# Hinge launches ‘No Ordinary Love 2.0’ series on Substack, blending real dating stories with book clubs



Hinge has unveiled the second instalment of its innovative 'No Ordinary Love' brand platform, a project designed to celebrate the nuanced realities and unexpected turns of genuine love stories. This latest iteration pairs five contemporary writers, including Upasna Barath and Hunter Harris, with couples using the app to retell pivotal moments in their relationships. By exploring these narratives from various perspectives, the campaign aims to offer an intimate glimpse into the early stages of dating, where excitement often mingles with self-doubt and uncertainty.

In an era where digital dating dominates, Hinge's initiative seeks to resonate specifically with Gen Z users, employing a five-part weekly series on Substack to encourage a more open-minded approach to romantic connections. Jackie Jantos, the president and chief marketing officer at Hinge, explained, “Substack has become a place for meaningful discussions about dating and relationships, so bringing No Ordinary Love to the platform felt like a natural fit.” She emphasised the importance of creating stories that align with the interests and preferences of today’s daters, highlighting how flipping between the partners’ perspectives can illuminate the complexities of early romantic interactions.

The campaign goes beyond digital engagement; it is also set to culminate in a tangible anthology. A limited-edition hardcover book will be produced in collaboration with Dazed’s in-house creative agency, Dazed Studio, and will be distributed to select book clubs in New York and London starting June 2025. This printed collection aims to foster community engagement and introspection among readers as they gather to discuss the stories, reinforcing the idea that love is a multi-faceted journey best shared and explored together.

Jamie Knowles, managing director at Dazed Studio, shared insights into the creative process behind the campaign, noting a desire to challenge prevailing dating narratives and nurture a space for authentic storytelling. He remarked, “With this next iteration of No Ordinary Love 2.0, we had the opportunity to pull from our extended creative community to shape a campaign that feels deeply cultural, personal, and refreshingly real.” This approach is particularly relevant in the current landscape, where many individuals express a yearning for deeper, more meaningful connections amid the often superficial nature of online dating.

Furthermore, the campaign is set to extend its reach this summer through collaborations with BookTok creators and out-of-home advertising initiatives. By marrying the digital and physical realms, Hinge aims to spark conversations that resonate with a broad audience while maintaining a focus on the individual experiences that shape romantic relationships today. Through this multifaceted approach, Hinge seeks not only to highlight authentic stories of love but also to foster a sense of community amongst its users, encouraging them to navigate the complexities of dating with openness and curiosity.

As modern romantic relationships continue to evolve, the success of initiatives like 'No Ordinary Love' may reflect a growing desire among daters to connect on a more profound level—one marked by honesty, vulnerability, and the rich tapestry of human experience.

### Reference Map

* Paragraph 1: Sources [[1]](https://www.thedrum.com/news/2025/05/12/hinge-explores-refreshingly-real-dating-with-substack-series), [[2]](https://www.thedrum.com/news/2025/05/12/hinge-explores-refreshingly-real-dating-with-substack-series), [[3]](https://www.thedrum.com/news/2025/05/12/hinge-explores-refreshingly-real-dating-with-substack-series)
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## Bibliography

1. <https://www.thedrum.com/news/2025/05/12/hinge-explores-refreshingly-real-dating-with-substack-series> - Please view link - unable to able to access data
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