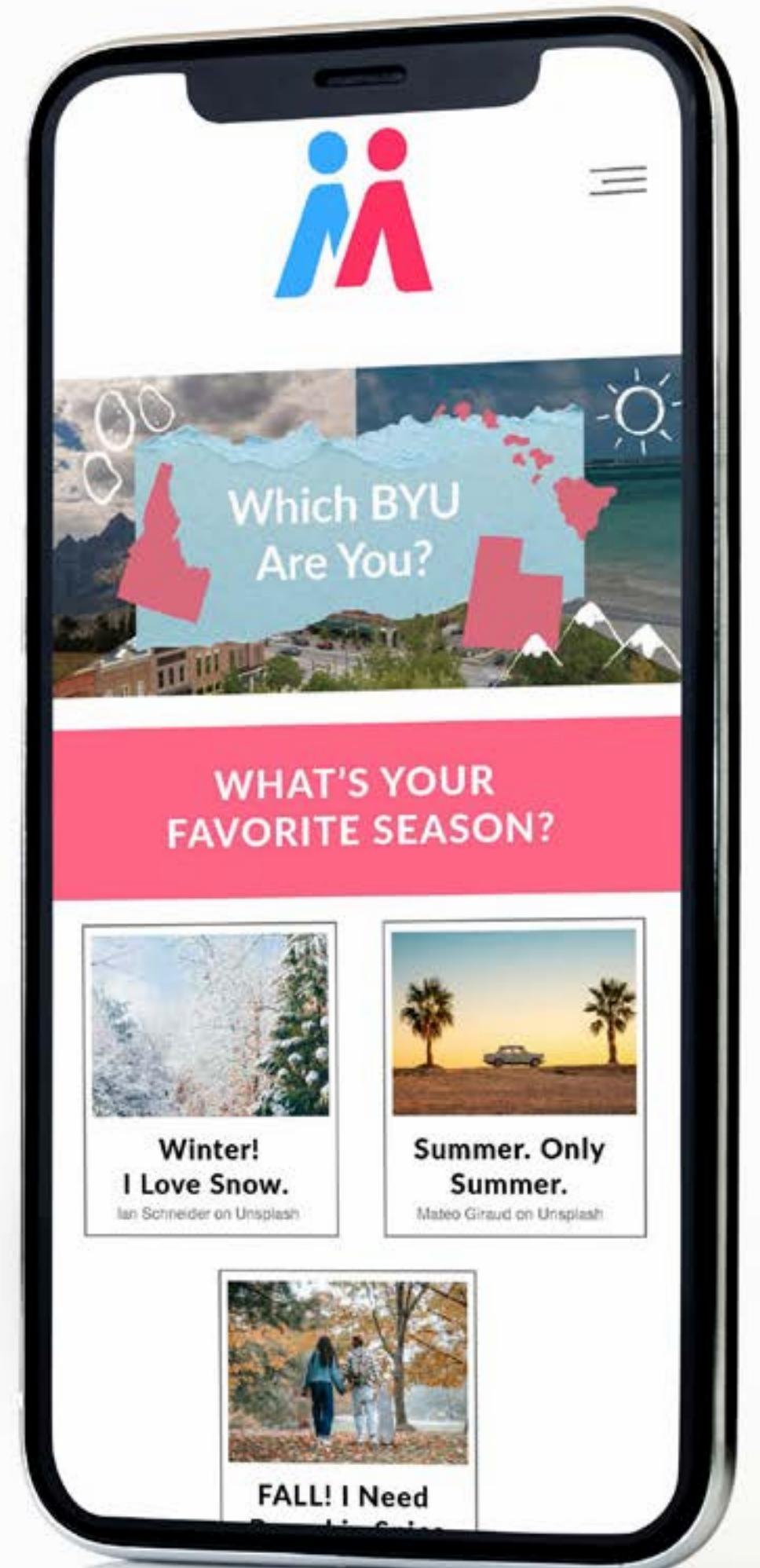


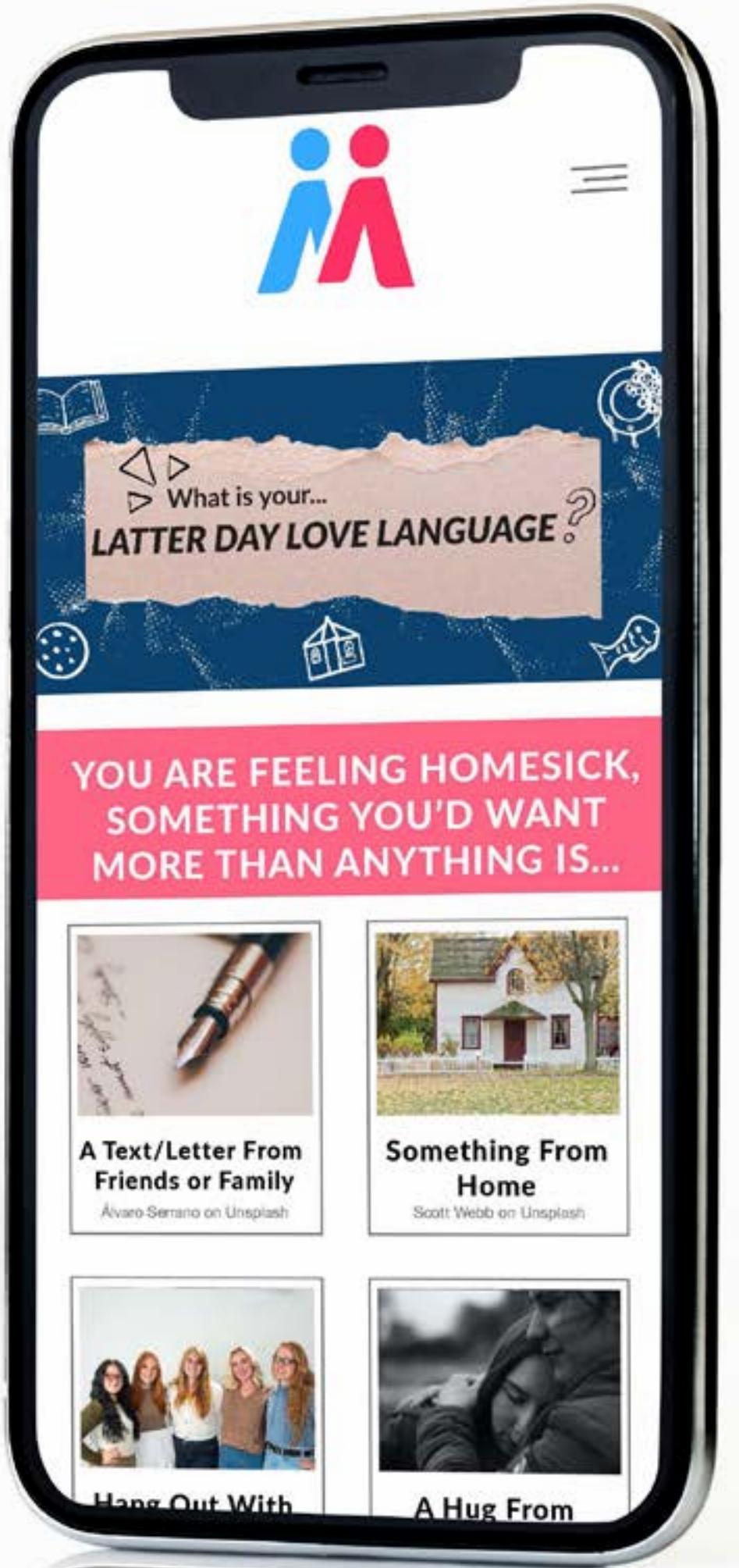
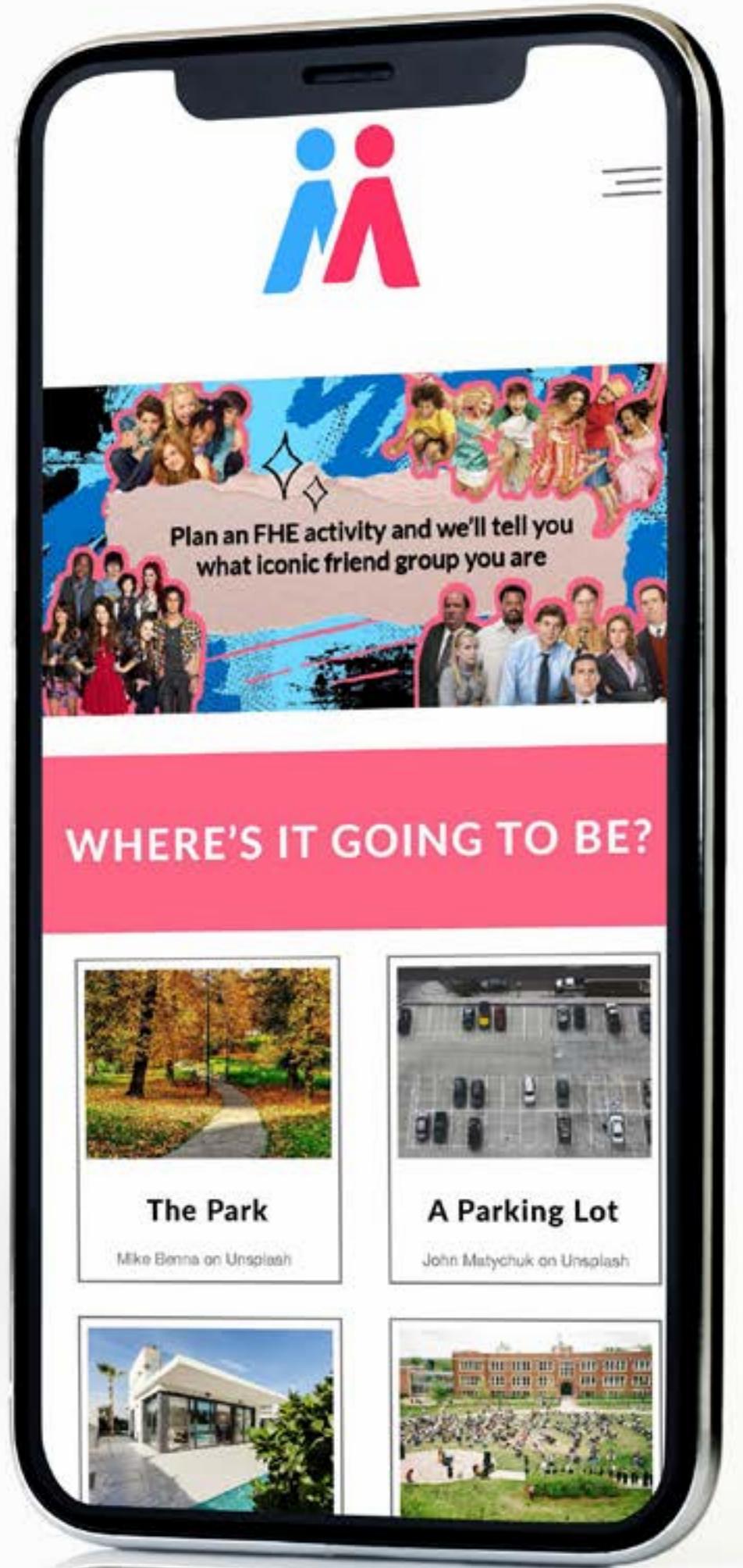
The feeling is **mutual**

find others like you

DOWNLOAD THE APP NOW









WHAT'S YOUR FAVORITE SEASON?



Winter!
I Love Snow.

Ian Schneider on Unsplash



Summer. Only
Summer.

Mateo Giusto on Unsplash



FALL! I Need
Pumpkin Spice

Tim Samuel on Pixabay

WHAT'S YOUR TYPE?



Super Laid Back

Mike Benna on Unsplash



Country Peeps



WHAT CAN YOU NOT LIVE WITHOUT?



Diet Coke



Potatoes

John Matychuk on Unsplash



Sunshine

Frames For Your Heart on Unsplash

HOW WOULD YOUR FRIENDS DESCRIBE YOU?



Relaxed

Austin Schmid on Unsplash



A Book Worm

John Matychuk on Unsplash



Marriage Hungry

Bonny Miller on Unsplash

WHAT'S YOUR GOAL AFTER YOU GRADUATE?



Sales Bro



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GDC on Unsplash



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Gabrielle Henderson on Unsplash



I Take Life As
It Comes

Aziz Acharki on Unsplash

WHICH MOVIE QUOTE DO YOU RELATE TO THE MOST?



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"No, go find your own."

Napoleon Dynamite

Nathan Dumlao on Unsplash



"Whatever just
happened ...
Blame it on the pig."

Moana

Kenneth Schipper Versi on Unsplash



"They Don't Think I Know A
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The Gospel, But I Do."

Nacho Libre

Jamail Parham on Unsplash

WHEN YOU'RE IN CLASS, WHAT DO YOU DAYDREAM ABOUT?



Being Creative and
Doing Unique Things

Riqi Ali Ridho on Unsplash



Going Out With Friends,
Country Dancing, Going
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Krista Luhers on Unsplash



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Krista Luhers on Unsplash



Sight Seeing,
Swimming, Eating

Linh Nguyen on Unsplash

Download the app
to see your results



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42% of Quiz Takers got
the same result!!!

You are not alone
THE FEELING IS MUTUAL

Find others like you now
by downloading the app!!

DOWNLOAD
NOW

Result Pages





Choose your Interests
and we'll give you a
Mutual Bio!

YOUR TURN TO PICK
THE MOVIE! YOU CHOOSE...



Anime

Gracia Dharma on Unsplash



Documentary

David Mancu on Unsplash



Disney

zhenhappy on Unsplash



Harry Potter

Artem Matsev on Unsplash

YOU HAVE AN
OPEN DAY SATURDAY...
WHAT DO YOU DO?



Camping

Scott Goodwill on Unsplash



D&D

Clint Bustillo on Unsplash

WHICH DO YOU PREFER?



Karaoke

Brandi Alexandra on Unsplash



Water Skiing

Matej Vittek on Unsplash



Theater

Liam McGarry on Unsplash



Hunting

dust2dust on Unsplash

YOUR PERFECT
DATE INCLUDES...



Adventure

Dino Reichmuth on Unsplash



Food

Derek Duran on Unsplash



Temples

Israel Paramo on Unsplash



Mario Kart

WHAT OF THESE
GIVES YOU THE ICK?



Cosplay

Emmanuel Denier on Unsplash



Anime

Gracia Dharma on Unsplash



Social Media

Mardi Bazzocco on Unsplash



Theater

Liam McGarry on Unsplash

FAVORITE FOOD?



Sushi

Derek Duran on Unsplash



Hamburger

omaha on Unsplash



Pizza

Ishayar motabassim on Unsplash



Ice Cream

Melissa LeGette on Unsplash

WHAT GENRE OF MUSIC
WOULD YOU GET RID OF?



LOTR

Thomas Schweighofer on Unsplash



Star Trek

Bryan Goff on Unsplash



Rap

Chase Fadie on Unsplash



Musical Theater

Kyle Heidt on Unsplash

WHAT'S YOUR FAVORITE
TYPE OF EXERCISE?



Cycling

Viktor Bystrov on Unsplash



Dancing

Viktor Bystrov on Unsplash



Basketball

Markus Spiske on Unsplash



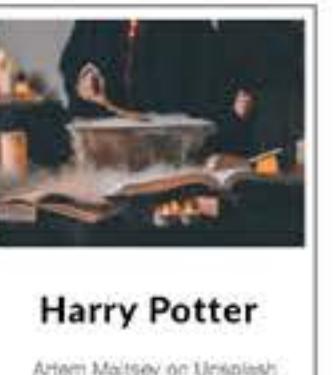
Swimming

Serena Repice Lantini on Unsplash



Star Wars

Daniel Cheung on Unsplash



Harry Potter

Artem Matsev on Unsplash

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to see your results! mutual

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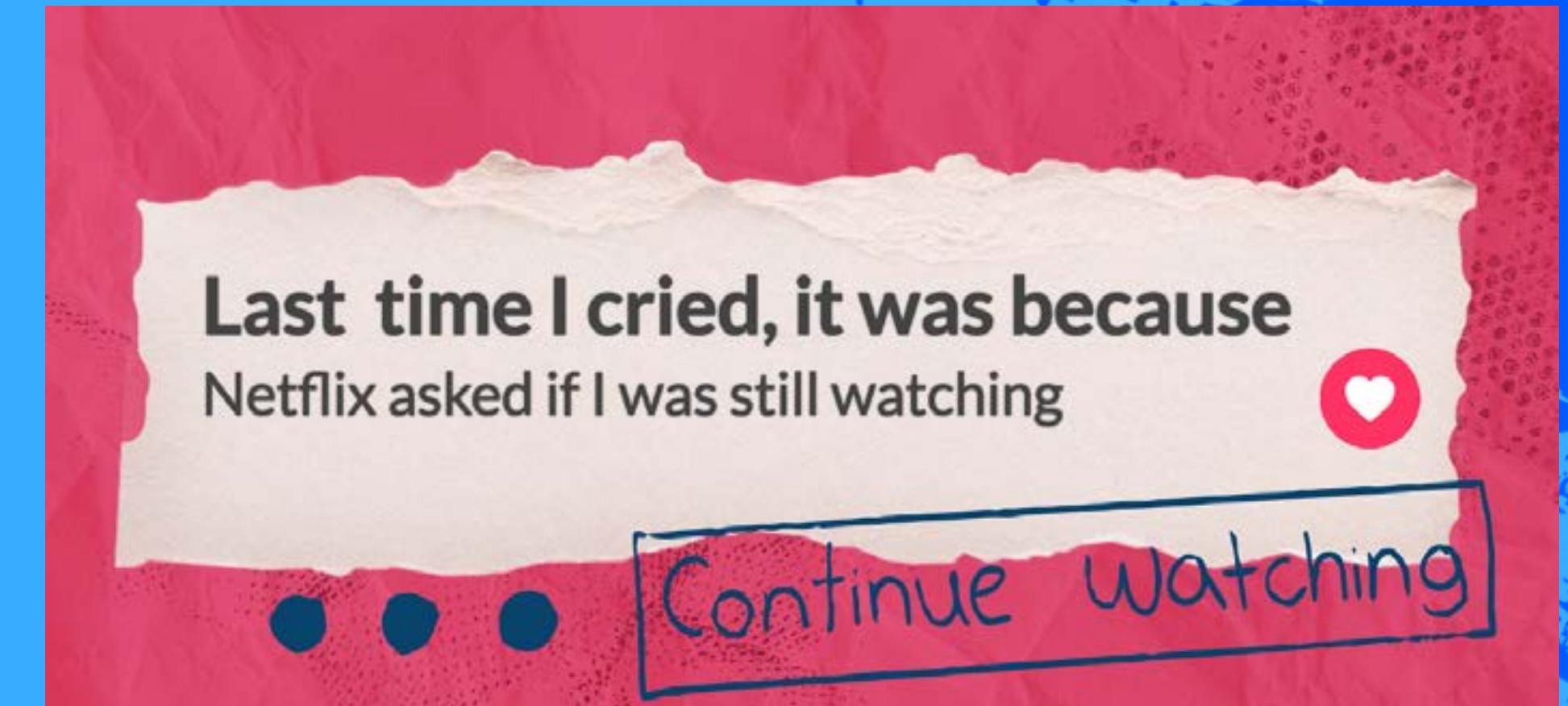
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Result Pages





YOU ARE FEELING HOMESICK,
SOMETHING YOU'D WANT
MORE THAN ANYTHING IS...



A Text/Letter From
Friends or Family

Álvaro Serrano on Unsplash



Something From
Home

Scott Webb on Unsplash



Hang Out With
Good Friends



A Hug From
Your Mom

Anastasia Vitynkova on Unsplash



Someone to Make
You Dinner

Becor Tapert on Unsplash

YOU'RE AT CHURCH WITH
YOUR FRIENDS. HOW DO YOU
FLIRT WITH YOUR CRUSH?



Complimenting
Their Tie or Dress

Tim Mosholder on Unsplash



Giving Them Gum

Pete Alexopoulos on Unsplash



Playing Game
Pigeon With Them

OBIN WORRALL on Unsplash



Touch Hands on
The Sacrament Tray

Katerina Hiltzitsova on Unsplash



Save Them a Seat

Omar Ramon on Unsplash

YOU'RE HAVING A BAD DAY.
YOU WANT SOMEONE TO...



Bring You Cookies

Foodies on Unsplash



Just Hang Out
With You

Toia Heftibar on Unsplash



Tell You You're
Doing A Great Job

Anton on Unsplash



Help You Get
Everything Done

Anton on Unsplash



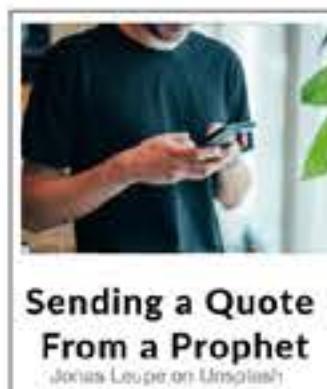
Sit By You While
Watching a Movie

HOW DO YOU
PREFER TO MINISTER?



Invite Them to
Play a Game

Jordan Leupe on Unsplash



Sending a Quote
From a Prophet

Jordan Leupe on Unsplash



Drop Off Their
Favorite Treat

Monika Grabkowska on Unsplash



Drop By to Say Hi

Kristina Prepeo on Unsplash



Do Their Dishes

Marek Stużnicki on Unsplash

OUT OF THESE,
WHAT GIVES YOU
BUTTERFLIES THE MOST?



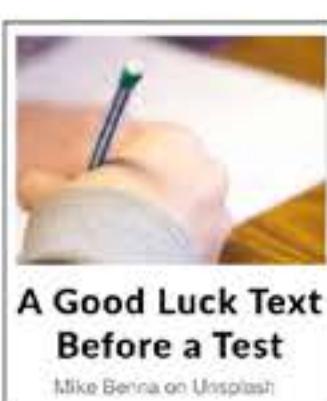
Cuddling While
Watching Nacho Libre

Felipe Bustillo on Unsplash



Remembering and Getting
Your Favorite Treat

Joshua Flores on Unsplash



A Good Luck Text
Before a Test

Mike Benia on Unsplash



Going on a Walk

noemimk on Unsplash



Help With
Cooking or Cleaning

Jason Briscoe on Unsplash

Download the app
to see your results



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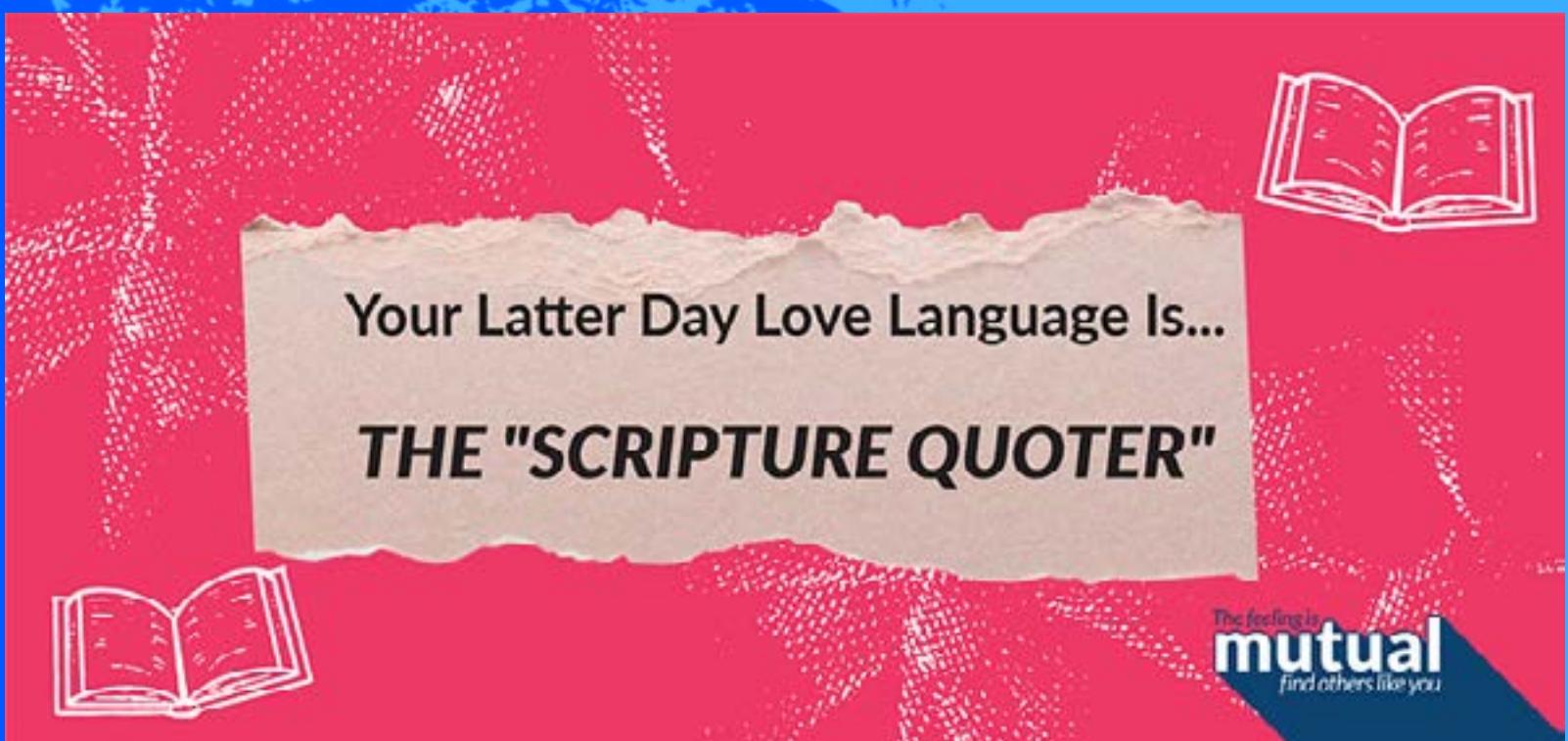
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DOWNLOAD
NOW

Result Pages





WHERE'S IT GOING TO BE?



The Park

Mike Benna on Unsplash



A Parking Lot

John Matychuk on Unsplash



Your Rich Friend's Pool

Frames For Your Heart on Unsplash



The School

Oli Famule on Unsplash

WHAT KIND OF TREATS WILL YOU HAVE?



None... Someone Burned Them

Kim Cruickshanks on Unsplash



Beets

Melissa LeGette on Unsplash



Black Licorice

Helloimnik on Unsplash



Homemade Crème Brûlée

Melissa LeGette on Unsplash

WHAT TIME IS IT AT?



When the Guys Show Up

Woody Kelly on Unsplash



7 . . . If We Are On Time

Mike Benna on Unsplash



5:30 PM

Priscilla Du Preez on Unsplash

Everyone Sent Memes Instead

Kelli McClintock on Unsplash

SOMEONE HAS CAUGHT YOUR EYE. DURING THE ACTIVITY YOU . . .



I'll Call Them After For A Date

Crew on Unsplash



Embarrass Myself In Front of Them



I'll Do Something They Like

Mike Benna on Unsplash



NCMO?

Mike Benna on Unsplash

HOW DOES THE ACTIVITY END?



We Play Games



Everyone Leaves For A Game Night

Catherine Augustin on Unsplash

I Stay Two Hours Past My Welcome

DS Stories on Unsplash

A Bad Prank Gone Wrong

DS Stories on Unsplash



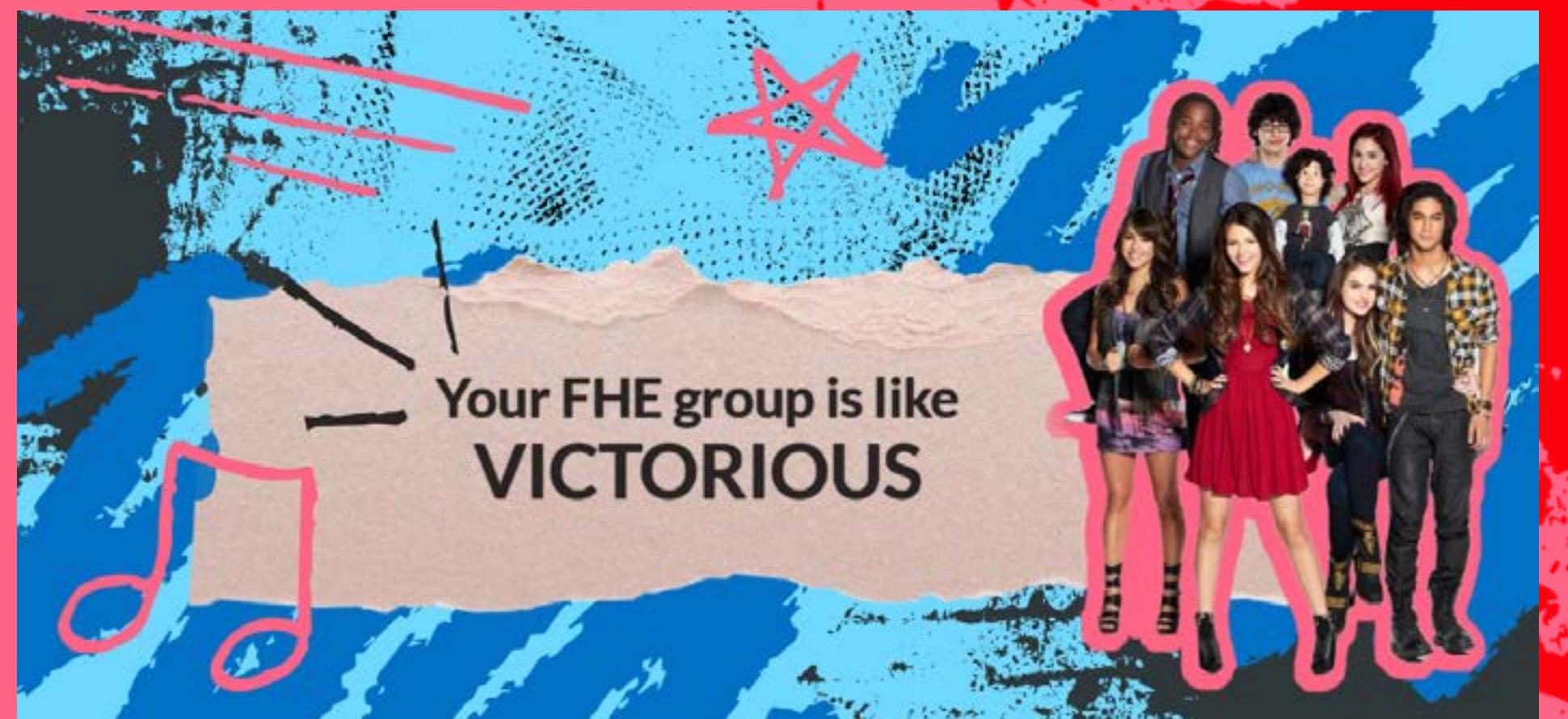
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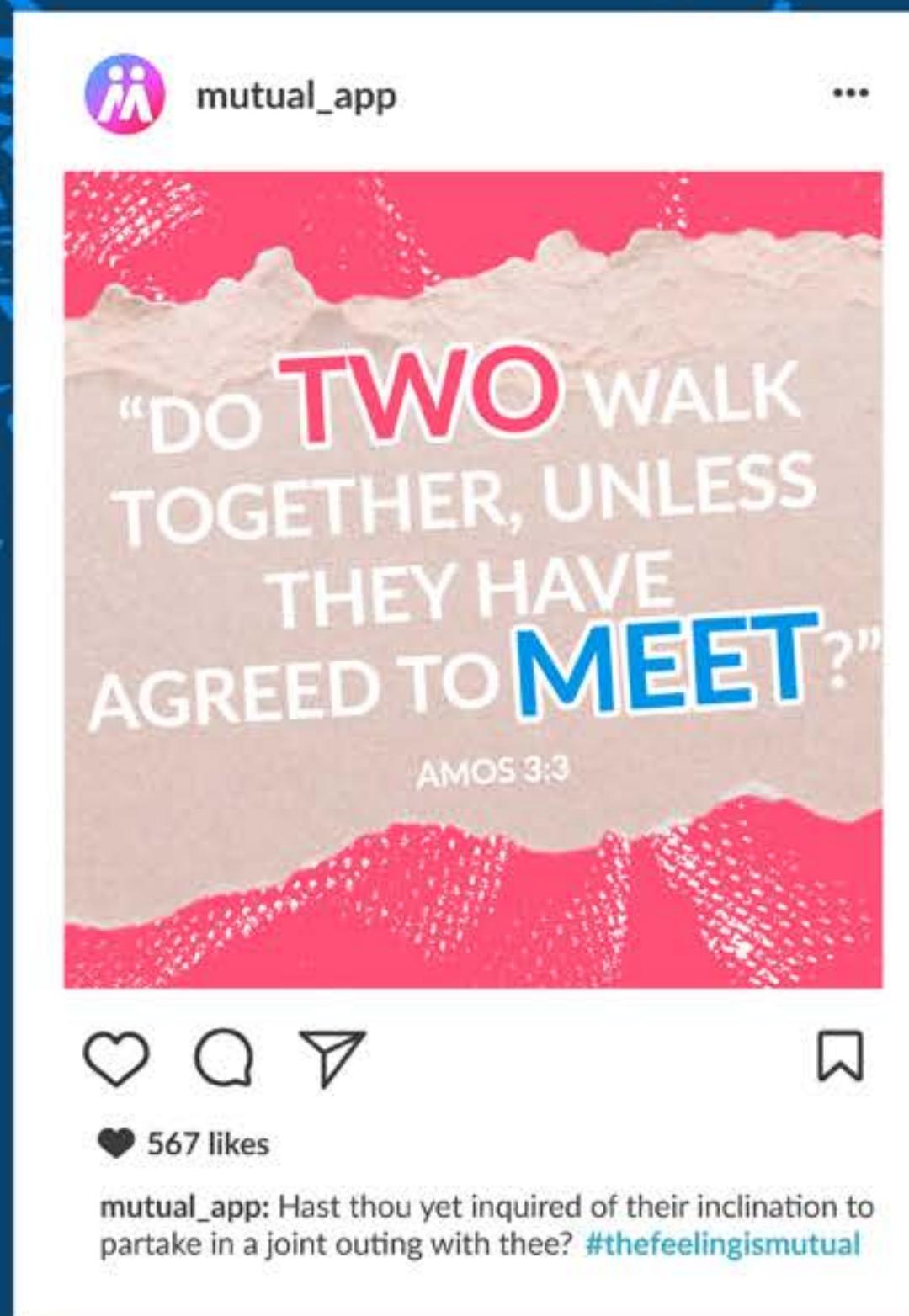
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