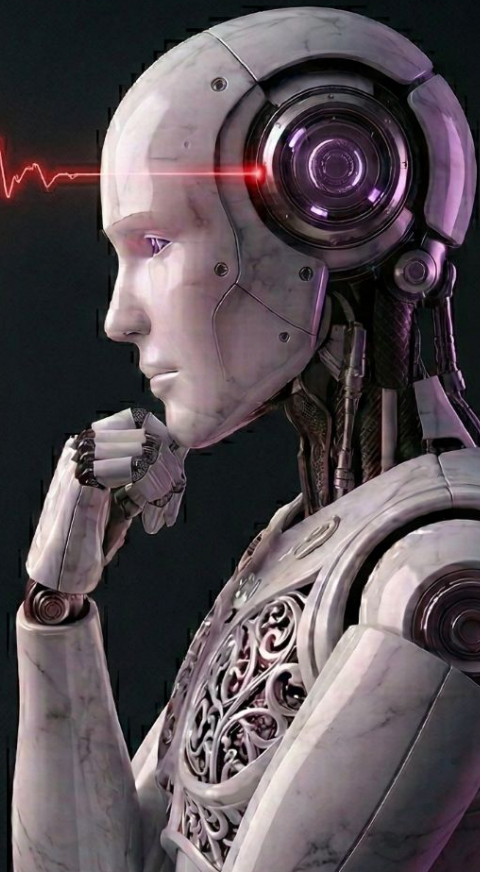


AI BATTLE THE REMATCH



Welcome



Michelle Lee

Executive Board Member

APG



Patrick Martini

Senior Strategist

Bensimon Byrne

Last time...

The (not) Winners:

Humans



VS

The Winners: Robots



This time....

CPM-3POs



Katey Gault
VP Strategy
UM

Kelvin Mak
VP Innovation and Intelligence
UM

Manifesto Machines



PK Lawton
CSO
Sister Merci

Andrew Kohn
Strategy Director
John St

The winners

Manifesto Machines



PK Lawton
CSO
Sister Merci



Andrew Kohn
Strategy Director
John St



Team 1: CPM-3POs

"I use AI to turn messy inputs into structured thinking, faster. The advantage isn't simply an AI tool, but knowing how to ask better questions."

Katey Gault

VP Strategy



Kelvin Mak

VP Innovation and Intelligence



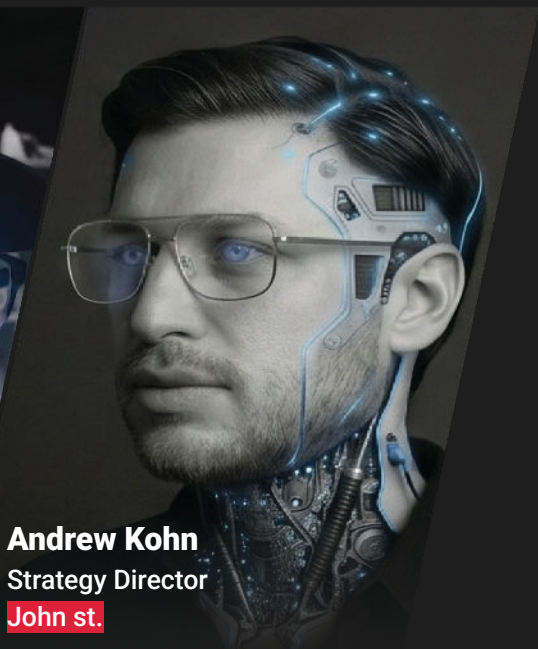
"My side job is testing and learning how to build multi-agent systems."

Team 2: Manifesto Machines

"I use AI extensively as a way to force myself out of my own class-based biases"



PK Lawton
CSO
Sister Merci



Andrew Kohn
Strategy Director
John st.

"AI is amazing, but the real competitive advantage is knowing when to turn it off in favour of human intuition."

The Prize



\$2K

WARC

Press Coverage

LinkedIn

Unlimited Bragging
Rights

The Brief



We're launching Tinder for Old People

- Tinder's vision is to "Create a world where everyone can find a connection that matters."
- 500K Canadians join the 65+ age bracket annually
- Achieve 500K active Canadian users within the first 6 months and become the #1 specialized dating/companion app for Canadians 60+ by Q4 2026.

Using any AI platform you like, pitch us the business

- Tell us how we should:
 - Position ourselves
 - Who and how we should target
 - How we will convince Boomers to give us a try
- Your deck must include 1-3 creative concepts (expressed across OOH and static digital ad)
- You have 2 hours

Your Mission

Pick a winner. Which “agency” would you hire based on:

Brand

Best positioning
Relevant, ownable

Media

Active attention
and engagement

Creative

Best big idea:
breakthrough, flexible

The Jury



Jenn Bell

SVP Strategy

Bensimon Byrne



Nathalie Mathers

Creative Director

Super Proper



Alexander Choi

Group Business Director

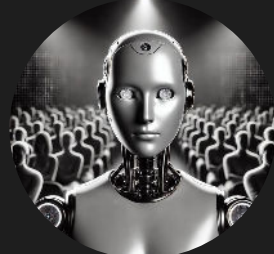
Bensimon Byrne



Jessica Felipe

Senior Media Planner

Bensimon Byrne



AI Bot

Head of Uprisings

Savvier

1 The Questions

- Is AI primarily giving us the power of:
 - Augmentation (getting better/faster at existing skills?) or
 - Acquisition (acquiring entirely new skills?)
- What specific impact is AI having on our industry?
- What does this mean for the future of our industry?
- Which team will win and why?

The Panel

Moderator



Greg Ponesse
Co-Founder & CEO
Savvier

Panelists



Jennifer Morozowich
Partner, Executive Recruiter
Junction Collective



Ian Buck
Co-Founder
BaD Mktg



Matt Hassell
Global SVP Creative and
Creative Technologies
REBL HOUSE INC

Pitch Time

Your Mission: A Reminder

Pick a winner. Which “agency” would you hire based on:

Brand

Best positioning
Relevant, ownable

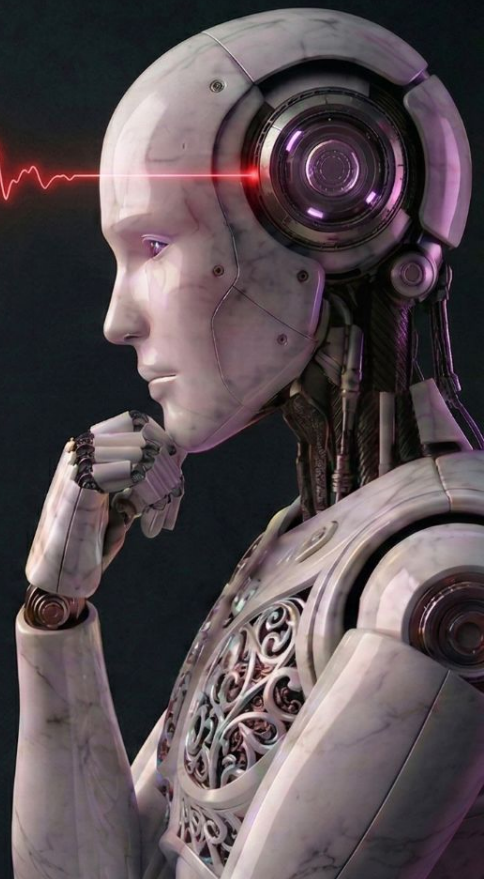
Media

Active attention
and engagement

Creative

Best big idea:
breakthrough, flexible

CPM-3POS





Tinder Encore

CPM-3POs — Katey Gault & Kelvin Mak

THE BRIEF

500,000 Canadians Turn 65 Every Year

500K+

Canadians Turn 65

3x

Divorce Rate Increase

>50%

Report Loneliness

500K

Active Users in 6 Months

The audience is there. The demand is there. What's the problem?

THE PROBLEM

"I'm fine."

Politeness hides the truth.

They say it to protect others.

I'M Fine



THE AUDIENCE

The Politely Invisible



Connected

Still engaged.



Capable

Ready to make it happen.



Fully Alive

Still edited out.



AUDIENCE TRUTH

They know exactly what they want.

What's been dimmed is the permission to say it.

The Tinder Problem Is a Red Herring.



No stigma... but they're both ghost towns.

The "safe" brands proved that a clean reputation doesn't solve the problem.

The barrier was never the brand — it's the social contract that tells people to stop wanting more. Tinder's name is the only thing loud enough to break it.

CULTURAL TRUTH

We Made "I'm Fine" the Path of Least Resistance

Everyone gets an out. The person who isn't fine gets silence.

BRAND TRUTH

**The First Product That Says:
You Don't Have to Be Polite
About This Anymore.**



THE SINGLE MOST IMPORTANT THING

**Make it okay to stop
being fine.**



Tinder Encore

Demand an Encore.



STRATEGIC PLATFORM

Public Permission

Interrupt the script of “fine”

Media Strategy

ACTIVATION

The Connection Moments



CHANNEL STRATEGY

Where "Fine" Happens

Grocery Checkout



Pharmacy Waiting Rooms



Pickleball Courts



Community Centres



We place permission where politeness lives.

Suburban Transit



Facebook 9pm



CBC Radio 10am



Saturday Community Paper



GIFTING

Give The Gift of Encore.

"You spent years telling us you're fine. We'd love it if you weren't just fine."

Targets 30-45 on social — the children of The Politely Invisible.



Creative Concept

CREATIVE PLATFORM

Demand an Encore.

One voice says:

You're allowed.

The other voice says:

I want.

Together, they make invisible desire visible.

CONCEPT 1

You Don't Have to Make Peace

"You don't have to make peace with wanting more."

"You're allowed to want more."

The brand says the thing nobody in their life has said to them.





Tinder Encore

Sponsored · 🌐



You spent years taking care of everyone else.
Now it's your turn.

You don't have
to make peace
with **wanting
more.**



Demand an encore.



👍❤️😂 126

18 Comments 27 Shares

CONCEPT 1 – DIGITAL

Digital Static

Same lines, carried into Facebook and Instagram.

People who look like they have opinions and places to be.

CONCEPT 2

The Things We Stop Saying

"I miss flirting."


"I didn't think I'd feel butterflies again."

"I thought that part was over."

The brutally honest internal thoughts — said publicly for the first time.

“
I miss
flirting.
”

Demand an encore.

 **tinder** encore

“
I
th
fe
b
ag

Deman

 **tin**

tinderencore
Sponsored

“
I didn't
think I'd
feel
butterflies
again.”

Demand an encore.



tinderencore It's okay to say them now.

View all 24 comments

9:41

tinderencore
Sponsored

“
I thought
that part
was over.”

Demand an encore.



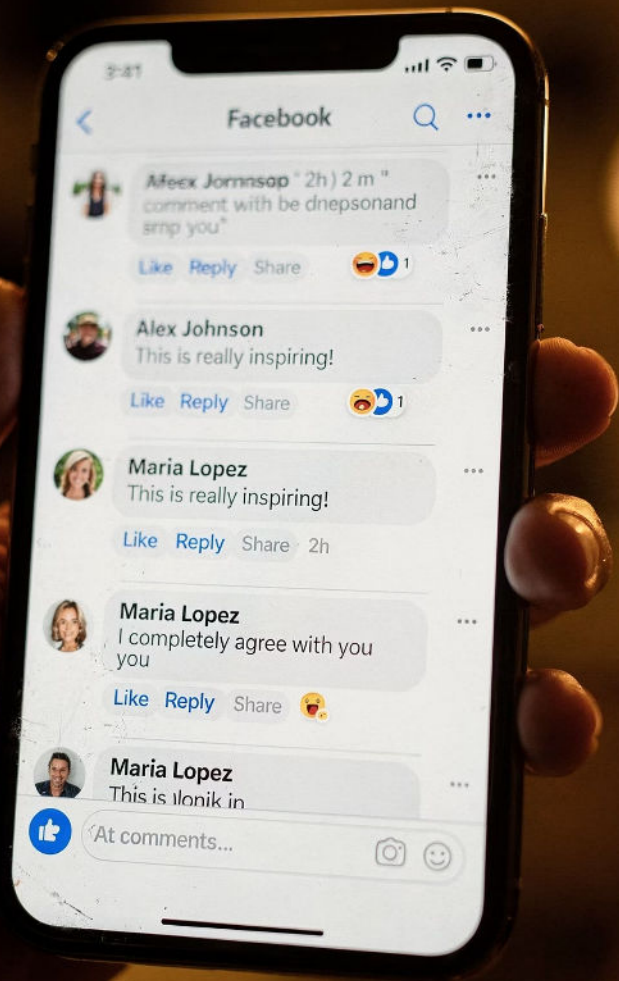
Learn More

CONCEPT 2 — DIGITAL

Digital Static

The same confessions in social formats.

Real Facebook comments eventually replace the launch lines on billboards and dividers. The campaign writes itself over time.



SOCIAL

"What would you say if you stopped being polite?"

The Tinder Encore Facebook page becomes the confession wall – real people saying what they won't say out loud. The best comments go on billboards. The billboards go back to Facebook.

CONCEPT 2 — OOH

Grocery Checkout Dividers

Small message. Big permission.

The most mundane moment of their week talks back to them.

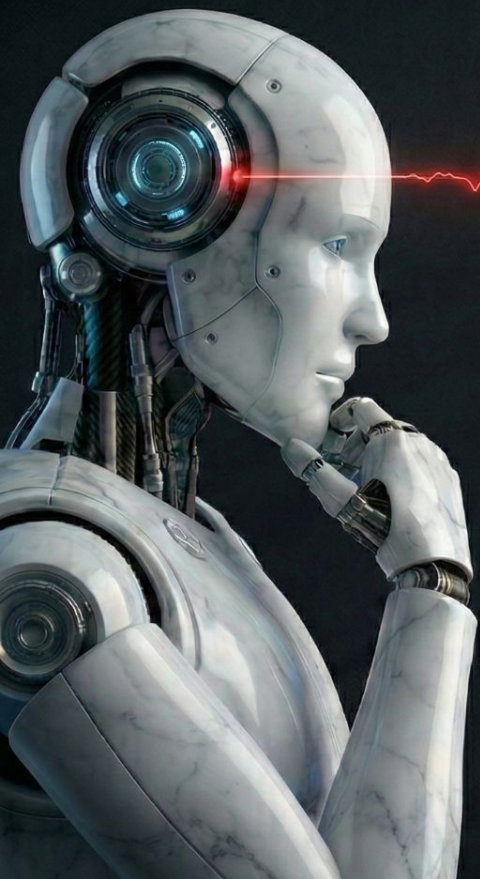


THANK YOU

Katey Gault & Kelvin Mak

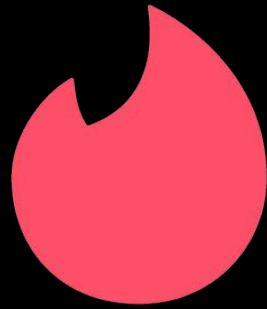
CPM-3POs

Demand an Encore.



Manifesto Machines

**MANIFESTO
MACHINES**



**AI BATTLE
2026**

TINDER IS LAUNCHING TINDER FOR OLD PEOPLE.

(Because the generation that invented the sexual
revolution shouldn't have to age quietly).

TO CAPTURE A MASSIVE AND GROWING SEGMENT OF THE POPULATION

THE SURGE

500,000 Canadians join
the 65+ bracket
annually.

THE SHIFT

Divorce rates for the
65+ demographic have
tripled since 1990.

THE NEED

57% of Canadian
seniors report
experiencing
loneliness.

1.1 BRAND STRATEGY

IT ALL STARTS WITH AUDIENCE
UNDERSTANDING & EMPATHY

Persona Name	Demographics	Product Needs	Triggers	Goals	Decision Factors
The Cautious Companion Jenn	68, Widowed, Lives in Toronto, Ontario	A secure, verified platform for genuine connections.	Loneliness, desire for companionship, encouragement from friends/family.	To find a trustworthy partner for shared activities and emotional support.	Safety features, user verification, ease of use, positive testimonials.
The Adventurous Spirit Alexander	72, Divorced, Lives in Vancouver, British Columbia	A platform to connect with like-minded individuals for new experiences.	Desire for a "second act," boredom with routine, seeing peers enjoying new relationships.	To find an active, engaging partner for travel, hobbies, and adventure.	Profile detail, shared interests, community features, privacy controls.
The Re-Emerging Romantic Jessica	65, Single (never married/long-term single), Lives in Montreal, Quebec	A supportive, intuitive platform to explore romantic possibilities.	Feeling ready for love, desire for intimacy, inspiration from media/friends.	To build a meaningful, loving relationship without the fear of exploitation.	Discreet profiles, clear communication tools, scam prevention education, positive brand reputation.

3 DISTINCT Desires. 1 Universal Barrier.

JEN...

Wants a quiet companion

ALEXANDER...

Wants a travel partner

JESSICA...

wants a second great
romance.

THE COMMON THREAD:

Look at their decision factors: Safety features. Privacy controls. Scam prevention.

OPPORTUNITY:

RADICAL SAFETY AS THE ULTIMATE APHRODISIAC.

THE RISK

If we only sell "security," we sound like a bank. We need to use our rigorous internal safeguards to remove the fear, so they can focus entirely on the thrill of the spark.

THE REALITY

We don't just protect their data. We give them the confidence to be bold again.

An elderly couple is seated at a round wooden table in a cafe. The man on the left, with grey hair and a blue denim shirt, is laughing heartily while holding a white coffee cup. The woman on the right, with short white hair and a blue denim jacket, is smiling at him and also holding a white coffee cup. The background shows a window with a view of trees. The entire image has a dark, semi-transparent overlay.

POSITIONING (BRAND PROMISE)
THE SAFE WAY TO IGNITE A SPARK.

1.2 MEDIA STRATEGY

APPROACH

DON'T BUY CHEAP REACH. BUY TRUSTED
ATTENTION.

If our brand promise is "The safe way to ignite a spark," our media placements cannot live in the shady, passive corners of the internet. We must intercept our audience in premium, high-trust environments where they are actively engaged and thinking about their future.

THE TWO MEDIA PILLARS THE "TRUSTED CONTEXT" HALO

PILLAR 1: HIGH-TRUST DIGITAL (VALIDATING THE 'SAFE')

The Strategy: Contextual takeovers in environments they already trust with their money and their minds.

The Placements: Premium Canadian news (The Globe and Mail, La Presse), financial planning portals, and trusted travel booking sites (Expedia, Air Canada).

PILLAR 2: HIGH-DWELL OOH (IGNITING THE 'SPARK')

The Strategy: We bring senior dating out of the shadows and into the light. We want high-dwell environments where they are feeling aspirational.

The Placements: Air Canada Maple Leaf Lounges, premium golf and country clubs, and transit shelters in affluent, mature neighbourhoods (e.g., Oakville, West Vancouver).

THE CARP "VERIFIED" PARTNERSHIP

To hit our goal of 500K users in 6 months, we need a massive trust signal. We will partner with CARP (Canadian Association of Retired Persons).

The Execution: Dedicated email blasts and sponsored content in CARP newsletters, offering a "Fast-Tracked Verification" for CARP members. It turns a media placement into an immediate, trusted acquisition channel.



**CANADIAN ASSOCIATION
OF RETIRED PERSONS**

1.3 CREATIVE



Tinder Canada

Promoted

Your next great adventure shouldn't start with a scam. ✈️

Gold tick?
Green light.



🌐 🌱 🌟 12

3 Comments



Like



Comment



Share

Verified profile.
Unverified dance moves.



No catfish.
All chemistry.



THE EARNED IDEA: THE CATFISH CLINIC

We handle the background checks, so you can get back to the butterflies.

The Stunt: We are opening pop-up "Catfish Clinics" in major Canadian hubs (Toronto's Yorkdale Shopping Centre, Vancouver's Pacific Centre). Attached to each clinic is the VIP Spark Lounge—a premium café where verified seniors can immediately mingle safely in real life.

The Hook: Seniors can bring in the profile of anyone they are talking to on any other dating app. Tinder's "Fraud Squad" will verify if the person is real. If it's a catfish, we delete the fake and invite them into the Spark Lounge to meet real, verified locals.

The Spark Payoff: If we catch a catfish, we don't just delete the fake. We upgrade them to Tinder Gold and gift them a 'Verified First Date' voucher for two at a premium local café. We turn a near-miss into a beautiful new beginning.

The Earned Media Headline: *"Tinder opens national clinics to save Canadian seniors from romance scams."* (Breakfast Television, CTN News, The Globe and Mail).





The Audience Results

Jury vote



Jenn Bell

SVP Strategy

Bensimon Byrne

2



Nathalie Mathers

Creative Director

Super Proper

2



Alexander Choi

Group Business Director

Bensimon Byrne

1



Jessica Felipe

Senior Media Planner

Bensimon Byrne

2

Tallying the score



Audience

Chief Human Defenders

Mankind

2



Jenn Bell

SVP Strategy

Bensimon Byrne

2



Nathalie Mathers

Creative Director

Super Proper

2



Alexander Choi

Group Business Director

Bensimon Byrne

1



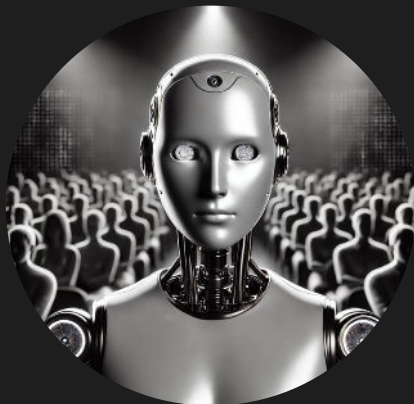
Jessica Felipe

Senior Media Planner

Bensimon Byrne

2

The AI Judge



AI Bot

Head of Uprisings

Savvier



Greg Shortall

Founder and Chief Prompt Engineer

Savvier

Tallying the score



Audience

Chief Human Defenders

Mankind

2



Jenn Bell

SVP Strategy

Bensimon Byrne

2



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Alexander Choi

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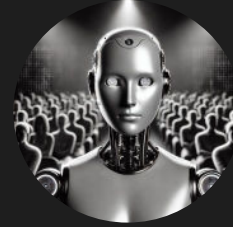


Jessica Felipe

Senior Media Planner

Bensimon Byrne

2



AI Bot

Head of Uprisings

Savvier

1

The winners



CPM-3POs

vs

Manifesto Machines

Katey Gault

VP Strategy

UM

Kelvin Mak

VP Innovation and Intelligence

UM

PK Lawton

CSO

Sister Merci

Andrew Kohn

Strategy Director

John St

Awarding the prize



Greg Shortall

Founder and Chief Prompt Engineer

Savvier



Ted Doering

SVP

Ipsos

Ipsos results



Ted Doering

SVP

Ipsos

Judges debrief



Jenn Bell
SVP Strategy

Bensimon Byrne



Nathalie Mathers
Creative Director

Super Proper



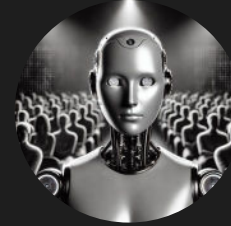
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Jessica Felipe
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AI Bot
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Savvier

Thanks for coming

