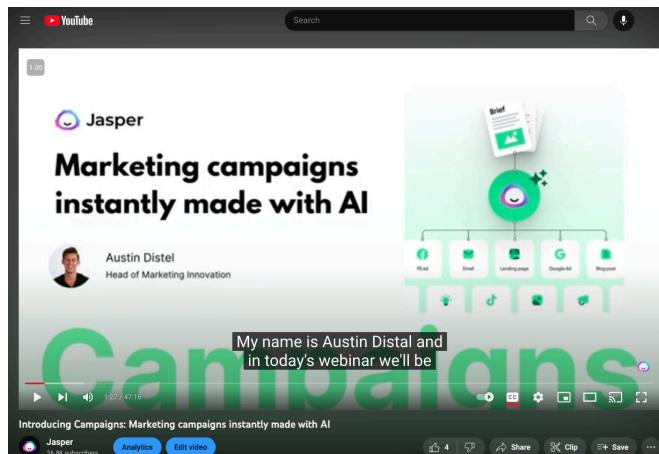


# Jasper Campaign Brief Template:

## Example: Going's fictional Black Friday Deal

The campaign brief below is an example for demonstration purposes to showcase how to make an effective Campaign Brief. This example is *not a real campaign*, and we received permission from our customer Going.com to use them as an example.

>> [Watch this webinar training recording to see Jasper Campaigns in action](#) <<

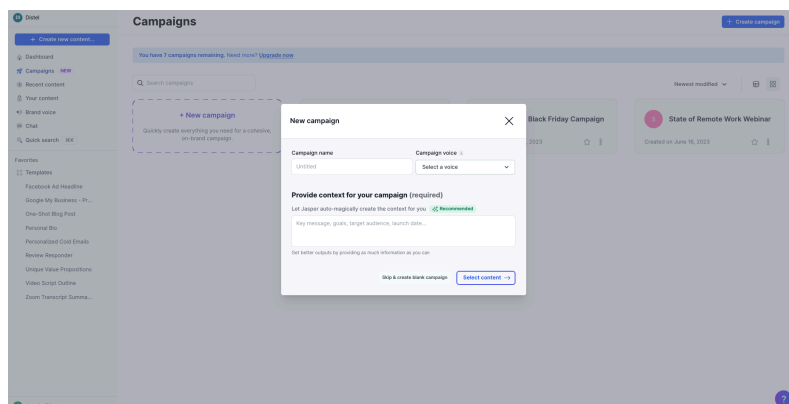


## How to use this template:

**Step 1.** Make a copy of this template by going to File > Make a copy

**Step 2.** Read the example & comments to understand what to write for yourself. Then replace the placeholder text with your own Campaign Brief.

**Step 3.** [Sign up / Log in](#) to Jasper > [Create New Campaign](#) > Copy & paste this Campaign Brief (Upload coming soon) > Select marketing assets > Generate content in seconds 👍



## Company:

Going - <https://going.com>

A travel content service that helps adventurous people see the world at a fraction of the cost by notifying you when flight prices in your city are significantly cheaper than usual.

## Product: Premium Membership

Meet the travel membership that saves you hundreds on flights. When flight prices drop, we let you know. Get email notifications of cheap flights out of your airport to destinations around the world. Premium Membership is just \$49/year.

## Features and benefits:

- Less for flights. More for everything else.  
Save an average of \$200 on domestic flights and \$550 on international. A Going deal always prioritizes nonstop or one-stop flights on full-service airlines with easy layovers.
- Be the first to know when prices drop.  
Not only do you get even more deals, you get them days before Limited members. This means better discounts, more dates to book, and getting it before it's gone.
- Airline's loss. Your win.  
When airlines mess up, they mess up big. Mistake Fares are rare but can save you up to 90% off flights. Don't just book it, book it—these deals don't last long.

Premium members get notified on cheap domestic and international flights.

## How [Going.com](https://going.com) Works:

1. **Start with your airport.** Choose US departure airports like your biggest airport, closest airport, and maybe even your parent's.
2. **Watch the deals roll in.** We keep a close eye on airfare to over 900 destinations around the world. When the prices drop, you know.
3. **Then book it.** With flight details, booking links, and timeline estimates, all that's left for you is to say, "Let's go!"

### Audience:

Warm audience who knows of Going but has not yet purchased.

Young Millennials who enjoy an adventurous lifestyle that desire to travel the world and choose their destinations spontaneously. They are frugal and often seek savings. Sometimes they are solo travelers, some are looking for Honeymoon or family vacations trips.

## Social proof:

- Loved by over two million travelers
- As seen on: Good Morning America, The New York Times, and The Today Show

- "Thanks for the info on the Denver to Rome flight for \$346 last November. At that price, I was able to turn my individual adventure trip into a super-cool family trip with my wife and two daughters."  
Thomas P, Member since 2017

## Offer:

Black Friday deal get 50% off Going Premium and Elite memberships! Get alerts of cheap flight deals for just \$24/yr. The physical membership card is a perfect gift for friends & family at Christmas as a "stocking stuffer". Get one for yourself and one as a White Elephant or Secret Santa gift. Save 50% on all memberships.

## Call to action:

Premium membership is normally \$49/yr, but for Black Friday save 50%!  
Buy a premium membership for just \$24/year and get one free!  
Available for a limited time at <https://www.going.com/premium>.  
Offer ends Monday, November 27th at midnight.

## Urgency / Scarcity:

72 hours only! This offer ends on November 27th at midnight PST.

## Guarantees:

Most Going deals are 40-90% off normal prices with great itineraries from the best airlines. If it's not an amazing deal, we won't send it. Save an average of \$200 on domestic flights and \$550 on international. A Going deal always prioritizes nonstop or one-stop flights on full-service airlines with easy layovers.

## Internal Campaign Notes:

### Stakeholders on team:

Scott, Brian, Derek

### Timeline:

Friday November 25th - Monday November 29th

### Marketing Budget:

\$1M

### Campaign Goals:

Get 100,000 new Premium members