

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Trampoline Park

Business Objective: Get 200 new customers in 30 Days

Funnel: Via Facebook Ads

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

WINNER'S WRITING PROCESS

1. Who am I talking to?

- Main Target Audience
 - Working professionals who are stressed and seeking stress relief
 - Demographics: Age 25-45, mixed genders, employed full-time in demanding fields such as finance, tech, healthcare, or law.
 - Psychographics: Highly career-focused, often feeling overworked and overstressed. They value wellness and mental health but

struggle to make time for it due to busy schedules. What sets them apart from fitness enthusiasts is these working professionals might be slightly interested in fitness and working out, but it isn't a huge priority for them and is often overlooked; their main priority is working and their job.

- Other possible target audiences
 - College students under academic pressure
 - Demographics: Age 18-25, students in college
 - Psychographics: Stressed from academic pressures, exams, and future career planning. They value mental wellness and are drawn to fun, physical outlets to relieve stress.
 - New parents looking for “Me-time” stress relief
 - Demographics: Age 25-40, new parents juggling family life with work.
 - Psychographics: Stressed from balancing childcare, household responsibilities, and work. They feel mentally and physically drained, and thus need a break.
 - Remote workers looking for a change of environment
 - Demographics: Age 25-50, remote employees or freelancers.
 - Psychographics: Struggle with isolation, long hours at home, and feeling mentally drained from working in the same space every day.

2. Where are they now?

- Scrolling on Facebook
- Current Levels
 - Pain / Desire: 4/10 ~ These professionals definitely experience stress and understand the need for an outlet. However, they typically turn to more conventional methods like working out at the gym, yoga, or quick getaways to manage their stress levels. They may not yet see a trampoline park as a go-to option for stress relief. Because the connection between trampoline parks and stress relief is unconventional, their desire is relatively low right now. They aren't actively searching for trampoline-based stress relief solutions, so to capture their interest, we need to bring their stress into focus and create the connection that bouncing could be a unique, effective release.
 - To amplify pain, highlight the mental stress these working professionals are facing.

- To boost desire, emphasise the fun factor: Compared to boring meditation and cranky yoga, trampoline parks are actually *fun*.
 - Use terms like “mental escape”, “brain breaks” and “productivity resets”
 - Emphasise convenience and time efficiency: Show them where they can fit jump sessions into their schedules
- Belief in the solution: 3/10 ~ Many adults may still associate trampoline parks with children's play rather than with stress relief or mental wellness. While they may be open to unique stress-relief activities, the idea that a trampoline park can provide serious, beneficial relief likely feels unfamiliar or even a bit of a joke. The belief in trampoline parks as stress relief is currently low, around a 3/10.
 - To increase belief in the solution, highlight endorphin release and stress reduction benefits.
 - Showcase before / after results of overstressed working professionals.
 - Showcase a video in which adults have fun on the trampolines
 - Use a tagline in the video like "Who said jumping is child's play? Adults do it better (and higher)."
- Trust in the brand (Amped Trampoline Park): 1/10 ~ Since Amped Trampoline Park is a less well known and thus less popular brand compared to more established competitors like Bounce, trust levels are very low. If the target audience hasn't heard of Amped, they will need reassurance that this is a safe, enjoyable, and high-quality venue. In addition, given that our target audience (at 25-45 years old) typically seeks out reputable brands, branding and credibility needs to be built.
 - To increase trust in the brand, a Facebook ad in the form of a video can be made to showcase the facilities and kids and adults alike having the time of their lives, as well as positive customer reviews.
 - To win over customers from competitors, USPs such as unique facilities, pricing packages and location can be highlighted in the video.
- Pain Points
 - High stress
 - High risk of burnout — For overstressed working professionals, continuous workplace stress can lead to feeling deeply fatigued, detached, and as a result, their work quality slips. It reduces motivation and creativity, but most importantly, lowers productivity in the workplace (the very thing they dread). Not only is work performance affected, but also personal and mental well-being.

- Lack of time for regular exercise and leisure because their work and their career is their top priority and thus they tend to leave working out on the back burner. Besides, even if they did have some time to knock out a workout, they'd prolly be too exhausted due to work
- Difficulty finding activities that let them fully disconnect from work
- Dream State
 - Stress-free
 - Let loose and relax
 - Improved work life balance
 - Seeking a mental break (Ideally, in short, low commitment and easily accessible sessions)
 - Looking to have fun
 - 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

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

HOW TO

DE-STRESS



Meditate



Yoga



Go to the gym



Trampoline Park



HOW TO



DE-STRESS



Meditate



Yoga



Go to the gym



Trampoline Park

50% OFF your first jump session!


Body Text

Work stress killing you? Looking for a fun way to de-stress? Start bouncing away on our trampolines NOW!

Let's face it — you're *drowning* in deadlines, emails, and Zoom calls. Your stress levels are higher than your coffee intake, and you deserve a break.

You've tried every de-stressing hack on YouTube...

😴 Boring Meditation? Nah, thanks.

 Cranky Yoga? Too much zen, too little fun.

 Working out at the gym? Right...and leave sweaty and sore.

But sometimes, you just need a little bounce to feel alive! 🌈 Why sit still when you can jump, laugh, and leave your stress mid-air?

Here's Why You NEED a Trampoline Escape:

- You don't have to see your boss' face
- You'll get a well deserved break from endless meetings and difficult colleagues
- Quickest way to let go of workday tension
- You'll feel waaay lighter after just a few minutes
- Boost your mood instantly
- Reset your energy levels from 0 ~ 100
- Return to work refreshed, recharged and ready to get more work done

The Science Stuff behind Trampolines:

- When you jump, your body releases endorphins — the natural "feel-good" hormones known to reduce stress and improve mood.
- Research shows that the rhythmic, up-and-down motion of jumping helps engage both mind and body, creating a calming effect similar to the benefits of meditation.
- Trampolines are a quick mental and physical refresh— something that's hard to achieve with traditional workouts or meditation alone.

We adults all over are rediscovering the thrill of trampolines for a reason: they work.

Ready for the ultimate brain break?

Life's too short to de-stress by sitting still. Book now and discover why grown-ups are ditching the "serious" stuff for some real fun! 🎉

"Amped is my new go-to stress buster! I was skeptical at first—work has me so drained, I didn't think anything could help me relax. But just 30 minutes here left me feeling recharged and lighter. Who knew bouncing around could be such a powerful mental

reset? No meditation or yoga ever made me feel this good this fast! Plus, it's way more fun than staring at a screen or stressing over emails. Definitely coming back to add a little more joy to my routine. Highly recommend it if you need a break that's actually fun!" ~ Alexander J.

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

Let loose and relax NOW

P.S. We get it — time's tight. Mark my words, a quick 30 minute session can do wonders for your mood and energy. Just enough to escape the grind, reset, and get back to work feeling refreshed tomorrow :)

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

Landing Page: [Here](#)