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Message Strategy Presentation

I. Introduction

- A. Monmouth Illinois is a town with a population of around 9,500. There are around 25 restaurants in Monmouth, all closing before 11 o'clock pm on the weekdays and before midnight on the weekends (with the exception of Pepperoni Pizza). Where are people supposed to go for 24-hour service? If anyone wants some food after studying, going out, or just because they are hungry, they must travel fifteen miles to Galesburg to refuel their stomach. In fact, the only place in Monmouth that is open 24 hours is the Hospital; thank god, there is at least one place.
- B. **Thesis:** Monmouth IL needs a 24-hour restaurant to cater to college students because when their "second dinner" syndrome kicks in, there is nowhere to obtain food.
- C. **Forecasting of Key Points:**
 - i. First, I will introduce the main idea of my campaign.
 - ii. Second, I will discuss a specific message I will use to attract Monmouth College students,
 - iii. Lastly, I will discuss the different appeals and theories that this message coincides with.

II. Body

- A. **Exigence/Topic**
 - i. My campaign revolves around a 24-hour restaurant.
 - ii. The restaurant is called, "City Lights Restaurant."
 - iii. The restaurant offers a healthy alternative to fast food while still offering an American menu.
- B. **Audience**
 - i. The target audience for my campaign is Monmouth College students.
 - ii. The main audience is broken down into two segments: freshmen and upperclassmen.
- C. **Overall Goals**
 - i. I want to attract students and introduce them to an easy alternative to eating out.
 - ii. I want to build an experience for students, build a certain environment.
 - iii. Lastly, I want to build a consistent cliental who keep coming back (loyal customers).
- D. **Message**
 - i. The message I am presenting today is in the form of a storyboard for a commercial.

- ii. The specific audience is my main target audience, Monmouth College Students.
 - iii. This message would appear within the first week of students coming back to campus.
 1. I want this commercial to air in the beginning of school so students will be exposed to my restaurant.
 2. Students will have more money in the beginning of the school year.
 3. Also, the sooner a message is presented to an audience, the sooner they can adapt the behavior.
 - iv. My goal of this message is to make my restaurant relate to Monmouth College Students by introducing an average character on an average night looking for food.
 - v. The main idea of my storyboard is a college student who is hungry and wants to get some food, but realizes it may be too late.
 1. The first frame is of an average college student sitting on the couch late at night flipping through the channels on television when his mind starts to wander towards food.
 2. Next, the student checks his watch and realizes that the time is 10:55 and he knows everything shuts down around now.
 3. In the third frame, the college student runs from his room to his car in dire hope that he will make it in town before everything shuts down.
 4. The fourth picture shows the college student hunched over his steering wheel (which is supposed to show him stressed over the time) and the clock reads 10:59 pm.
 5. The fifth picture is an overview of a town (most likely Monmouth) and it shows all of the town's store lights turn off at once and the town goes black.
 6. The next picture shows the sign for City Lights Restaurant with the slogan "Our lights are always on." This frame is supposed to represent how the town went black and one second later, my light comes back on and stays on.
 7. The last picture shows the college student eating a nice meal at the restaurant with a smile on his face because he found a good place to eat.
- E.** There are three main appeals my message represents: vividness, repetition and scarcity.
- i. The vividness of a message refers to how emotionally involving or how well a message creates imagery for an audience.
 - ii. Vividness plays a huge factor with this commercial. The commercial clearly outlines the steps a person will go through to get food.

- iii. The audience will be able to connect with the character in the commercial because most MC students have had the same experience of being hungry and having no options.
 - iv. Making my audience relate to the commercial will help to evoke emotion and behavioral change.
 - v. The second appeal is repetition, which helps to make my audience more familiar with my restaurant.
 - vi. The commercial will air on local television stations that come from the Quad Cities, and also with MC-TV frequently.
 - vii. The more MC students see my restaurant's name and the fact that it is the ONLY 24-hour restaurant, they will want to try the food.
 - viii. The last appeal for this specific message is scarcity.
 - ix. Scarcity sells, this is the only 24-hour restaurant around.
 - x. The Granfalloon: establishing the in and out group, this will come later!
- F. The first related theory is the Elaboration Likelihood Model
- i. This specific message follows the peripheral route since it is a commercial and not many hard facts can appear.
 - ii. Since commercials are short, they have to hit on some emotions.
 - iii. The commercial also is just a quick and easy way to get the audiences attention
 - iv. The central route would come later in the campaign since the central route provokes the most behavioral change in the long run.
- G. The second theory is the Identity Emotive Model which follows four steps.
- i. This message follows the first step of projecting an identity because MC students can identify with the average student who is starving by eleven at night and has no food.
 - ii. This message also sets a context in which to view the identity. The commercial shows the student late at night, watching television, starting to become hungry.
 - iii. The third step shows how my restaurant is linked with the characters mood. If a person is hungry late at night (mood), then they can come to City Lights (product).
 - iv. Lastly, the commercial justifies that my restaurant is needed when a person is hungry late at night because this is the only place to eat and it offers a friendly atmosphere.

III. Conclusion

A. **Re-Statement of Thesis:** Monmouth IL needs a 24-hour restaurant to cater to college students because when their "second dinner" syndrome kicks in, there is nowhere to obtain food.

B. Underview:

- i. First, I will introduce the main idea of my campaign.
- ii. Second, I will discuss a specific message I will use to attract Monmouth College students,
- iii. Lastly, I will discuss the different appeals and theories that this message coincides with.

- C. City Lights is not only a convenient restaurant that is open 24-hours a day, it also strives to be community friendly. City Lights Restaurant, “We have an open door policy.”