

City Lights Restaurant

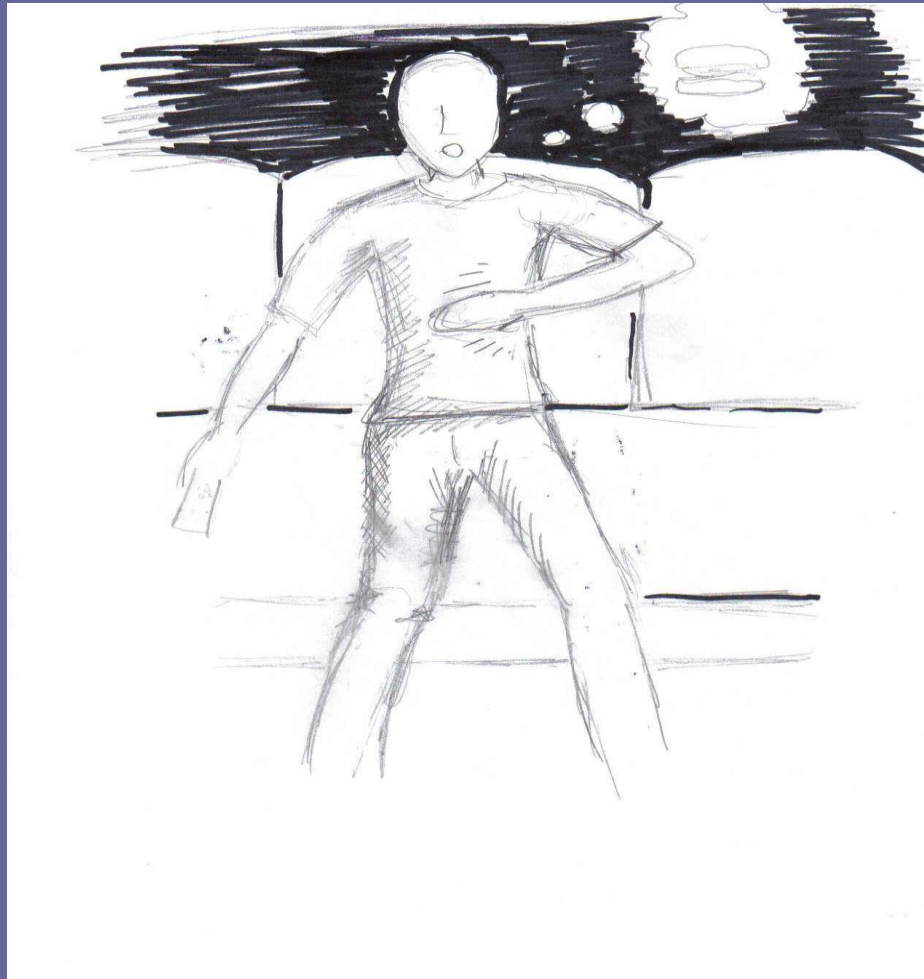
“Our Lights are *Always* On!”

Introduction to Campaign

- Exigence
 - 24-hour restaurant: “City Lights Restaurant”
- Audience
 - Monmouth College Students
- Overall Goals
 - I want to attract students and introduce them to an easy alternative to eating out.
 - I want to build an experience for students, build a certain environment.
 - Lastly, I want to build a consistent clientele who keep coming back (loyal customers).

Goals/Timing

- Goal: My goal of this message is to make my restaurant relate to Monmouth College Students.
 - Hungry College Student
 - No where to eat in Monmouth
 - Pleased with City Light's hours
- Timing: This commercial would air within the first week students returned to campus.



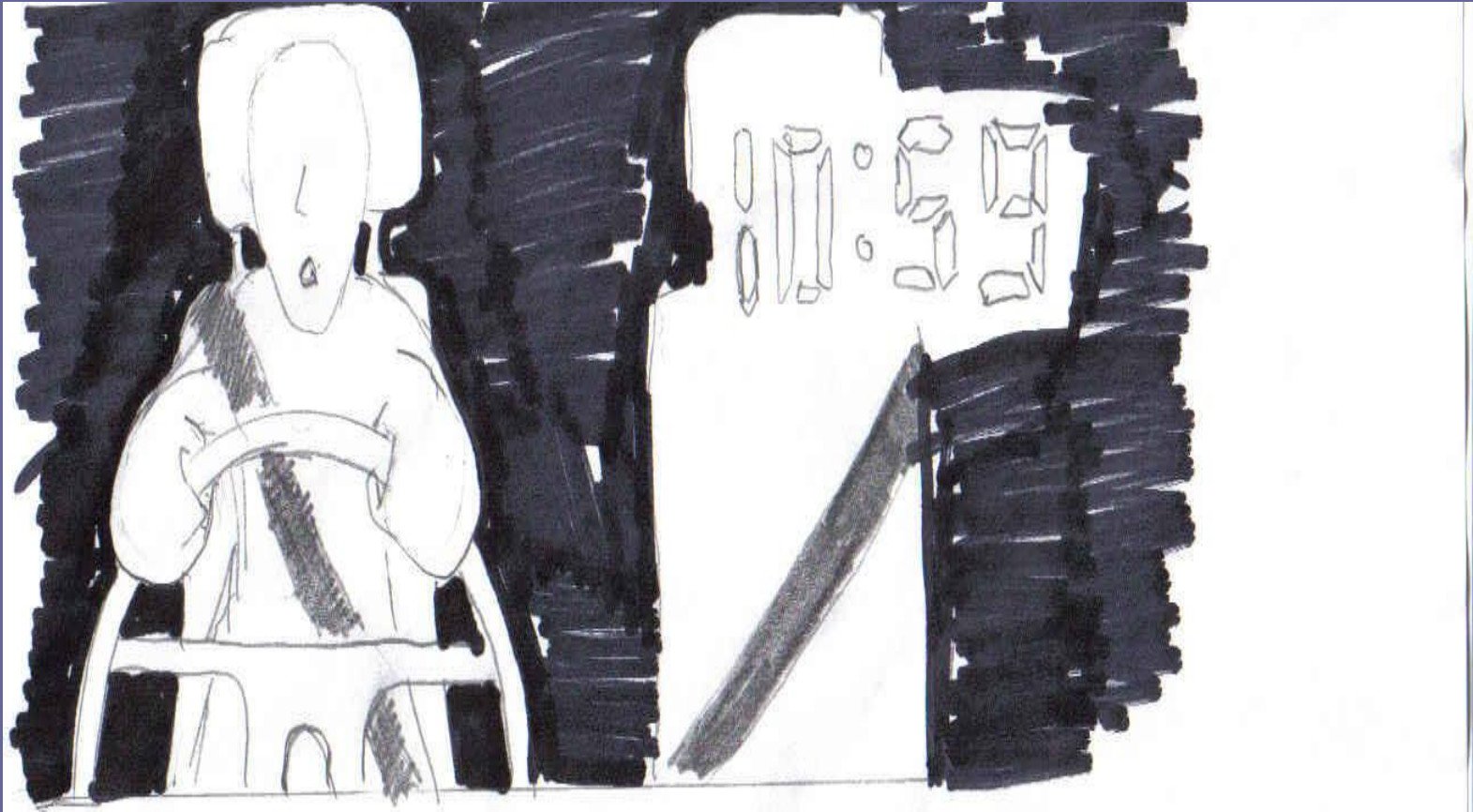
- Music will be playing, college student flipping through TV channels, thinking about food.



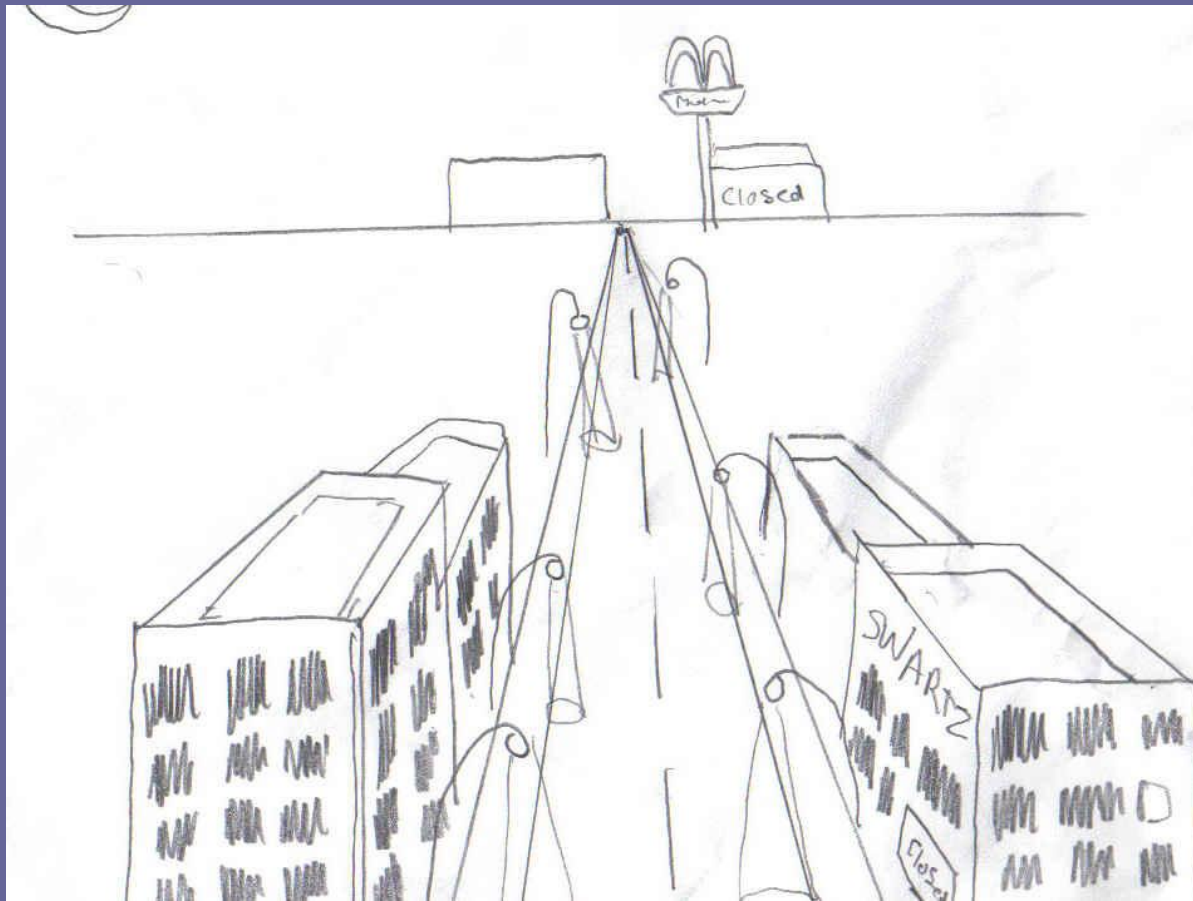
- College student checks his watch and realizes it is already 10:55 at night. He hopes he can make it in town.



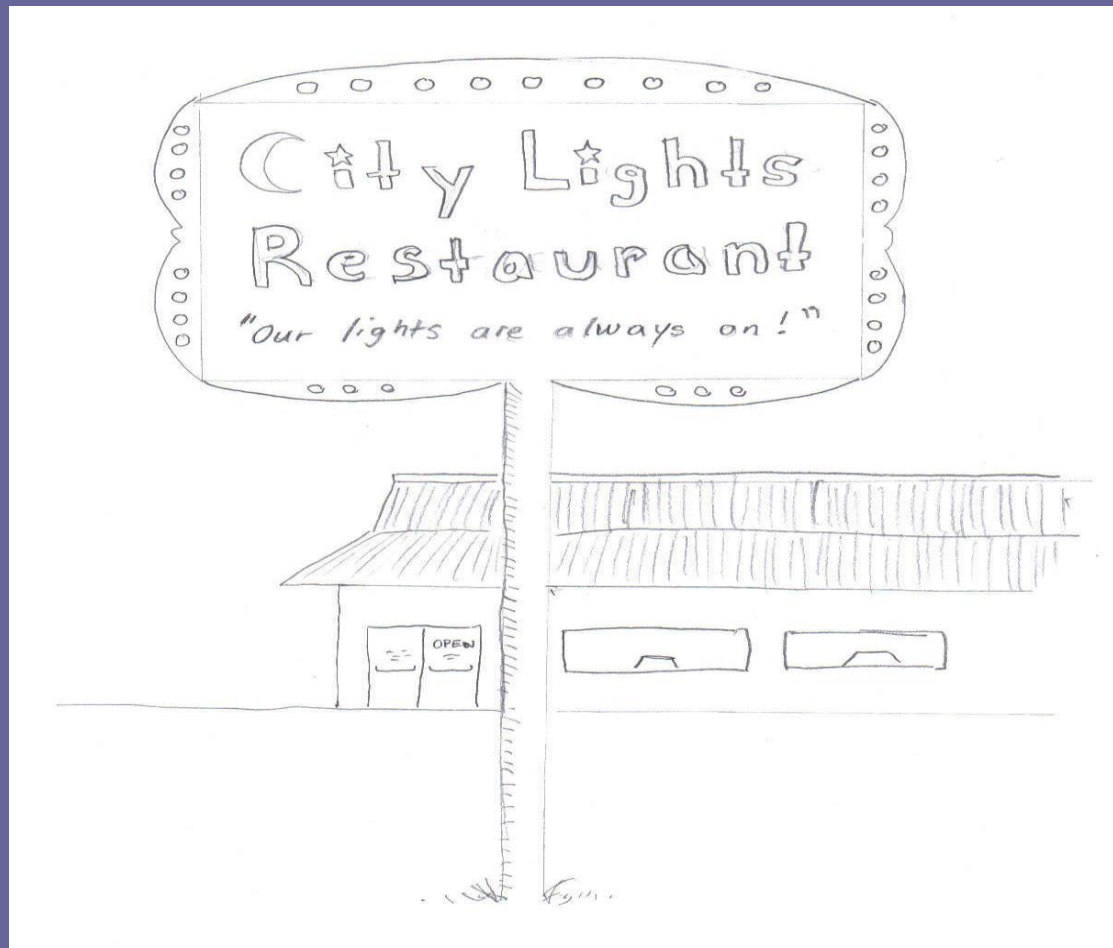
- College student sprints to his car so that he can get to a restaurant before 11:00 when they all close!



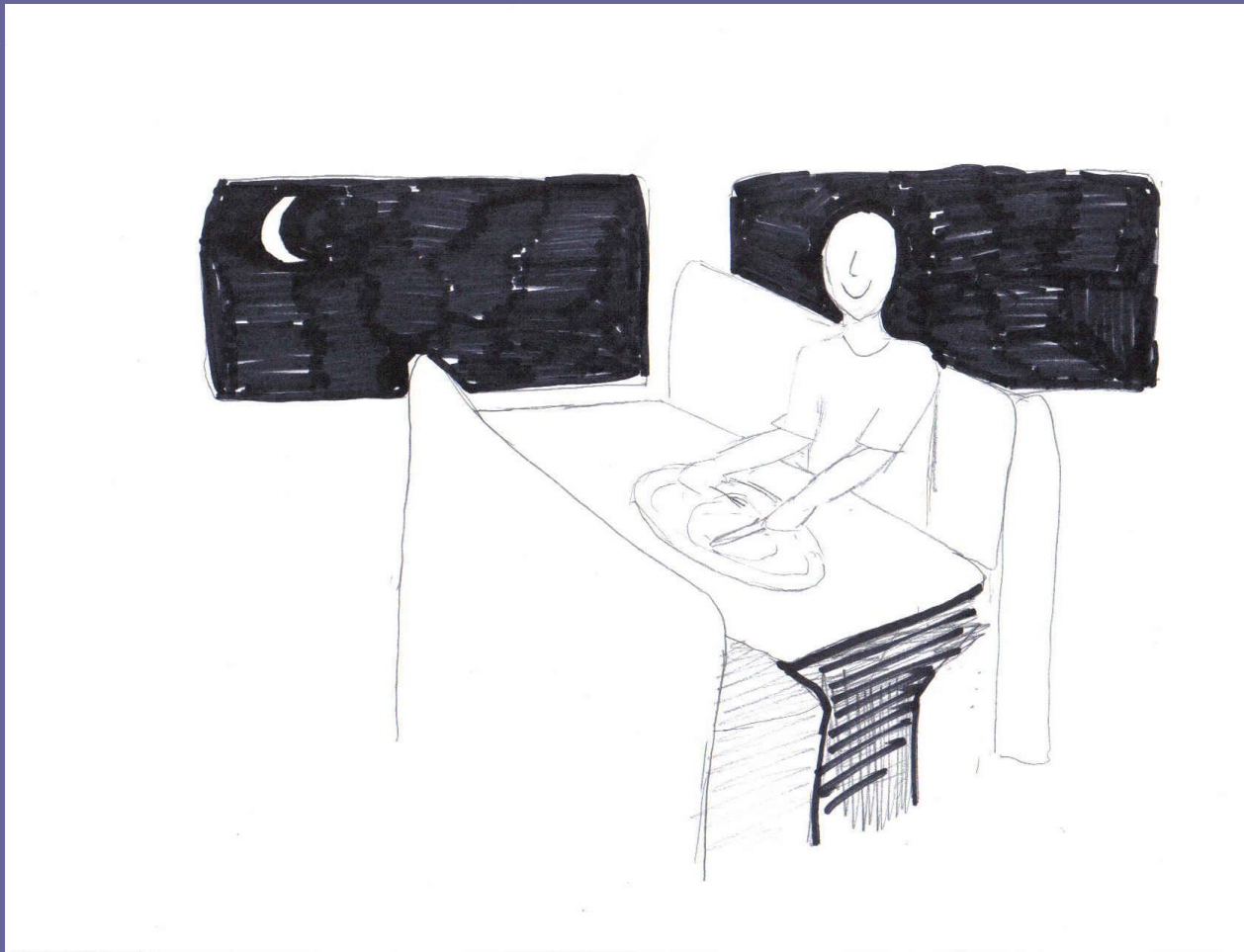
- College student drives as fast as he can and realizes he only has one minute left to make it to town!



- This frame would be a view of Monmouth and all of the building lights would be turned off and closed signs would show in the windows.



- As all of the towns lights turn off, The City Lights Restaurant sign would illuminate the sky to show that they are still open.



- The last frame would be the College Student enjoying a hearty meal at City Lights Restaurant with a huge smile on his face because he gets to eat a late night meal.

“City Lights Restaurant....

Where Our Lights are *Always* On”

Appeals/Tactics

- Vividness
- Repetition
- Scarcity
- “The Granfalloon” will come in later messages.

Related Theories

- Elaboration Likelihood Model
- Identity Emotive Model

City Lights Restaurant

“We have an open door policy”

