



Tiffany Haddish Wants Men to Change It Up This Valentine's Day

February 8, 2018

- *New Groupon survey shows that a majority of Americans do the exact same thing for Valentine's Day year after year*
- *Nearly 80 percent said that sharing an experience after dinner with their partner is the key to having the perfect Valentine's Day*
- *Top experiences that participants said they'd like to try included: attending a concert, getting locked in an escape room, touring a cultural attraction and taking a cooking class*
- *Seven out of 10 people said they expected to get some action with their partner after a successful Valentine's Day date night*

CHICAGO--(BUSINESS WIRE)--Feb. 8, 2018-- On the heels of her successful [Super Bowl commercial](#) encouraging people to use [Groupon](#) to save money and support local businesses, actress and Groupon spokesperson Tiffany Haddish tells men to change it up this year in Groupon's [new Valentine's Day ad](#) titled "Date Night."

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Actress and Groupon spokesperson Tiffany Haddish tells men to change it up this year in Groupon's ne ...

Actress and Groupon spokesperson Tiffany Haddish tells men to change it up this year in Groupon's new Valentine's Day ad titled "Date Night." (Photo: Business Wire)

While more than 80 percent of us plan to celebrate with our partner on February 14, a majority of us do the same exact thing year after year. In addition, one out of four people describes these traditions as boring, according to a new Groupon survey of 2,000 Americans.

So what's the fix? Nearly 80 percent of respondents said that sharing an experience after dinner with their partner is the key to having the perfect Valentine's Day. The top experiences that participants said they'd like to try included: attending a concert, getting locked in an escape room, touring a cultural attraction and taking a cooking class.

"Valentine's Day is coming up fellas, so I'm going to give y'all some advice. Ladies don't want the same old thing. We want our men to get creative. Let's do an exotic trip for two somewhere; let's get a couple's massage; let's get locked in an escape room; let's get weird," says Haddish in the new Groupon spot. "And with the money you save, you can still get her those same flowers!"

The survey, conducted by market researchers OnePoll and commissioned by Groupon, also found that while many Americans Valentine's Day traditions have grown stale over time, people are actually excited for the holiday. Eight out of 10 people don't dread February 14 and seven out of 10 participants said they expected to get some action with their partner after a successful Valentine's Day date night.

"Date Night" will run on television as well as popular online video and the over-the-top media platforms through February 14. [O'Keefe Reinhard & Paul](#) handled the creative for spot and supporting social and video campaign content and [Blackwood Seven](#) is handling the media buy.

Groupon and Tiffany have put together a number of ideas to help you and your partner change it up this Valentine's Day with unbeatable date night activities and experiences, massage and spa packages and restaurant offers. To view the full collection, please visit <https://www.groupon.com/occasion/tiffany-haddish>.

About Tiffany Haddish

Tiffany Haddish is quickly establishing herself as one of the most sought-after comedic talents in television and film. Haddish was recently seen starring in Universal's *Girls Trip* alongside Jada Pinkett Smith, Queen Latifah and Regina Hall. *Girls Trip* had the highest opening for an R rated comedy in the past two years and VanityFair.com called Haddish "the funniest woman alive." She will next be seen starring alongside Tracy Morgan in the new TBS show, *The Last O.G* and recently wrapped production alongside Kevin Hart for Universal's *Night School*. She most recently released her memoir "The Last Black Unicorn," which made the New York Times best-seller list. Additionally, Haddish is breaking barriers and became the first black female stand-up comedian to host *Saturday Night Live*, which she did this November, coming off the success of 2017 and *Girls Trip*. Upcoming projects she is currently developing include *Limited Partners* for Paramount which she will executive produce and star in and *The Temp* for Universal which she will star and serve as executive producer on as well.

About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

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