



City Lights Restaurant

The Persuasive Campaign Plan

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CATA 339: Persuasion
27 April 2006**

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Section One: Topic, Exigence, Goals

Topic/Exigence

For my persuasive campaign, I have chosen to bring a 24-hour full service restaurant to Monmouth Illinois. Since Monmouth is a college town, college students are always up late studying, or are out late doing various activities. Since most students in college do not go to bed until late hours, their desire for food kicks in around midnight or perhaps earlier. Unless students want to travel the twenty minutes to Galesburg Illinois, they settle by eating unhealthy food to satisfy their cravings, or go hungry until the campus cafeteria opens for breakfast in the morning. I am hoping that at least fifty percent of the college campus visits my restaurant and then spread the word to other students and Monmouth residents. Overall, my goal is to bring a 24-hour restaurant to Monmouth so college students have a place to dine, and other members of the community can enjoy the benefits of a new restaurant

Goals

The ultimate goal of my campaign is to attract customers to my 24-hour restaurant and become a first choice place when students are deciding where to eat. Although my goal sounds simple, it can be very complex. People are very passionate about their food, and I do not want my restaurant to be an “option.” I want students to realize that my place should be the only place that comes to mind when they are hungry because I will have the best hours, the best food, and the best customer service available. When assessing my goals, I also have to realize that there may be multiple outcomes along the way. The first outcome may be that at first my restaurant is busy because my place will be new to the town and everyone wants to experience the excitement. The next outcome may be that my restaurant slows down after students are in their schedules and their pockets become less full do to the nearing of the end of the semester. This is an important outcome to take with full advantage. This is where the rational model of persuasion can come into play. The model is shown like this:

Beliefs + Values/and or Motives= Attitude → Behavior

I need to change their attitude or motives about prices of food and the fact that they “think” they cannot afford to go out every once and a while to eat with friends. Like I previously stated, going out to eat is an American “ritual.” People have been eating at diners and fancy restaurants for decades. People do not just go for the food and do not just go for the price. Rather, people go to *sit down* restaurants for the experience, and for the chance to be in good company. After I have positively changed their attitudes by presenting a campaign that focuses on the experience they will have by going out to eat, my next goal will be to keep a customer. Although 50% of Monmouth College Students may try my food at anytime, I need to focus on *keeping* customers so that they come on a regular basis. If I can build a steady cliental, they can spread my business around by word of mouth. To recap, first I want to attract students, secondly I want to convince

them that coming to a restaurant is about the experience, and lastly I want to keep my customers and build a growing cliental.

Section Two: Audience

General Overview of Audience

In general, the 24-hour restaurant in Monmouth targets college students since they are here nine months out of the year and will take full advantage of the late night hours. College students are always up the latest and are always looking for food to put in their growing bodies. Although they are not in Monmouth during the summer time, high school kids also like to have a place to hang out and have a place to bring dates. I am also aware that many families like to go out to dinner after church on Sunday's so my new restaurant would help to attract families. I am not worried about my main audience leaving for the summer because the community will also enjoy my restaurant's food. Besides the point that college students leave for the summer, the other nine months they are hungry all of the time. As a college student, I know that there are nights I am up studying until three in the morning and I would love to have a cheeseburger or a hotdog to eat. There are also other times where my friends and I want to hang out and eat, but we can only order pizza and sit in our rooms. College students would take full advantage of a 24-hour restaurant because they are constantly on the go.

Characteristics

1. Attitude towards a 24-hour restaurant

The general attitude of college students toward food is a positive attitude. All college students know that without food, humans grow weak, tired, and grumpy. If someone would walk into any college students' room, they would be able to detect bundles of food on shelves, in the refrigerator, and even on their floor. Food is so critical to make the body function that everyone needs to eat food everyday and multiple times a day. As far as how central a student's attitude is toward a new 24-hour restaurant in Monmouth, they value a sit down place to be with their friends, to relax and to enjoy a good cooked meal.

2. Attitude toward relevant behaviors and message purpose

Although many students may be in favor of a 24-hour restaurant, they may not be motivated enough to come in and eat. The idea of a new restaurant in town will bring about a lot of buzz and excitement, but then the students will start to reconsider their financial situations. The reason fast food businesses flourish is that they are cheap and quick. A sit down restaurant brings about uncertainty of price and uncertainty of how long they will be there. Some people like the quick and cheap route, while other students would prefer to sit down with their friends and enjoy a warm meal. I feel that as soon as one group started going to their "designated" restaurant, others would follow.

3. Relevant audience beliefs

The audience will know little about my restaurant in the beginning, but at some point in their life, the majority of college students will have eaten at a 24-hour restaurant. They know that 24-hour restaurants are convenient and always open. What they do not know is the different prices of the restaurant, the quality of the food, the customer service, and the length of stay. As long as a first group is *willing* to try a new restaurant, others will soon follow, which is also called the “bandwagon effect.” What the audience will not know at first is that the restaurant is targeted towards them and that prices will reflect how much an average college student can afford. They will notice upon first visit, that the food is great and the price is even better! Going into a sit down restaurant, most people think that the food will be on the pricey end. In reality, my restaurant is one that people can afford at least every other week or on minimum, once a month. When people have preconceived notions, those thoughts botch the real element of my ideas. As long as they come in and see for themselves that the restaurant is manageable, they will most likely stick around to be constant customers at all hours of the night.

4. Relevant audience values and their saliency

College students really value friendship and a sense of belonging. Without friends at school, a student would pass by as an invisible being. Friendship and happiness brings about a positive attitude and a healthy way of living life. Most college students also value their health. Athletes and non-athletes are constantly in the Huff fitness center trying to keep their bodies in shape. College students are very aware that in their first year of schooling, weight is very easy to gain. With these ideas, my plan can fall into place. Now days, it is so hard to sit down with family and friends and enjoy a meal, especially with the odd hours the cafeteria offers. My restaurant will give students and families a chance to reconnect and enjoy a warm meal together. When friends and family sit down together, they ultimately talk for hours and form a bond. When most students and friends find that one restaurant that they can call “home,” they come back for meals all the time so they can also gain that sense of belongingness while enjoying a meal of their choice. Not only can they fulfill their need for companionship and that sense of belonging to something, they can also eat as healthy as they need to at any hour of the day.

5. Relevant audience needs and motives

The three essentials in a person’s life are food, shelter and water. As stated earlier, people need food to keep them energized, happy, and to make their brain and body function properly. Students are also motivated to do whatever is fun, and usually whatever everyone else is doing. A 24-hour restaurant can be the “new” place to hang out on weekdays and the place that friends meet to grab some food and to study together. Students usually are motivated to do anything when food is involved since we are constantly on the go and burn

calories quickly. When their stomachs start aching in the middle of the night for food they are motivated to go to any extremes to settle their hunger pains. Having a convenient restaurant open at all times will motivate students to take a quick walk down the road to grab a bite to eat and see familiar faces.

6. Reference groups for this audience

The most obvious reference group I can think of would be upperclassmen. All of the sophomores and freshmen are always looking to see what their senior friends are doing or where their older sorority sisters are going. If the upperclassmen really enjoy my restaurant, then incoming freshmen will hear about my place as soon as they go to school and they will know that my place is where everyone else goes. Another reference group would be individual teams, like the cheerleaders or the soccer teams. Teams always stick around each other, especially when they are in season, and they are always looking for places to eat together. Other college students look up to distinctive teams on campus because they represent Monmouth College as a whole and they are the leaders. When new freshmen come to school, they are very concerned with forming a right identity and making friends with the right people. Upperclassmen and sports teams are usually the most distinctive crowds to pick out of a campus.

7. Situational variables

When planning my message campaign, I have to realize that my product solely relies on reputation and income factors. The best time of year to campaign my restaurant is right when college students get back from school. This time is most appropriate because the students have a full bank account, and they are used to having a variety of food from home. If students get hooked on my restaurant at the beginning of the year, then they will be customers throughout the whole year. If I wait to launch my campaign during the end of first semester, students have tons of homework at this time and their bank accounts are running low on funds. Targeting them in the beginning of the year is key, before they have time to realize that they can survive without another restaurant. Of course, there are some limits on my campaign and timeliness. Since students are just coming back to school, they are more willing to experience many food places. They will not want to settle with one restaurant in the beginning because they want to see what else is in the town to make sure they are getting the best food and the best price. Also, if I campaign too heavily right away, students might be scared off and think that my restaurant is not getting enough business and they may make assumptions with my place. Overall, I expect that launching my campaign in the beginning will introduce students to the pros of a 24-hour restaurant, and begin to build a solid cliental.

8. Mental sophistication

I think that my audience will have a lot of experience with this issue. Younger crowds and couples are very accustomed to eating out with friends and going to restaurants for an easy date. With my particular restaurant, they will not be as informed, but with restaurants in general, students get excited to go out to eat. Since many students come to Monmouth from Chicago or from the suburbs of Chicago, they are accustomed to having an abundance of restaurants around them. Going out to eat is an American ritual, one that most Americans are very familiar with doing.

Segments

1. Upperclassmen

Upperclassmen are the “role models” for the entire student body. The reasons why I chose to target this audience is for the following main points:

- They act as a expert group for my other segments:
Although they will not be experts right away with my restaurant, after being at Monmouth College for four years, they will be experts. Students, faculty and administration are always looking for a great recommendation from an experienced person. Upperclassmen will have eaten at my restaurant for all of their college years, and if they have not tried my restaurant, they will definitely have heard about my food and service from other classmates and then can relay the information. Upperclassmen will create buzz for my restaurant and will serve as a main group to help spread good information and suggestions about City Lights Restaurant. Word of mouth is one of the strongest forms of persuasion and an important idea to tackle as soon as possible.
- They act as initiators and role models for my other segments:
The upperclassmen act as “initiators” because they will have gone to City Lights Restaurant in previous years. When the new school year begins, they will venture to the restaurant and begin the cycle of brining new students to the restaurant also. People are usually willing to try something new as long as they have support from others. When the new freshmen or transfer students come to Monmouth, they try to feel out crucial information they need to survive on campus. The upperclassmen will already be accustomed to coming to my restaurant, so others will follow, thus creating the snowball effect.
- They support the “in group” for my other segments:
One of the strongest emotions people try to succumb to is the sense of belonging. There are so many organizations on campus and so many students join clubs, sports, and other activities. Students join activities so they can

belong to a significant group and feel welcomed and at home. The upperclassmen will create the sense of the “in group” because they will be regular customers at my restaurant. Since freshmen look to their older peers for direction and suggestions, they will want to follow the already set traditions of coming to City Lights Restaurant. Since most upperclassmen are in organizations with freshmen and transfer students, they will urge them to come to City Lights to try the great food and experience the wonderful service. Just like how most upperclassmen have set Wednesday nights as the “going out night” at Monmouth, freshmen have also picked up on Wednesday nights as the “going out night” because they followed the upperclassmen’s example. Since the new students look to their older peers for suggestions, they will quickly pick up on the idea that City Lights Restaurant is the only 24-hour restaurant in Monmouth and will follow the Upperclassmen there so they can also be part of the “in group.”

2. Freshmen

Freshmen are the most influential group out of all of my segments. They are new to college and are looking for mentors to follow. The reasons why I chose to target this audience is for the following main points:

- They look for mentors when they first arrive at school:
Just like how upperclassmen set the example for younger class members, these are the class members that follow by direction. Freshmen are the most naïve group when they enter college and they are desperate to learn the ropes of things as soon as they can. I know when I entered college I naturally was more timid around upperclassmen, but admired their every word because I knew they were experienced with the school and college life. When freshmen come to school, most join a sport, enter a fraternity or sorority or join a club where there are older members. Older members naturally like to take care of new students because they have great recommendations. Since they will listen to upperclassmen, they will follow them to City Lights Restaurant because that is where the “in group” goes and the restaurant is the only 24-hour restaurant in the area.
- They want to fit in and belong to a group:
Since freshmen are new and have to start over and get new friends, they are desperate to find friends as soon as possible. Knowing already that the upperclassmen will set the “in group” at City Lights, freshmen will want to go to the restaurant so they seem like they know how to fit in at school, and also go so they can meet new people. City Lights Restaurant will be the place where people gather after classes and after a hard night’s work of study. When a freshman goes to the restaurant, they can be sure that other classmates will be there too, and the groups who go to the restaurant will share similarities right away.

- They are willing to try new things:
Freshmen will be new to the college life and will want to try as many experiences as possible. Seeing that they will not have any preconceived notions about City Lights, they will want to try the restaurant because they will know that that it is the only 24-hour restaurant. They will be willing to try as many new things as possible until they find a place that they feel most comfortable at and can call “home.”
- They support my goal, “to keep a loyal customer”:
Attracting freshmen as soon as they get to school is a very important concept for my restaurant. If City Lights can attract Freshmen right away, they can implement coming to the restaurant in their routine and establish the restaurant as a hang out place. Since one of my goals is to attract and keep loyal customers, freshmen need to come to City Lights as school begins. When the group of freshmen become upperclassmen, they will then be the “expert group” and will be proven loyal by coming to my restaurant on a regular basis and provide their business to my restaurant.

3. People who are early risers

People who wake up early play a significant role in my campaign because they will take advantage of the early hours of my restaurant. The reasons why I chose to target this audience is for the following main points:

- They want wholesome food early:
Early risers are an important segment because they will want to utilize the breakfast menu. Although breakfast food will be served all day at City Light’s, this segment will mainly eat the eggs and will want a wholesome meal. Since the cafeteria does not start serving fresh eggs until 8:00 am, this segment will have the option of coming into my restaurant prior to classes if they want a warm and filling meal. Breakfast is the most important meal of the day because this meal helps to start your metabolism early and regulate your digestive system. With the help of this segment, other students may want to wake up and enjoy a hearty breakfast at City Lights too.
- They take advantage of my early hours:
Early risers will take advantage of my service by utilizing the early hours the restaurant will be open. Since City Lights is a 24-hour restaurant, no matter what time the early riser needs to wake up, they can be assured that a fresh meal would be waiting quickly down the road. I will need people to come to my restaurant at all hours of the day so I can have a steady flow and so my restaurant stays in business. This group will help fulfill the early hour time slot.
- They bring a constant flow of customers:
I will be reassured that customers will come at all hours of the day. Since early rises wake up early, they also probably go to bed early. They will not

bring a flow of people to my late hours, but they will bring a constant flow to my early hours, which are important also. I want City Lights parking lot to seem full or constantly changing so people will be eager to try my restaurant too.

4. People who stay up late

People who stay up late will fully take advantage of my 24-hour restaurant and they may be the most important segment for my campaign. The reasons why I chose to target this audience is for the following main points:

- They are willing to pay for my services:
The people who stay up late are the most desperate group. This group stays up late because either they have homework, or they have been out all night. When a persons last meal was at 6:00, by midnight they are naturally hungry again since their last meal was six hours ago. Since no other restaurants are open late at night, this group is willing to go to extremes to get some late night food. Although City Lights Restaurant will not be expensive and will be aimed towards the college student, students still will be willing to pay for my services. Students become extremely desperate for late night food around finals when all of their food in their room has run out, and when they are up until all hours of the night studying. At this specific time of the year, the late night students will be willing to pay for food other than canned food.
- They take advantage of my late hours:
Since this segment of students stay up late, they are eager to find places that serve food which also stay open late. Since City Lights is a 24-hour restaurant, the late night segment will come during the late night hours. This segment ensures that my restaurant will stay busy throughout the day and not die out at nighttime. College students constantly complain about being hungry late at night and having to eat junk food. Since my restaurant will serve hearty and provide healthy meals, they will be more eager to come to City Lights. This segment is also important because they help keep the restaurant open. If there was not a need for a late night restaurant, then I would lose money, but since 24-hour restaurants are so scarce in this area, students will be eager to come and have a meal at City Lights.
- They are thankful and loyal:
Maybe one of the most important and enjoyable characteristics of this segment is their loyalty. Late night eaters are mainly desperate for food at night because they have eaten such a long time ago. With them knowing that City Lights is the only restaurant open late, they will be loyal and appreciate my services. Appreciative customers are wonderful because they will refer other students to come to City Lights and enjoy a meal too. As I stated earlier, word of mouth is one of the most powerful tools of persuasion among

students, and loyal customers cannot wait to share their favorite places with their friends.

5. People who are health conscious

People who are health conscious are very meticulous eaters and rarely eat at fast food chains because of the lack of nutritious food. The reasons why I chose to target this audience is for the following main points:

- They like to have options:
Health conscious people do not have many options for eating healthy at Monmouth College. In the cafeteria, there is little protein offered to students and no one knows the health facts to meals. My menu would include a “healthy” preference where health fanatics could have an option of low-carbohydrate bread, substitutes for potatoes and other fatty foods, and have low-fat options for deserts as well. There would be a special part of the menu that shows the different health options and substitutes a person could choose to make their meal healthier if they choose. Since some health conscious people stay up late at night too, they usually do not have any options of food to eat besides canned food or pizza. Since neither option is healthy, they will appreciate my health conscious menu and utilize their options at City Lights.
- They bring in a new crowd of people:
The health conscious segment is also important so they can inform other health conscious students of my menu. Many physically fit people choose not to eat out regularly because restaurants give no health facts or healthy alternatives for their meals. This segment will help inform other healthy students that City Lights has made a special attempt to help them continue their healthy diet and promote fitness.
- They are loyal customers:
The health conscious segment will also be loyal customers because they are used to a healthy routine. When the health conscious segment realizes that they can continue a healthy lifestyle at City Lights, they will become a more loyal crowd and continue to come back to City Lights. I want to make sure that all types of people will come to City Lights and make people aware that although my restaurant requires people to eat out, they can maintain their lifestyle.

Section Three: Promotion

Identity

1. Themes: My campaign will have the main slogan of the following sentence, “City Lights Restaurant, where our lights are *always* on!” I want to focus on the idea that my audience can consider City Lights as a dependable restaurant, and a place that they know will always be open. Although that is my main slogan, there will also be many slogans throughout the entire campaign. Listed are the following slogans and themes:

- **Back to School:** “Consider us your home away from home!”
 - Freshmen
- **Football Season/Sports:** “We are cheering for your business!”
 - Monmouth College Students
- **Relaxation:** “Relax, Let us do the work!”
 - Late Night Students
 - Health Conscious Students
- **Valentine’s Day/ Romance:** “We *love* to keep you happy!”
 - Monmouth College Students
- **Family:** “There’s nothing like a home cooked meal!”
 - Freshmen
- **Spring:** “Spring into City Lights where our service is constantly blooming!”
 - Early Risers
- **Loyalty:** “Serving you since day one!”
 - Upperclassmen
 - Freshmen

2. Symbol: While my campaign is running, there will be a constant image of a city skyline with skylights pointing down on the city. The words “City Lights Restaurant” will appear on all of my messages and embrace the idea that the restaurant is open 24/7. The colors red, black, and yellow will be used to show power and stability.



3. Motives: In order for my campaign to be successful, I have to motivate Monmouth College students to come to City Lights Restaurant. With each of my themes, I will have incentives for them to come to City Lights and encourage students to participate in my promotional events.

- **Back to School:** For the back to school theme, my company will participate in Freshmen Walkout and hand out free picture frames and offer a 10% discount on their bill with Monmouth College ID. These incentives will attract new students and make them eager to try out my restaurant.
- **Football Season/Sports:** For the football season, I am offering a free meal as part of the football raffle drawing. I am not only motivating students to become involved with their schools sports, I am giving them incentive to receive a free meal.
- **Relaxation:** For the relaxation theme, I will target students who stay up late and offer them late night specials. By offering them late night specials, I can guarantee a constant flow of people at nighttime so my late night hours are not a waste.
- **Valentine's Day/Romance:** For Valentine's Day, I am having a contest to see who can write the best jingle or poem. The winner will receive a free dinner for two on Valentine's Day. Students will be motivated to participate in this event because Valentine's Day can become an expensive holiday and with a free meal, they can focus on other aspects of their sweetheart.
- **Family:** For the family theme, I am offering half off prices for entrees (full meals). Since most students will be running low on cash around midterms, I want to ensure that I will still get their business so I will offer MC students discounts to come to my restaurant before spring break. I will focus on family because most students will be homesick by that time.
- **Spring:** For my spring theme, I will be motivating students to come to City Lights by offering punch cards where you buy five breakfasts and receive the sixth breakfast free. I am using this incentive because when people have cards, they feel like they belong to something special and I want to continue to have their business. Sometimes in the spring, sales at restaurants slow down because college students are running low on cash. I want to ensure the students that although their pockets may be short stacked, they can still eat affordably.
- **Loyalty:** For my loyalty theme, I will be offering graduates 25% off of their entire bill on graduation day. I want to use this incentive because most families go out to eat after graduation and since Monmouth already had so

many restaurants, I want to make sure I am giving my customers the best deal they can get while having my restaurant still making a profit.

4. Values: The main value of my campaign is getting Monmouth College students to realize that spending time with friends is irreplaceable and that belonging to a group is what most college students strive to achieve. The sense of great customer service and a good meal is important to students, but belonging to a group of people, who for example, go to City Lights regularly, is far more important. When students are older, they will not remember what they ate, but they will remember whom they ate with and the experiences they shared with friends. I want Monmouth College students to not only enjoy the food at my restaurant, I also want them to enjoy the experience of being with friends.

Credibility

- **Establish Trust with the Audience:** In order for my audience to trust me as a business owner and to trust that there will be good service at City Lights, I will hire experienced workers. By having an experienced wait staff, my audience will always be able to count on good service and a friendly environment. My chefs will also be experienced and be able to make wonderfully prepared food. If I treat my customers like royalty, they will trust that I am trying to build a relationship with them and not just take their money. By making each trip to City Lights an “experience,” they will trust that they can come to my restaurant and act as if they were at home. There will be friendly and quick service, well-prepared meals, and a familiarity level between employees and customers. Our home is our customers’ home. In the service business, the customer is always right and my restaurant will really focus on building relationships with customers so they can count on great service and we can trust that they will come back in the future.
- **Establish Confidence with the Audience:** I plan to establish confidence with the audience by presenting my employees and myself in a professional manner and by giving constant service. My wait staff will all have their hair neatly pulled back with manicured nails. They will wear red fitted polo shirts and black pants/capris to work everyday. The way someone presents themselves is important because appearance shows that we care about our customers so they should care about us too. I will be confident in the way my employees look and the professionalism they will use with each customer. I will also build confidence with my audience by focusing on consistency. My employees will be consistent in their appearance, service and manners. By having consistent employees, I will be confident that every customer will enjoy their visit and I will be confident they will return in the future.
- **Establish Identification with the Audience:** I will establish identification with the audience because I will be a young owner of a hip restaurant. My prices will reflect that I understand college students are on a strict budget. My hours will reflect that I understand college students have a hectic schedule and no matter what time of day it is, my restaurant will be open to support their needs. My wait

staff will also be able to identify with the audience because some of my workers will be college students themselves. Workers are the main path to the audience and they will work on being friendly and work on creating a perfect experience for each customer. Everyone has had a good or bad experience at a restaurant and my waiters will understand that professional and friendly service is the utmost important aspect of serving. By identifying with my audience, they will feel welcomed and feel at home so they will continue to come to City Lights.

Case Building

To understand my audience fully, I have to acknowledge that each segment will have different resistances to why they do not want to come to my restaurant. In the following section of this persuasive plan, I will outline the different tactics and arguments I will use to create a mental change in each of my segment audiences to make them come to City Lights Restaurant.

- **Upperclassmen:** Upperclassmen may not want to come to my 24-hour restaurant because they are the busiest segment of my audience. Most are looking to graduate and they will not have enough time to eat out for their meals. Also, since they are older, they realize the importance of saving money to become independent once they graduate. I developed two messages to help create mental change among upperclassmen, which are a radio announcement (Appendix 16) and a flyer (Appendix 15). Using the following tactics and arguments, I am hoping to attract the upperclassmen to coming to City Lights Restaurant.
 - **Vividness:** Vividness refers to how a message can be emotionally involving and includes concrete imagery and personal support. In the flyer, vividness occurs two times. First, the word “congratulations” creates the emotion that this group has accomplished a great task. Graduating college is a long and hard road, and by using the word “congratulations,” upperclassmen will understand that City Lights Restaurant cares about their success, therefore creating emotion. The second instance of vividness on the flyer is the saying, “Serving you since day one.” This saying creates emotion by making the upperclassmen reflect on their college days back to their first day. Since City Lights strives to have freshmen implement coming to the restaurant in their routine, day one is especially important down the road. By reading this line, upperclassmen will be thankful for City Lights services. In the radio commercial, vividness appears once. The commercial states, “Without your support, we would not be the restaurant we are today.” This line sends the emotion to upperclassmen that they helped make City Lights Restaurant a special place.
 - **Repetition:** Repetition refers to repeating phrases constantly so the message or word will stick out in a persons mind. Repetition occurs seven times in the radio commercial. The name of my restaurant appears five times in the thirty second commercial so by the end, upperclassmen will know that this commercial is for City Lights. Repetition is important so

the upperclassmen will know to come to my restaurant rather than another restaurant in Monmouth. The word “support” appears twice in the radio commercial also. I use the word “support” so that the upperclassmen know that City Lights is committed to their success and we want more than just their money.

- **Distraction:** Distraction refers to refers to songs, jingles and art that appears in messages. On the flyer, distraction occurs frequently. The flyer is very artsy with my City Lights Restaurant logo and two pictures of a graduation cap. These pictures help the upperclassmen connect to the idea that this message is targeting graduation meals at City Lights Restaurant. My theme saying, “Serving you since day one,” is also a distraction and helps remind upperclassmen that City Lights has always been there for them.
- **“If you want an inch, ask for a mile”:** This phrase refers to the idea that if you ask for a small change in behavior, you will little reaction. If you ask for a bigger behavioral change, your audience will be more willing to give you something rather than nothing. In the commercial, this idea appears once. I use the line, “Bring your family and friends to city Lights Restaurant to take full advantage of this great discount and to enjoy your last experience in Monmouth.” I ask them to bring themselves, their family and their friends. In reality, I am just hoping that at least one of those groups will show up so I can have their business for the day. If all three groups show up, that would be phenomenal, but if just one group shows up, that is better than nothing.
- **Reciprocity:** Reciprocity refers to the idea that if you give someone a present, discount, etc. they will want to repay you. In the flyer and in the commercial I mention two incentives for upperclassmen to come to City Lights Restaurant. The first is that they will receive 25% off their entire bill if they come on graduation day. The second incentive is they will receive free Polaroid pictures of their family and friends so they can remember Monmouth College. When people have incentive or get free items, they feel they should comply with the desires of the giver. In this case, I just want them to come to my restaurant so I can have their business.
- **Scarcity:** Scarcity refers to the rarity of an event and makes people act quickly so they will not miss out. Both messages rely heavily on scarcity. Although upperclassmen will receive 25% off their entire bill and receive free Polaroid pictures, these gifts will only be available on graduation day. In order to get these incentives, I am hoping upperclassmen will persuade their families to take them out to eat at my restaurant because the deal only lasts for a day.
- **Rational Model:** The rational model includes four parts: Belief, Attitude, Values and Motives. The rational model is used when a person wants to think through a problem and identify what makes sense to them. Upperclassmen believe that spending time with their friends before they graduate is important because they may never see these friends again.

City Lights Restaurant offers a safe and friendly environment for friends to gather and chat over a great meal. Upperclassmen favor going out to eat because they can spend time with friends and they can get away from campus and relax. Being an upperclassman is stressful because they are always bogged down with homework. Coming to City Lights lets them vent to their friends while distressing by enjoying great food.

Upperclassmen value City Lights because they offer cheap, healthy food. Eating in the cafeteria for four years straight can get really old and unhealthy. Having the option to go to a wonderful restaurant is important to upperclassmen because they always want a change. Lastly, upperclassmen are motivated to come to City Lights because every month we offer an incentive. When upperclassmen graduate, they get a discount on their graduation bill and are warmly welcomed with a specialty banner. Also, upperclassmen receive free Polaroid pictures on the day of their graduation if they eat at City Lights. City Lights offer upperclassmen many incentives, which is a key factor in the rational model.

- **Hovland's Learning Theory:** Hovland's Learning Theory also contains four main points: attract attention, understanding and comprehension, learning arguments, and lastly, having an incentive to change/learn. My messages help to attract attention because they are creative and flashy. When the upperclassmen are attentive with my messages, they can then realize that there are incentives to coming to City Lights Restaurant. Upperclassmen will learn that City Lights is the only 24-hour restaurant in the area and that the restaurant strives to make an incredible experience for each customer. Upperclassmen are intelligent enough to comprehend the messages and realize the perks for eating at City Lights. They accept that City Lights is the only 24-hour restaurant in the area and they accept that City Lights has good food once they pay a visit to the restaurant. Lastly, they have the incentive to come to City Lights because the food is cheap, the hours are great, and the restaurant provides wonderful monthly incentives.
- **Identity Emotive Model:** The identity Emotive Model focus primarily on messages. The model also has four steps: first, message project an identity, secondly the message sets a context in which to enact an identity, third the product is linked with identity/situation/mood, and lastly there is justification of why the product is needed to achieve identity by the receiver. In my commercial for upperclassmen graduation meals, the Identity Emotive Model can be clearly explained. To begin, the message projects an identity of finally graduating college and having the opportunity to share the day with family and friends. The message creates a satisfactory identity and makes upperclassmen feel like they have achieved success. The message sets a context of inviting family and friends to a graduation celebration to celebrate this new found success and "heroism." By commending upperclassmen for graduating, they will feel special and triumphant. Next, The product (my restaurant) is linked with the situation because we are promoting graduation meals. Graduating

college is one of the happiest days of any student's life and their parent's lives. City Lights wants to capture that essence and welcome the new graduates to a celebration. Lastly, my radio announcement justifies that in order to get the most bang for their buck, they should come to City Lights. Not only will they be saving money with the May incentive program, I have already thanked the upperclassmen for being an important group to my restaurant. They will feel like they need to come to my restaurant one last time to meet up with friends at their favorite college hangout spot.

- **Freshmen:** Freshmen may not want to come to my 24-hour restaurant because they will be the least educated segment of my audience. They will be unaware of the benefits of coming to City Lights. Also, since they are more uneducated, they will hesitate coming because of transportation and be nervous to spend money early in the year. I developed five messages to help create mental change. The five messages are a flyer (Appendix 2), a picture frame (Appendix 3), a radio commercial (Appendix 4), a television commercial (Appendix 5), and another flyer (Appendix 12). Using the following tactics and arguments, I am hoping to attract the freshmen to coming to City Lights Restaurant.
 - **Vividness:** Vividness appears numerous times in the five pre-made messages. The first usage of vividness is in the flyer. The phrase, "Consider us your home away from home" evokes the emotion that City Lights values family togetherness and while students are away from home, they can count on the restaurant to treat them like family. Vividness also appears in the radio commercial. The commercial plays on the emotion of freshmen missing their families. The following question is used in the radio commercial. "Has the college experience left you missing your family or missing a home cooked meal?" The previous line is used to get freshmen to remember what it is they miss about home. In return, City Lights Restaurant will fill that missing void because freshmen can still get a home cooked meal at my restaurant. The phrase, "Consider us your home away from home" is also used again in the radio commercial like in the flyer. The next instance of vividness is used in the television commercial. The commercial plays on the emotion of hunger. The commercial shows an average college student who is hungry and is ecstatic that there is a 24-hour restaurant in Monmouth. Freshmen can relate to this character because they know what it is like to be hungry late at night with no food. The last usage of vividness is in the other flyer. This flyer uses the phrase, "There's nothing like a home cooked meal." This phrase plays on the emotions that although freshmen are far from home, they can still be treated like family.
 - **Repetition:** Repetition also appears frequently in the messages. Repetition mostly appears in the two commercials since they will be played numerous times a day. When commercials are only played rarely, they do not make a behavioral change because the audience will not remember the service or company. With my commercials playing on WMCR, MC-TV and local television stations numerous times a day,

freshmen will easily be able to notice my restaurant and give it a try. Another example of repetition occurs in the radio commercial. My restaurant's name appears five times in the thirty-second commercial. I chose to have my name appear that many times so freshmen who are newer to the campus can learn my restaurant's name quickly and give it a try early in the year. I also used the words "missing" and "home" repeatedly so freshmen could feel homesick and want to try my restaurant because my food would remind them of their mother's meals. I feel that repetition will only enhance the number of freshmen who will try my restaurant.

- **Reciprocity:** Reciprocity also occurs a couple of times throughout my messages. There are three instances of reciprocity. The first is the freshmen will get a free picture frame when they participate in freshmen walkout. The picture frame is stylish while still bearing the name of my restaurant at the top. I feel that when the freshmen see their new gift, they will be willing to try City Lights because they will view my restaurant as generous and classy. Also, during the first Monmouth of school, all freshmen will receive a 10% discount off of their food. By giving the freshmen a discount, they will have incentive to try the food and feel good because they know they are giving me their business. The last instance of reciprocity is during the month of March. In March, they will receive 50% off all dinner entrees. By giving such a huge discount, I am hoping to attract more students and have them feel like they want to give me their business so they can also reap the benefits of a cheap meal.
- **Scarcity:** The most obvious sign of scarcity is through my television commercial. The commercial highlights the idea that City Lights is the only 24-hour restaurant in the area. Since City Lights is the *only* 24-hour restaurant, my place is more scarce and more desirable. Another instance of scarcity is with the incentives I am offering. The picture frame is scarce because freshmen can only get one during freshmen walkout. The 10% off deal is scarce because the promotion only last through September. The 50% off promotion is scarce because it only last through March. Scarcity is an important factor to lean on because when items are scarce, people feel that they have to act as soon as possible on the deal or they are missing out. I am hoping to attract freshmen in the beginning of they year and again in the middle of the year to ensure their continued business.
- **Distraction:** Distraction occurs with all of my messages. For the flyer, I use the catch slogan, "consider us your home away from home." The flyer is also very artistic and bears my symbol of a city and decorative stars. The picture frame is a distraction because it is an actual object that freshmen get to keep forever. The frame is silver and engraved. The radio commercial is a distraction because it also uses the slogans, "Consider us your home away from home," and "Our lights are always on." The commercial is a distraction because it is very visually stimulating and uses catchy music and visuals. The other flyer is a distraction because it is printed on a paper plate and has creative graphics. The flyer also bears the

other catchy slogan, “There’s nothing like a home cooked meal.” Distractions are important for freshmen because they are very uneducated about my restaurant. Whatever it takes to get them to come to the restaurant for the first time is an important idea to grasp. Freshmen are not going to take the time to weight the positives and negatives of coming to a restaurant for the first time, so I must rely on catchy jingles and artistic logos to attract their attention.

- **Mother Turkey hypothesis:** The Mother Turkey Hypothesis is an important tactic to master with freshmen. This tactic refers to social triggers and doing good for the children. This tactic is constantly used throughout the messages. It is important for freshmen to have a “motherly” figure in their lives so they feel comfortable and not homesick. An example of this tactic occurs in the flyer and the radio commercial. The theme for these two messages is, “Consider us your home away from home.” I want freshmen to feel that they can come to my restaurant and feel at home from the quality service and great food. I try to explain to the freshmen that although they may be homesick, they can still count on City Lights to make them feel at home.
- **Rational Model:** Like I previously stated, the Rational Model has four parts to the theory: Belief, Attitude, Values and Motives. Freshmen use this model to rationalize why they should come to City Lights Restaurant in the first place. Freshmen, after being educated by messages, believe that my restaurant is the only 24-hour restaurant in the area. Freshmen will think this information is important because their older peers will suggest going when it is late at night because it not only is the only place open, there is good service and great incentives. Next, freshmen attitude will be that they favor hanging out with friends and want to be part of the “in crowd” that hangs out at my restaurant. Since other students know of the great prices and good food City Lights has, freshmen will want to follow them because they believe the best way to meet friends is to belong to a group and fit in with the crowd. The freshmen will value the presence of a 24-hour restaurant because they will be able to meet new people. They will also value the upperclassmen’s opinions because they are experienced and they know all of the right decisions concerning Monmouth. Lastly, freshmen will be motivated to come to City Lights because of the wonderful incentives they are offered in the beginning of the year by my restaurant: 10% discount, free picture frame, convenient hours, etc.
- **Identity Emotive Model:** As I previously stated, the Identity Emotive Model focuses on the actual effectiveness of a message and has four parts. I will use the television commercial further to explain the presence of the Identity Emotive Model for freshmen. The commercial is projecting an identity of an average college student being hungry late at night. The message sets a context (character going to get food) which correlates with the characters need for food after their “second dinner syndrome” kicks in late at night. Then, my restaurant is linked with the desire for food

because it is a restaurant and provides healthy and hearty meals for students who are hungry. Lastly, the commercial justifies that freshmen should go to City Lights because “our light is always on,” and we are the only 24-hour restaurant in the area (scarcity). Following these four steps, freshmen are more easily persuaded when they see this restaurant because they can connect with the idea of being hungry late at night but having nowhere to go. The commercial explains to freshmen that City Lights is open 24-hours a day and welcomes students to eat at the facility.

- **Theory of Reasoned Action:** The Theory of Reasoned Action describes the discrepancy between behavior and attitude. Although freshmen make look favorably (positive attitude) on my restaurant, they still might not act on their desires. When freshmen consider going to City Lights they will ask themselves multiple questions. First, they will consider if going to City Lights will benefit their desires. If a person desires food late at night but there are no other places to eat, City Lights is the effective solution because they are open 24-hours a day. Secondly, a freshmen may ask themselves, “Will I risk something.” Freshmen will only risk their money, which will be hardly a lot at all. With the incentive program in September (10% off meals), they will actually be saving money while eating out. Also, City Lights Restaurant is targeted towards College Students and the prices on the menu reflect what an average students should be expected to pay for a meal. A freshmen may then ask themselves, “Are there constraints on going to the restaurant.” A freshmen may think a constraint would be transportation, but City Lights is in walking distance if they do not own a car. The distance is less than a mile .5 miles away and can serve as daily exercise. The last question a freshmen may ask themselves is, “Are there competing values.” The answer to this question is clearly no, especially late at night. When the time is past 11:00 pm, there is nowhere in Monmouth that stays open. My restaurant will not have any nightly competitions because I am a scarce restaurant. After reviewing all of the collected information, a freshman would more readily come to City Lights because there are no direct repercussions of eating out at my restaurant.
- **People who are early risers:** People who are early risers may not want to come to my 24-hour restaurant because they may have early classes and may not want to wake up earlier to sit down for breakfast. Also, people who wake up early are usually busy people. They have a hard time fitting everything into one day so they wake up earlier to take full advantage of all the hours of a day. I developed two messages to help create mental change among early risers. The first message is a punch card (Appendix 13) and the second is a radio commercial (Appendix 14). Using the following tactics and arguments, I am hoping to attract the early risers to come to City Lights Restaurant.
 - **Repetition:** Repetition plays a huge factor in my radio commercial. The word breakfast appears five times in my thirty-second commercial. I use the word “breakfast” repeatedly so the early risers know that this message

is targeted towards them. Since they are already awake, breakfast may be something they want to implement into their schedules. I also mention my restaurant name three times in the thirty-second commercial so they know where they can find the breakfast.

- **“If you want an inch, ask for a mile”:** This tactic also appears in the radio commercial for early risers. In the commercial I encourage early risers to stop in everyday for breakfast. Although I am encouraging this segment to come in everyday, I really am hoping that they will come in at least sometimes. Although some early risers may come in everyday, I am really just trying to get them to come in and utilize the morning hours and the breakfast menu. Asking them to come in all the time will ensure that they will at least come in some of the time.
- **Guilt:** Guilt plays an important factor in creating mental change for early risers. Early risers will argue that they wake up early to go to classes or to complete homework, but in my radio commercial I give them a reason to come to breakfast regardless of their schedule. The radio commercial states, “Did you know that breakfast is the most important meal of the day.” The words “most important” play a key factor in this message. When early risers hear this fact, they may be moved to come in and do the right thing by eating breakfast early. For years, doctors have encouraged people to eat breakfast so their metabolism starts quicker and so people will have energy throughout the day. I am hoping that if an early riser hears this commercial, they will consider coming in for breakfast so they follow the doctors recommendation.
- **Reciprocity:** Like in the other messages, reciprocity is important to create mental change in early risers too. I give early risers two “gifts” essentially. The first gift is the punch card. The punch card is a token of my appreciation for early risers waking up to utilize my hours. The second incentive is to buy all five breakfasts to they can get a sixth one for free. Since they are getting free food by their sixth meal, they will feel more pushed to come in so they can utilize the incentive and not let the promotion go to waste.
- **Get commitment:** Commitment is an important key term to understand with these messages. Getting a segment to commit to a behavioral change ensures that they will use the given product. In this case, early risers are committing to come back to my restaurant to utilize my incentive for April. By getting their card punched the first time, that shows that the early riser is interested in receiving the benefits and will show up to complete the rest of the meals. If the early riser were not interested in the incentive program, then they would not have taken the punch card in the first place. As soon as they punch their first whole, they are willing to come back for seconds.
- **Scarcity:** Like the other incentives, the punch card is scarce. The card can only be obtained in the morning hours and during April. If other segments want to participate in the April incentive, they will have to wake up early to get a free punch card. Although breakfast can be purchased

throughout the day, my audience can only get the cards in the morning, which makes them scarce and more desirable.

- **Elaboration Likelihood Model:** The Elaboration Likelihood Model is composed of two subcategories: The peripheral route and the central route. The peripheral route is used mainly in commercials and advertisements because those messages look to create a quick change and cannot offer much information in the allotted time. Those messages are used to gain the audiences attention while focusing on repetition. The central route focuses on a detailed and researched message. While the central route is the more effective route, for my radio message, I will follow the peripheral route to make a quick and sudden change for people who wake up early. By making people who wake up early feel guilty because they should eat breakfast but always do not, this makes them want to eat breakfast more often. In my commercial I state, “Did you know that breakfast is the most important meal of the day?” I am using quick and easy tactics in the commercial to make my segment agree with me that breakfast is the most important meal of the day. After listening to my message and agreeing that they know breakfast is important, they will try to implement eating breakfast into their schedule. In order to make my message more effective in the end, I will have to come up with a fully researched plan that explains why eating breakfast is important and what the pros are to eating balanced meal in the morning. Until then, the radio announcement will create a quick behavioral change and make people who wake up early feel guilty enough to eat breakfast.
- **Identity Emotive Model:** For people who wake up early, I will explain how my radio commercial effectively persuades this segment to come to City Lights. My radio commercial projects the identity that breakfast is important, and if you do not eat breakfast you may be harming yourself. The message then states that in order to fulfill this breakfast need, customers should come to City Lights because we serve breakfast all day long and give incentives for coming in the morning. My restaurant is linked with the mood of having to eat breakfast because City Lights is a full service restaurant and strives to take care of its customers. The radio advertisement justifies that people who wake up early should come to City Lights because we give discounts to people who come early and customers could potentially receive a free breakfast if they come enough. By understanding how the Identity Emotive Model relates to people who wake up early, I can better target their needs and play on the idea that everyone needs to eat breakfast to live a healthy life, so why not get incentives while you eat too?
- **Attribution Theory:** The Attribution Theory deals with how people feel persuaders go about changing their beliefs. If a person feels a persuader is trying to erupt change in a person purely for self-serving purposes, that person will be less likely persuaded. People who wake up early will be able to attribute City Lights motives as the restaurant wanting to create an equal exchange between the business and the customers. City Lights

offers their early morning crew incentives so they can continue to build clientele and utilize the morning hours, but they also want to give the college students a break and make them not have to pay too much for a meal. If people who wake up early realize that the restaurant's motives are purely for the customers own good, they would go to the restaurant more frequently because they would feel like they were getting a good bargain while enjoying great food. As long as a customer can trust a persuader, both parties will benefit from each other.

- **People who stay up late:** People who stay up late may not want to come to my 24-hour restaurant because they may be staying up late to do homework and projects and they may feel like they do not have enough time to come and sit down for a meal. Also, many people who stay up late work solo and would not have friends to go with them to grab food because their friends would be sleeping. Most people who stay up late want food fast and then continue working on homework or go to bed. I developed two messages to help create mental change among people who stay up late. The first message I designed is a radio commercial (Appendix 8) and secondly, I developed a flyer for late night students (Appendix 9). Using the following tactics and arguments, I am hoping to attract people who stay up late to come to City Lights Restaurant.
 - **Vividness:** Vividness plays a factor in my messages because my mottos are emotionally involving. These messages will air right before finals when students are studying late and are stressed out. I use the phrase, "Relax, let us do all the work." Telling this segment to relax hits them on an emotional level because they need someone to tell them to relax since they are working so hard at studying for finals.
 - **Repetition:** Repetition will obviously occur when my radio announcement is played multiple times a day on WMCR. By having this commercial played repeatedly, people who stay up late at night will be able to hear the advertisement and come in during the later hours. During the commercial, I repeat my restaurant's name two times so the audience can know where the message is coming from and I use the word "relax" two times. I use the word "relax" because college students often forget that they need to relax during stressful times, and my restaurant is the perfect place to take a break and grab a great meal.
 - **Distraction:** Distraction appears numerous times in my two messages for people who stay up late. In the radio commercial, the distractions are the two mottos I use. The first is "Relax, let us do all the work." The other motto states, "City Lights Restaurant, we have an open door policy." These two distractions help to enhance the creativity of my audience and the catchy mottos will help them to remember my restaurant late at night. The flyer also has many distractions. The City Light's logo is placed largely in the center of the flyer and there are graphic stars surrounding the logo. In addition, the motto appears on the flyer as well so people who stay up late will be constantly surrounded by my theme.

- **Reciprocity:** The one incentive during December is for students to receive special discount rates on all entrees, desserts and specialty sandwiches. Since most students do not have a lot of money by the end of the semester they are more hesitant about going out to eat. Since my main meals will have discounts, the people who stay up late can still come in to eat because the meals will be affordable. Since I am giving this segment a discount, they will feel more at ease and hopefully come into City Lights to enjoy the offer and give me their business.
- **Commitment:** My two messages create commitment because they ask questions. There are three main questions my messages ask. The first appears in the radio commercial and asks, “Have you been studying until all hours of the Night? Do you get hungry around midnight because you have not eaten since dinner time?” By asking these questions in the radio commercial, people will answer the questions in their own head or out loud. As soon as they have answered the question, they have committed themselves to my messages. When a person can connect with a service and a message, they are more likely to try that service. On the flyer, there are two questions I ask. The first, “Finals?” while the second asks, “Hungry?” Although both questions are very simple, the reader will answer these questions in their head and maybe persuaded to come in for a late night meal.
- **Scarcity:** Scarcity occurs because the incentive of receiving special discounts only occurs during December. Since students only go to school for two weeks during December, I am hoping that they will take advantage of my discounts and come into City Lights. Like I previously stated, when items are scarce, people feel a need to act quickly to take full advantage of the product.
- **Mother Turkey Hypothesis:** The Mother Turkey Hypothesis is important for people who stay up late during finals. When I encourage students to relax and stop stressing, my motherly instincts are coming out. For students to feel taken care of, they feel more at home and feel safe. When students start to get too stressed out, their body shuts down and they cannot think reasonably. With my messages, I clearly encourage students to come to City Lights restaurant so we can take care of them and send them on their way to studying again while keeping a healthy lifestyle.
- **Rational Model:** As previously stated, the Rational Model has four steps: belief, attitude, values and motives. People who stay up late fit in the Rational Model differently than every other segment. People who stay up late are more desperate to eat food that most of them do not care where the food is coming from. With that said, people who stay up late believe that City Light’s Restaurant is the only place to eat late at night because they are the only restaurant open. I want this segment also to understand that although my restaurant is the only place open, we still offer quality food and strive to keep each customer happy. I do not want my restaurant to be the only option, but I want customers to “choose” to come to City Lights. Next, people who stay up late strongly favor City Lights because when

their “second dinner syndrome” kicks in, they have a restaurant to eat at and a place that welcomes them. Next, people who stay up late value City Lights because they know that although the restaurant is the only place open, they still have great food. People who stay up late value and appreciate the constant effort City Lights shows at any hour. Lastly, people who stay up late are motivated to go to City Lights because they are the only place left open and because they offer great incentives to people who want to eat late.

- **McGuire’s 2 Stage Theory:** McGuire’s 2 Stage theory is composed of two stages: the reception stage (attention and comprehension), and the yielding state (evaluation of source and arguments). In order to make people who stay up late come to City Lights, they must have a message that fulfills both stages. I will use the example of the flyer to help explain how people who stay up late are persuaded using the 2 Stage Theory. The flyer is very flashy and asks questions such as “Finals?” and “Hungry?” These questions help get a person’s attention. Automatically a person who is up late will answer the two questions. If they have been up for a while, the chances are good that they will be hungry because their last meal would have been hours before. After the flyer gets the segments attention, they have to comprehend what the flyer is trying to get them to do. By reading the two questions, people who stay up late will understand that if they say yes to both of the questions, then they should go to get food. Next, people who stay up late have to evaluate the information that is presented to them. The slogan on the page, “Relax, let us do all the work” will make a stressed person more eager to eat at the restaurant because there is “no work” involved. If a person who stays up late effectively evaluates the flyer, they will understand that by eating at City Lights Restaurant, they will receive late night discounts and a relaxing environment.
- **Health conscious people:** Health conscious people may be the hardest segment to attract to come to my 24-hour restaurant because they will be unsure of the nutrition facts that coincide with the meals. Also, most health conscious people prepare themselves to eat healthy already and go to grocery stores and stock up on healthy food so they will not need to indulge in fatty foods late at night. Another reason this segment may not want to utilize a 24-hour restaurant is because most health conscious people do not eat late at night because they know it is harder for the body to break down food after a certain time. I created two messages to help create mental change among health conscious people. The first message is a punch card (Appendix 13) and the second is a radio commercial (Appendix 14). Using the following tactics and arguments, I am hoping to attract health conscious people to come to City Lights Restaurant.
 - **Repetition:** Repetition plays a huge factor in my radio commercial. The word breakfast appears five times in my thirty-second commercial. I use the word “breakfast” repeatedly so the health conscious people know that this message is targeted towards them. Since they are already awake,

breakfast may be something they want to implement into their schedules. I also mention my restaurant name three times in the thirty-second commercial so they know where they can find the breakfast.

- **“If you want an inch, ask for a mile”:** This tactic also appears in the radio commercial for health conscious people. In the commercial I encourage my segment to stop in everyday for breakfast. Although I am encouraging this segment to come in everyday, I really am hoping that they will come in at least sometimes. Although some health conscious people may already come in everyday, I am really just trying to get them to come in and utilize the morning hours and the breakfast menu. Asking them to come in all the time will ensure that they will at least come in some of the time.
- **Reciprocity:** Like in the other messages, reciprocity is important to create mental change in health conscious people too. I give health conscious people two “gifts” essentially. The first gift is the punch card. The punch card is a token of my appreciation for health conscious people waking up to utilize my early hours. The second incentive is to buy all five breakfasts to they can get a sixth one for free. Since they are getting free food by their sixth meal, they will feel more pushed to come in so they can utilize the incentive and not let the promotion go to waste.
- **Get commitment:** Commitment is an important key term to understand with these messages. Getting a segment to commit to a behavioral change ensures that they will use the given product. In this case, health conscious people are committing to come back to my restaurant to utilize my incentive for April. By getting their card punched the first time, that shows that the health conscious person is interested in receiving the benefits and will show up to complete the rest of the meals. If the health conscious person were not interested in the incentive program, then they would not have taken the punch card in the first place. As soon as they punch their first whole, they are willing to come back for seconds.
- **Scarcity:** Like the other incentives, the punch card is scarce. The card can only be obtained in the morning hours and during April. If other segments want to participate in the April incentive, they will have to wake up early to get a free punch card. Although breakfast can be purchased throughout the day, my audience can only get the cards in the morning, which makes them scarce and more desirable. Since most health conscious people wake up early to go for a run or to work out, waking up early to eat breakfast should not be a hard concept since they know the importance of breakfast.
- **Elaboration Likelihood Model:** The Elaboration Likelihood Model is composed of two subcategories: The peripheral route and the central route. The peripheral route is used mainly in commercials and advertisements because those messages look to create a quick change and cannot offer much information in the allotted time. Those messages are used to gain the audiences attention while focusing on repetition. The central route focuses on a detailed and researched message. While the

central route is the more effective route, for my radio message, I will follow the peripheral route to make a quick and sudden change for people who are health conscious. By making people who are health conscious feel guilty because they should eat breakfast but always do not, this makes them want to eat breakfast more often. In my commercial I state, "Did you know that breakfast is the most important meal of the day?" I am using quick and easy tactics in the commercial to make my segment agree with me that breakfast is the most important meal of the day. After listening to my message and agreeing that they know breakfast is important (although most health fanatics know breakfast is an essential meal, they may still not act on their beliefs), they will try to implement eating breakfast into their schedule. In order to make my message more effective in the end, I will have to come up with a fully researched plan that explains why eating breakfast is important and what the pros are to eating balanced meal in the morning. Until then, the radio announcement will create a quick behavioral change and make people who are health conscious feel guilty enough to eat breakfast.

- **Identity Emotive Model:** For people who are health conscious, I will explain how my radio commercial effectively persuades this segment to come to City Lights. My radio commercial projects the identity that breakfast is important, and if you do not eat breakfast you may be harming yourself. The message then states that in order to fulfill this breakfast need, customers should come to City Lights because we serve breakfast all day long and give incentives for coming in the morning. My restaurant is linked with the mood of having to eat breakfast at my restaurant because City Lights is a full service restaurant and strives to take care of its customers. The radio advertisement justifies that people who are health conscious should come to City Lights because we give discounts to people who come early and customers could potentially receive a free breakfast if they come enough. By understanding how the Identity Emotive Model relates to people who are health conscious, I can better target their needs and play on the idea that everyone needs to eat breakfast to live a healthy life.
- **Attribution Theory:** The Attribution Theory deals with how people feel persuaders go about changing their beliefs. If a person feels a persuader is trying to erupt change in a person purely for self-serving purposes, that person will be less likely persuaded. People who are health conscious will be able to attribute City Lights motives as the restaurant wanting to create an equal exchange between the business and the customers. City Lights offers their health fanatics incentives so they can continue to build clientele and utilize the morning hours, and they want to give the college students a break and make them not have to pay too much for a meal. If people who are health conscious realize that the restaurant's motives are purely for the customers own good, they would go to the restaurant more frequently because they would feel like they were getting a good bargain

while enjoying great food. As long as a customer can trust a persuader, both parties will benefit from each other.

Section Four: Activation (September through May)

- **September: “Consider us your home away from home!”**
 - **Time:** Orientation Week
 - **Segment:** Freshmen
 - **Event:** Freshmen Walkout, 10% discount with Monmouth College ID
 - **Goal:** To make freshmen aware of a 24-hour restaurant in Monmouth and to make them feel welcome anytime they need to grab a bite to eat or need to get away from campus for a little while.
 - **Medium Used:** banner on building (Appendix 1), posters in resident halls and Stockdale and handed out during walk (Appendix 2), picture frames (like a family picture) with a picture of our store and necessary information handed out during walk (Appendix 3), commercial played on WMCR (Appendix 4), commercial played on MC-TV and local television stations (Appendix 5)

- **October: “We are cheering for your business!”**
 - **Time:** Homecoming week
 - **Segment:** Monmouth College Students
 - **Event:** Homecoming football Game, I would partake in the raffle drawing and part of the give away would be a complimentary meal. During half time, I would give a speech announcing the winner and explaining that City Light’s restaurant supports Monmouth College Athletics.
 - **Goal:** The goal is to have students know that City Lights Restaurant values their business and to make the community more aware of City Light’s presence and support for students.
 - **Medium Used:** Speech during half time on football field (Appendix 6), Advertisement in the football program (Appendix 7).

- **November: BREAK**

- **December: “Relax, Let us do the work!”**
 - **Time:** Dead Week (week before finals)
 - **Segment:** People who stay up late
 - **Event:** Late night specials
 - **Goal:** To attract people who are studying for finals to come in and utilize all late hours of City Lights.
 - **Medium Used:** Radio announcement on WMCR radio station (Appendix 8), flyers in residence halls and Stockdale Center (Appendix 9)

- **January: BREAK**

- **February: “We love to keep you happy!”**
 - **Time:** The first week of February
 - **Segment:** Monmouth College Students

- **Event:** A free Valentine’s dinner for two at City Lights Restaurant. There would be a contest for men and women who could write the best Valentine’s day jingle or poem. Students could turn in their entries at the restaurant anytime or to a campus representative (a City Lights Restaurant employee who takes classes at MC).
- **Goal:** To get students to come into the restaurant to turn in their entries and to have them stay for food and to create buzz about the restaurant and make the restaurant seem hip (hence the buzz).
- **Medium Used:** Radio announcement on WMCR Radio (Appendix 10), flyers posted in resident halls (Appendix 11)

- **March: “There’s nothing like a home cooked meal!”**
 - **Time:** The week before spring break
 - **Segment:** Freshmen
 - **Event:** Half off prices for entrees (full meals)
 - **Goal:** To still attract students that may be low on cash and make them feel comfortable since they have been away from home for a while.
 - **Medium Used:** Flyers in the shape of plates put in student mail boxes (Appendix 12)

- **April: “Spring into City Lights where our service is constantly blooming!”**
 - **Time:** Week after Easter
 - **Segment:** Early Risers and Health Conscious People
 - **Event:** Buy 5 breakfasts, Get 1 Free
 - **Goal:** Build customer appreciation and ensure customers will come back to get the free breakfast.
 - **Medium Used:** Punch card (Appendix 13), Radio announcement on WMCR Radio (Appendix 14)

- **May: “Serving you since day one!”**
 - **Time:** Week before Graduation
 - **Segment:** Upperclassmen
 - **Event:** Graduation discount (25% off bill) on graduation day and pictures taken of friends and family eating at City Lights with a Polaroid camera so they can take the pictures home.
 - **Goal:** To attract upperclassmen for one last visit and for them to bring their families to City Lights. I want the upperclassmen to know we value them as customers.
 - **Medium Used:** Flyers in mailboxes (Appendix 15), Radio announcements on WMCR radio station (Appendix 16), Congratulations banner on restaurant (Appendix 17)

Appendix 1

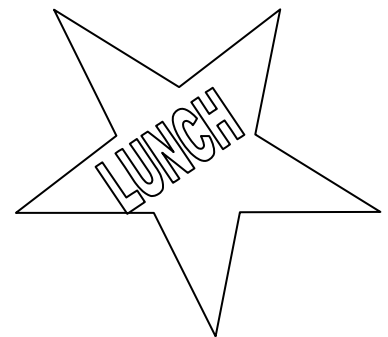
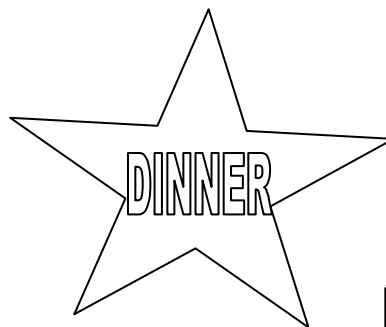
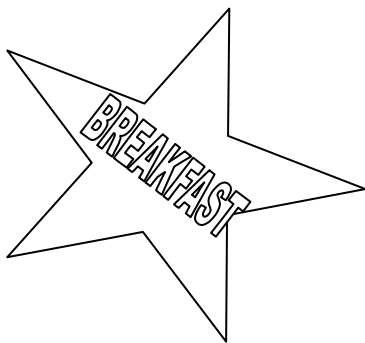
(Banner)



Appendix 2

(Flyer)

City Lights Restaurant



Open 24 Hours a Day.... 7 Days a Week
Dine In or Carry Out
Phone: 309-734-0000

Consider us your home away from home!

Appendix 3

(Picture Frame)

CITY LIGHTS RESTAURANT



Freshmen Walkout 2006

Appendix 4

(Commercial on WMCR)

Heather Prater

Owner/ City Lights Restaurant

100 E. Main Street

Monmouth, IL 61462

Phone: 309-734-0000

RADIO ANNOUNCEMENT: 30"

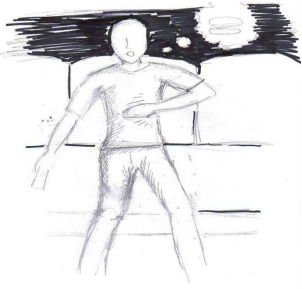


City Lights Restaurant

HAS THE COLLEGE EXPERIENCE LEFT YOU MISSING YOUR FAMILY OR MISSING A HOME COOKED MEAL? IF SO, COME OVER TO CITY LIGHTS RESTAURANT LOCATED AT 100 E. MAIN STREET IN MONMOUTH. CITY LIGHTS OFFERS AN ARRAY OF AMERICAN FOOD AND SERVES BREAKFAST, LUNCH AND DINNER 24 HOURS A DAY! EITHER STAY AND ENJOY THE PROFESSIONAL AND FUN ATMOSPHERE OF CITY LIGHTS, OR TAKE YOUR FOOD TO GO. EITHER WAY, CITY LIGHTS IS MONMOUTH'S PREMIER RESTAURANT AND GIVES MONMOUTH COLLEGE STUDENTS A 10% DISCOUNT DURING SEPTEMBER. MAKE SURE YOU BRING YOUR STUDENT ID. CITY LIGHTS RESTAURANT, CONSIDER US YOUR HOME AWAY FROM HOME. OUR LIGHTS ARE ALWAYS ON.

Appendix 5

(Television Commercial Storyboard)



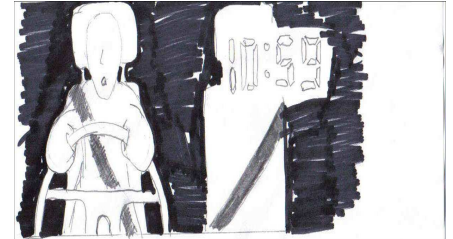
- Music will be playing, college student flipping through TV channels, thinking about food.



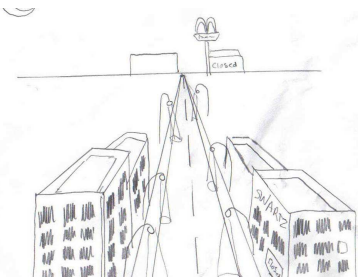
College student checks his watch and realizes it is already 10:55 at night. He hopes he can make it in town.



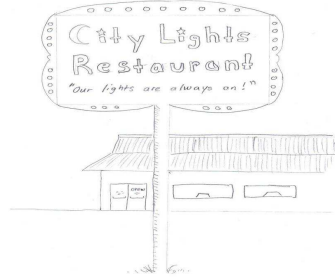
- College student sprints to his car so that he can get to a restaurant before 11:00 when they all close!



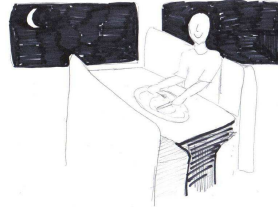
- College student drives as fast as he can and realizes he only has one minute left to make it to town!



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!

The last slide would present City Lights Restaurant's slogan.

Appendix 6

(Speech)

Hello, my name is Heather Prater and I am the owner of City Lights Restaurant here in Monmouth. Monmouth College is a school full of aspiring students and true leaders and I am more than happy to help contribute to this year's football raffle drawing. The winner of the raffle will receive a complimentary entree from City Lights Restaurant and of course the money too. Since moving to Monmouth to open up City Lights, I have been greeted with warm smiles and a friendly community. Monmouth has become a place that I hold dearly in my heart and I hope you all get the same experience from coming to City Lights. This month, City Lights is focusing on supporting the different athletic teams from Monmouth College. Monmouth College students are so vital to the thriving atmosphere of City Lights. Our restaurant would not be the same if you all did not pay a visit to us now and again. To show our appreciation, throughout this year we will have different promotions per month for college students. I wish you all the best of luck in your endeavors this year and I cannot wait to see your faces sitting in my booths. Don't forget, City Lights is open 24-hours a day and is located at 100 E. Main Street in Monmouth. Come over after the game and enjoy some home cooked American food. We are cheering for your business! Good Luck!

Appendix 7

(Football Program Advertisement)



City Lights Restaurant
Open 24 Hours a Day
309-734-0000

We are cheering for your business!
Go Fighting Scots!!

Appendix 8

(Commercial on WMCR)

Heather Prater
Owner/ City Lights Restaurant
100 E. Main Street
Monmouth, IL 61462
Phone: 309-734-0000

RADIO ANNOUNCEMENT: 30"



City Lights Restaurant

HAVE YOU BEEN STUDYING UNTIL ALL HOURS OF THE NIGHT? DO YOU GET HUNGRY AROUND MIDNIGHT BECAUSE YOU HAVE NOT EATTEN SINCE DINNER TIME? IF SO, TAKE ADVANTAGE OF CITY LIGHTS RESTAURANT HOURS. CITY LIGHTS IS OPEN 24 HOURS A DAY, 7 DAYS A WEEK! PUT DOWN YOUR BOOKS AND COME RELAX AT THE RESTAURANT. DURING THE MONTH OF DECEMBER, BRING IN YOUR MONMOUTH COLLEGE STUDENT ID'S AND RECEIVE SPECIAL DISCOUNT RATES ON ALL ENTREES, DESSERTS AND SPECIALTY SANDWICHES. TAKE A BREAK IN YOUR DAY AND STOP STRESSING. RELAX, LET US DO ALL THE WORK! CITY LIGHTS RESTAURANT, WE HAVE AN OPEN DOOR POLICY.

Appendix 9

(Flyer)

City Lights Restaurant

**Finals?
Hungry?**



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Open 24-Hours a day, 7 days a week!
100 E. Main Street, Monmouth
309-734-0000

Relax, let us do all the work!

Appendix 10

(Commercial on WMCR)

Heather Prater
Owner/ City Lights Restaurant
100 E. Main Street
Monmouth, IL 61462
Phone: 309-734-0000

RADIO ANNOUNCEMENT: 30"



City Lights Restaurant

FEBRUARY IS A MONTH OF LOVE AND A MONTH FOR TAKING CARE OF OTHERS. CITY LIGHTS RESTAURANT IS OFFERING A FREE VALENTINE'S DINNER FOR TWO BY COMPETING IN OUR FIRST EVER JINGLE COMPETITION. EITHER WRITE A CATCHY JINGLE OR A CREATIVE LOVE POEM AND TURN YOUR ENTRY INTO CITY LIGHTS RESTAURANT OF TO LISA BROWN, A STUDENT AT MONMOUTH COLLEGE. CITY LIGHTS WILL PICK THE WINNER ON MONDAY, FEBRUARY 10TH AND WILL MAKE THE WINNING PHONE CALL THAT NIGHT. TO ENTER, WRITE YOUR JINGLE OR POEM ON A STANDARD PIECE OF PAPER AND WRITE YOUR NAME AND CONTACT INFORMATION ON THE BACK OF YOUR ENTRY! THEN, PREPARE FOR A ROMANTIC DINNER FOR TWO AT OUR RESTAURANT. CITY LIGHTS RESTAURANT, WE LOVE TO KEEP YOU HAPPY! FOR MORE INFORMATION, CALL 309-734-0000.

Appendix 11

(Flyer)

City Lights Restaurant

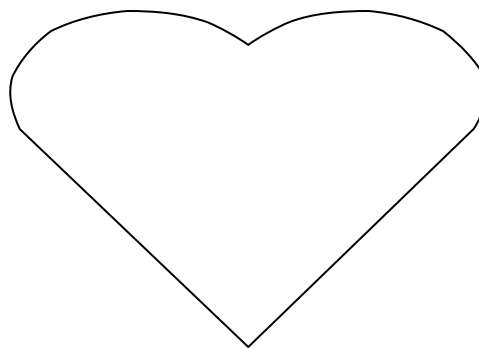


Enter the 1st ever Jingle Contest!

Winner receives a free dinner for two on Valentine's Day
Come enjoy our American inspired menu

For official rules, visit City Lights Restaurant!
Deadline is Monday, February 10th!

Happy
Valentine's Day



We LOVE to keep you happy!

Phone: 309-734-0000

Appendix 12

(Plate Flyer)

There's Nothing Like a Home Cooked Meal!

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1/2
Off
All
Entrees
During
March!

Open 24 hours a day, 7 days a week!

City Light's Restaurant

Appendix 13

(Punch Card)

3	City Lights Restaurant					
0	Punch Card					
9						
7						
3						
4						
0						100
0						EAST
0						MAIN
0						STREET
0						
	1	2	3	4	5	FREE MEAL

Appendix 14

(Commercial on WMCR)

Heather Prater
Owner/ City Lights Restaurant
100 E. Main Street
Monmouth, IL 61462
Phone: 309-734-0000

RADIO ANNOUNCEMENT: 30"



City Lights Restaurant

DID YOU KNOW THAT BREAKFAST IS THE MOST IMPORTANT MEAL OF THE DAY? CITY LIGHTS RESTAURANT SERVES BREAKFAST 24 HOURS A DAY, 7 DAYS A WEEK! IF YOU ARE A MORNING PERSON OR WANT EGGS AT ANYTIME OF THE DAY, STOP IN AND PICK FROM OUR TEN BREAKFAST CHOICES. CITY LIGHTS IS COMMITTED TO SERVING YOU A HEARTY MEAL SO YOU CAN GO ON WITH YOUR DAY HAPPY AND HEALTHY. DURING THE MONTH OF APRIL, BUY A BREAKFAST MEAL AND RECEIVE A PUNCH CARD. BUY FIVE BREAKFAST MEALS AND GET YOUR SIXTH MEAL FREE. SPRING INTO CITY LIGHTS WHERE OUR SERVICE IS CONSTANTLY BLOOMING AND WHERE THE LIGHTS ARE ALWAYS ON!

Appendix 15

(Flyer)

City Lights Restaurant



OPEN 24-HOURS A DAY, 7 DAYS A WEEK!



Congratulations Class of 2006!!



Receive 25% off your entire bill on graduation day!

Receive FREE Polaroid Pictures of your party on graduation day!

Enjoy our popular American Menu!

Serving You Since Day One!

Phone: 309-734-0000

Appendix 16

(Commercial on WMCR)

Heather Prater
Owner/ City Lights Restaurant
100 E. Main Street
Monmouth, IL 61462
Phone: 309-734-0000

RADIO ANNOUNCEMENT: 30"



City Lights Restaurant

CITY LIGHTS RESTAURANT WANTS TO THANK THE CLASS OF 2006 FOR THEIR CONTINUED SUPPORT THROUGH OUT THEIR COLLEGE YEARS. WITH OUT YOUR SUPPORT WE WOULD NOT BE THE RESTAURANT WE ARE TODAY. TO HONOR THE SENIORS, CITY LIGHTS IS GIVING 25% OFF ALL BILLS ON GRADUATION DAY. BRING YOUR FAMILY AND FRIENDS TO CITY LIGHTS RESTAURANT TO TAKE FULL ADVANTAGE OF THIS GREAT DISCOUNT AND TO ENJOY YOUR LAST EXPERIENCE IN MONMOUTH! ALSO, RECEIVE FREE POLAROID PICTURES OF YOUR PARTY TO REMEMBER CITY LIGHTS RESTAURANT. CITY LIGHTS RESTAURANT, SERVING YOU SINCE DAY ONE!

Appendix 17

(Banner)

