

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Trampoline Park

Business Objective: Get 200 new customers in 30 Days

Funnel: Via Instagram Ads

(Read Ad -> Click Link -> Book Slot)

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Main Target Audience
 - Fitness enthusiasts seeking fun alternatives to gym workouts
 - Demographics: Age 20-40, mixed genders, fitness-focused, regularly attends gyms or fitness classes.

- Psychographics: Disciplined and health-conscious, often open to trying new workout formats. Typically seeks variation in fitness routines to avoid workout fatigue.
- Other possible target audiences
 - Young professionals looking for financial effective and engaging workouts
 - Demographics: Age 25-35, working in demanding jobs (e.g. finance, marketing, tech).
 - Psychographics: Interested in staying fit but has limited free time and needs efficient workouts that won't feel like a chore.
 - Social fitness seekers (extroverts) who value community and love to attend group classes
 - Demographics: Age 20-30, enjoys group fitness classes or workout groups.
 - Psychographics: Highly social, finds motivation in group settings and prefers workouts with a social component.
 - Adventure-hungry individuals
 - Demographics: Age 18-35, enjoys outdoor activities, adventure sports, or extreme workouts.
 - Psychographics: Seeks adrenaline and unique, high-energy physical activities.
 - Health conscious parents looking for family-friendly activities
 - Demographics: Age 30-45, parents focused on both personal fitness and family activities.
 - Psychographics: Values health and wellness for the whole family; seeks ways to incorporate fitness into family time.

2. Where are they now?

- Scrolling on Instagram
- Current Levels
 - Pain / Desire: 4/10 ~ Fitness enthusiasts looking for variety in their routines do experience some pain or desire for alternatives to their standard workouts. While they aren't necessarily seeking out trampoline parks as fitness solutions, the repetitiveness of gym routines (like treadmill sessions or weight machines) may leave them open to fun and innovative options. Right now, however, this desire isn't likely to be active enough for them to search specifically for trampoline parks for exercise.

- To amplify pain, emphasise on the pain and boredom of going to the gym.
 - To boost desire, highlight the amazing time customers will have in the trampoline park rather than the gym.
- Belief in the solution: 6/10 ~ Fitness-focused individuals are often aware of high-intensity, nontraditional workouts (e.g., CrossFit, aerial yoga, boxing) and might reasonably believe that trampolining offers a good cardio workout. However, they likely view it as more of a recreational activity than a fitness solution, given limited exposure to the potential fitness benefits of trampolining. Awareness of its calorie-burning and low-impact cardio benefits is likely super low, but they might be open to trying it with some educational support about its effectiveness.
 - To increase belief in the solution, use statistics. “Burn 298 calories running for 30 minutes... or jump and burn 372 calories (25% more cal) in 30 minutes?”
- Trust in the brand (Amped Trampoline Park): 0/10 ~ Amped Trampoline Park is less well known than Bounce Singapore, which means limited brand awareness and thus, limited trust. Fitness enthusiasts are often more willing to try new brands if they're recommended by friends, influencers, or credible fitness sources, but Amped may currently lack the brand equity to immediately attract this trust. Until Amped can differentiate itself as a fitness-friendly, quality experience, fitness enthusiasts are likely to perceive it more as a recreational brand than a trusted fitness destination.
 - To increase trust in the brand, a Facebook ad in the form of a video can be made to showcase the facilities and children with their families enjoying the facilities, as well as positive customer reviews and maybe brand partnerships with fitness influencers.
 - To win over customers from competitors, USPs such as unique facilities, pricing packages and location can be highlighted in the video.
- Pain Points
 - Boring, old and monotonous gym routines: Lack of motivation
 - Limited social engagement
 - Joint and impact concerns (especially for running)
 - Time constraints: Unable to fit high intensity and effective workout sessions into their schedule
- Dream State
 - Maintain or improve physical fitness in an engaging way
 - Have fun during workouts

- Avoid burnout from repetitive routines
- Social and supportive environment
- Efficient and effective workouts that maximise results
- Amazing reviews
 - “Staff were super understanding, courteous and helpful. The place was great too.”
 - “Meticulous attention to safety (safety briefings)”
 - “Good organization of crowds”
 - “Very fun and enjoyable”
- Poor Reviews
 - “Prices were too steep”
 - “There was some errors in my ticket redemption and the staff gave wrong and incoherent information, wasn't helpful in offering solutions and empathetic about the situation.”
 - “The trampolines were way too crowded meaning we spent a lot of time waiting for our turns to jump.”

3. What do I want them to do?

- Stop Scrolling -> Capture their attention
- Read the Ad
- Click the link with the intention to book a jump session
- Book a session

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

Ad Description:

Tired of being a grown-up? 😞 Unleash your inner child at BOUNCE!

🙌🙌 Book now for a fun-filled experience that gets better every time!

<https://bounceinc.com.sg/>

- ✓ EPIC moments of fun-fuelled awesomeness
- ✓ EPIC memories with friends & family

Book now: bounceinc.com.sg

Ad Video:

Video showed families and kids having fun at Bounce and trying out the different activities like trampolines, zip lining, low obstacle courses etc.

Ad CTA:

Unleash Fun with BOUNCE! 🎉 -> Book Now

Ad Landing Page:

PROGRAMMES AND TICKETS



BOUNCE
FREE SPIRITS UNLEASHED

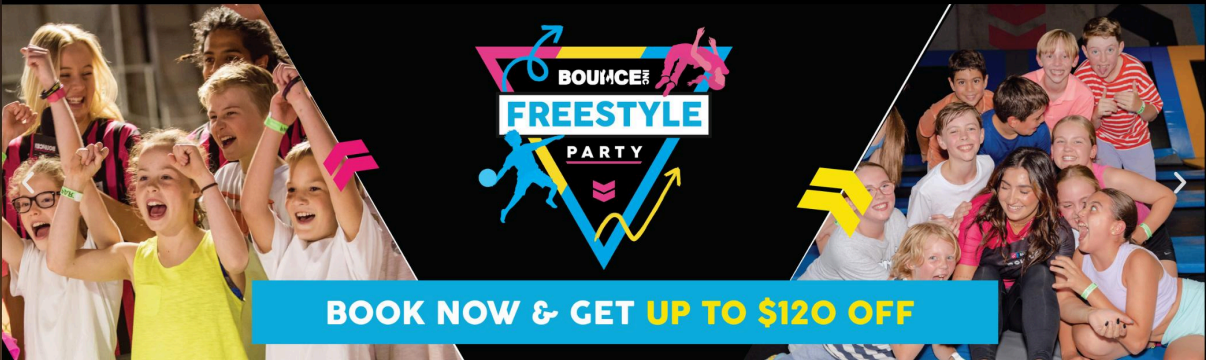
PROGRAMMES ▾

GROUPS & PARTIES ▾

TICKETS & PRICES ▾

WHERE ARE WE? ...

BOOK NOW



BOUNCE
FREESTYLE
PARTY

BOOK NOW & GET UP TO \$120 OFF

BOUNCE IS A PLACE WHERE YOU CAN HAVE FUN, LEARN NEW SKILLS AND EXPRESS YOURSELF. WE ARE PART OF THE GLOBAL FREESTYLE MOVEMENT INSPIRING YOU TO MOVE, CONNECT AND DEVELOP AS PART OF OUR BOUNCE TRIBE.

OUR VENUE OFFERS AWESOME ACTIVITIES FOR EVERYONE, FROM PRE-SCHOOLERS IN OUR JUNIOR JUMPER AREAS LEARNING THE FUNDAMENTALS OF MOVEMENT, TO FREESTYLE ATHLETES TAKING ON OUR X-PARK ADVENTURE CHALLENGE COURSE.

- Ad Description

- Attention grabbing hook (Tired of being a grown up?)
- Emotional appeal (Unleash your inner child at BOUNCE!)
- Highlights pain point
- Offers a solution
- Mention benefits to be gained (Having fun + Making new memories with family)
- Ad Video
 - Hooks the target audience in by showcasing the fun they're missing out on
 - Promises a fun filled experience the target audience won't regret signing up for
 - Clear demonstration of dream state
 - Bright and contrasting colours used
- Landing Page
 - Banners with attractive offers — "4 Bouncers pass: Book now and get up to \$120 off!" & "5 Session multi visit pass is now only \$100!"
 - Increases desire and trust — Backgrounds depicting children and families having a blast
 - Establish a sense of connection and community with target audience — "...place where you can have fun, learn new skills and express yourself...move, connect and develop as part of our BOUNCE Tribe."
 - Emphasis on inclusivity — "Our venue...for everyone, from pre-schoolers...learning the fundamentals of movement, to freestyle athletes...X-Park adventure challenge course."
 - Multiple passes to choose from — A roll of visit passes aimed at different groups of people and needs (Timings, Session Length, etc.)
 - Shows location clearly so customers know where to find them — Map
 - Aesthetics — Use of bright colours and attention capturing design and graphics
 - Key Benefits
 - Having fun
 - Flexible jump passes
 - Opportunity to socialise and interact with others
 - Inclusivity

DRAFT

Hook

Burn 298 calories running for 30 minutes... or jump and burn 372 calories in 30 minutes?

Ditch the treadmill. Hit the trampolines. Feel the calories bounce off!

Book your first jump session NOW





Ditch the
treadmill

Hit the
trampolines

Feel the calories bounce off

298 cals

30 minutes



372 cals

30 minutes



OR



Body Text

Run for 30 minutes and burn **298 calories**...or jump on our trampolines for 30 minutes and burn **372 calories**?

What if we told you the most fun workout of your life is just a bounce away?

What's up gym bros (and gals), We know the grind never stops. But guess what? Getting a 6 pack doesn't have to mean staring at the same gym walls, completing the same reps and running the same distance every day. Why not mix it up... with some JUMP time?

Why Trampolines are an *awesome* addition to your routine:

1. **Burn those calories without hating life** — Burn 25% more Calories than running on the treadmill. Yes, you read that right. No sweaty gym grind, just fun!
2. **Low-Impact, High Intensity** — All the sweat, none of the knee pain. Perfect for when your joints need a break but you're still in beast mode 💪
3. **Social Flex** — Ever taken a group gym selfie? Us neither. Try a trampoline crew selfie and make your gym buddies jealous *wink*
4. **Most Supportive Community** — Surround yourself with fellow fitness lovers who cheer each other on and keep the energy high. You're not just joining a workout; you're joining a team. 🤝
5. **The Feel Good Factor** — Endorphins, adrenaline, and pure fun, all rolled into one. Bring on the vibes!

Here's How it Fits YOUR Routine:

A 30-minute session is all you need for a high-intensity cardio blast. No time wasted, just fast results in an energizing environment that'll have you coming back for more.

"I thought trampolines were just for kids until I tried Amped... now I'm hooked! I was tired of the same old gym routine and wanted something fresh that still felt like a real workout. Amped delivered! I left sweating buckets after my jump sesh. And the best part? My knees don't ache the way they do after a run. It's intense, low-impact, and SO much fun. I'm seeing it as my go-to cardio alternative. Defo can't wait for my next jump session!" ~ Emily S.

No more dragging yourself through boring old routines. It's time to jump into your new favorite workout!

Book your first jump session today and get 50% off. (Pssst...Hurry! Spots are filling up *fast*.)

Facebook Ad (Running since 31 Oct 2024): [Here](#)

Landing Page: [Here](#)