

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

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**Business Type:** Airlines

**Business Objective:** Get more attention

**Funnel:** Via FB/meta ads

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## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

People who want to travel in summer holidays

### 2. Where are they now?

a. Scrolling through FB

Current levels :

1. Pain/desire : 4/10 ,thinking about going to holiday but not actively looking for tickets
2. Belief in the idea : 5/10 ,Open to going for holiday but not planning a trip
3. Trust - 2/10 , very low

Current state:

1. Dont have any holiday plans for summer

2. Want to find a way to spend summer
3. Available to travel

Dream state:

1. Exploring a new city
2. Good cabin crew service
3. Cheap and affordable rates
4. Extra offers

### 3. What do I want them to do?

1. Stop scrolling and read ad
2. Click on the website to see if the price offers and ticket is good for them
3. Book a ticket

### 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?

#### I. Stop scrolling and read ad

- a. Demonstration of dream state
- c. Very high quality of picture place with good architecture , sunset lighting for mood , symbol of company , Highlight opportunity to experience dream state (affirmative tone eg: Enjoy summer in enchanting cities
- e. Professionalism showing in the picture through quality
- D. Noticeable symbol of company with contrasting colors

#### II. Click the link with the intention to look for tickets and eventually book if it suits them:

1. Take off to iconic cities this summer with Emirates Holidays and immerse yourself in captivating cultures.:
  - a. Give a vivid description of dream state whilst plugging in company
2. Book your holiday with a deposit of just AED 9 and enjoy flexible payment options and bonus Skywards Miles.
  - a. Offering product with many offers of different types
  - b. Offering miles program to help regular customers / help people who already intend to fly with this company

Reference ad

<https://www.facebook.com/ads/library/?id=987011353427156>

## DRAFT

Body text :-

Highlighting Dream state : Embark on a journey to renowned destinations this summer with Airlines holidays and immerse yourself in enchanting experiences ,Secure your holiday booking with a minimal deposit of only AED 10 and benefit from flexible payment plans along with bonus Flight points .



“Very well looked after from boarding, in flight service, entertainment etc. by a friendly, attentive and helpful cabin crew. Highly recommended.” - Mr. Michael L.

Book ticket here ----> Book now