I. **Topic - Exigence & Invention**

A. **Topic/Exigence**

The topic that I will introduce to the class in the form of a persuasive campaign is the idea that college students should consume more water by the bottled water distributor, Hinckley Springs. Knowing that there is a very unfavorable opinion of the Monmouth City water, using a bottled water distribution service for college students is very convenient and will encourage students to consume more water, which is highly needed according to the lifestyle in which students engage. With easy, affordable access to water using Hinckley Springs, students will consume more water and be able to do so easily.

B. **Invention**

The most important reason to convince college students to utilize Hinckley Springs is to enable them to drink water. Water is absolutely essential to the human body because it makes up more than two thirds of the weight of the body, without it, humans would die in a few days (APEC). This is not a product that people need to be convinced to consume because they already need water to survive. However, some students are not consuming the eight, eight ounce glasses that are recommended for health. College students, in particular, should be especially careful to consume enough water because a 2% drop of the body’s water supply can cause symptoms of dehydration which will affect short-term memory, trouble with math, and problems focusing on small print on a computer screen. Since these skills are needed in the daily routine of a college student, consuming the needed amount of water in a day is important.

Now, although the average Monmouth College student would agree that they should consume 64 ounces of water each day, they may not do so due to reasons such as the inaccessibility to water with a favorable taste. The Monmouth City water is known for having a poor taste and therefore, people often find alternative sources for water such as reverse osmosis water treatment available at local grocery stores, individual bottled water available at local grocery and convenience stores, or alternative beverage options such as the increased consumption of juice drinks and soda. However, these options can be expensive and inconvenient for a college student without access to a vehicle.

Hinckley Springs offers pure, healthy water at an affordable price to college students. Also, the monthly delivery service will ensure and
encourage students to drink enough water. With the help of a delivery service, water will always be readily available to reduce the reasons why students do not consume water.

II. Audience Analysis

A. General Overview
Monmouth College students are the focus of this persuasion campaign to use the Hinckley Springs bottled water service. Since 10 out of 10 Monmouth College students view Monmouth city water as unfavorably, purchasing water is something that they are interested in doing. Also, after distributing a questionnaire about water in Monmouth, I found that 7 out of 10 students already do not consume the city’s water on a regular basis, putting them into a position to buy water elsewhere. Students on average are spending $13.20 per month on water and are still not consuming the daily recommended amount.

B. Characteristics
1. Attitude towards topic
After reviewing information gathered from the 10 questionnaires distributed, and hearing the general opinions of Monmouth City water, I feel that Monmouth College students already are spending a significant amount of money in purchasing their drinking water. Since the students are in the position to buy water, they could be easily persuaded to spend their money on convenience and an affordable drinking water service, like Hinckley Springs has to offer. I know from the attitudes and actions of current students that they do not like the taste of the city’s free water, they value what little money they have, and that they enjoy convenience. That being said, Monmouth College students would react favorably to Hinckley Springs bottled water delivery service.

2. Attitude toward relevant behavior and message proposed
The normal reaction to any change of behavior for college students is: “what will it cost?” Students are on a limited budget and are not willing to change a behavior unless there are significant benefits; specifically, saving money. Hinckley Springs bottled water service will save money for those students who are purchasing drinking water in individual bottles. However, students who are using the reverse osmosis water system at local grocery stores (Econo Foods and County Market) for gallon refills may not save money. Therefore, in this persuasive campaign it is important to focus on those benefits other than monetary. For example, benefits such as convenience, time, and accessibility.

3. Relevant audience beliefs
Generally, students do not believe that it is a worthwhile investment to spend money on water. However, in Monmouth, most students are either already purchasing water or drinking water that does not have a favorable
taste. Therefore, the students are already contradicting a belief that they hold by purchasing water. The other students are generally unhappy with the water that they do drink although it is free. According to the freshman poll, 56.3% of students consider themselves to be above average in physical condition and therefore, more than half of the students would also hold the belief that their health is important. This idea is highly related to water consumption among students as well.

4. Relevant audience values and their saliency
On average, college students value money, time, and effortless behavior. With those values in mind, the Hinckley Springs water campaign is likely to be received quite positively. Since college students are on a limited budget, they value the little amount of money that they do have and prefer to spend it on entertainment. Drinking water does not necessarily qualify as a form of entertainment; however, as established earlier, students are already spending money on their drinking water or choosing to drink water that they do not feel favorable toward. The other major values that college students hold in relation to the way that they obtain their drinking water such as time and effortless behavior are met perfectly with what the Hinckley Springs water service has to offer. To be specific, college students know that they need water, but do not like to take the effort or time required to obtain the water. Using the water service, they can have it delivered regularly to their residence hall rooms without changing their values significantly.

5. Relevant audience needs and motives
A basic need of all humans is drinking water. In this case specifically, for Monmouth College students are in need of quality, favorably tasting water. They are motivated to purchase water based on the idea that they need it for survival. Also, 7 out of 10 of the people questioned said that the amount of water that they drink is affected by the availability of good and affordable water. Therefore, if they did have the access they would be more motivated to fulfill the need for water. Students are actually compromising their need for water because of the inconvenience and price. The motivation of students might change if they had the access, and if they were more aware of the benefits that water can have for their body. This is a potential focus for the campaign, as many students are motivated on self-interest, they must know their body’s need for water and the benefits that it can provide.

6. Reference groups for this audience
The Monmouth College student body is made up of several subgroups, including Greeks, athletes, religious life participants, residence life staff, artistic people, and service participants. Everyone needs water. However, I would like to make a slightly different focus for student athletes as they should be especially health conscious and in more of a need of water. I can
specifically address them on the amount of water that they need and the busy lifestyle that they have and how they can be helped by the use of the Hinckley Springs water service.

Another subgroup that I could address is the student who drinks. Since alcohol contains a diuretic, it also is a main cause of dehydration (YouthNet UK). According to the freshman poll of activities at Monmouth College, 56.3% drank beer in the last year and 61.4% drank wine or liquor. Knowing this, students are at a very high risk of dehydration based simply off of their drinking habits and not other lifestyle variables such as exercise. Therefore, students need to be especially careful to consume the daily recommended amount of water.

7. Situational variables
This campaign for a water service must be presented at the beginning of the semester, or even better at the beginning of the academic year. Students will not be interested in signing a contract for a water service mid-semester because they are already comfortable with the way that they are already obtaining their drinking water, even if it might be inconvenient and frustrating. College students are more likely to change their habits when there is a new beginning to their schedule. Therefore, I plan to present the idea at the beginning of the academic year.

8. Mental Sophistication
In presenting the Hinckley Springs water campaign; I must consider the mental sophistication of my audience. To be specific, the audience will include freshman, sophomores, juniors, and seniors and I do not want to be so basic with the information concerning water. After all, the students will know after simply one taste of tap water that it is not of very good quality. I do not want to overload the audience with information about why they should not drink the water, but instead focus on the benefits of utilizing the Hinckley Springs bottled water delivery service. Since college students are driven by instant gratification, using a great deal of statistics on water quality is not the best method of persuasion to this service, but instead offering them tastes of the Hinckley Springs purified water and emphasizing the convenience of a delivery service.

C. Goals
The main goal of this persuasive campaign is to convince Monmouth College students that utilizing the Hinckley Springs water distributor will be a benefit to their health, saves them time, money, and is a great convenience for obtaining the much needed water. Since the decision to use the Hinckley Springs service is going to be influenced by their values and motivation, I will be using the Rational Model of persuasion in order to accomplish this goal. By focusing first on the basic need for water (briefly), I will remind them of their belief that water is needed. Next, I
will combine that idea with the value of an inexpensive, quality tasting water in order to motivate them to have a positive attitude toward the water service that will in turn, motivate them to purchase the service.

1. Obstacles
The main obstacle in this persuasive attempt will be the cost because college students value their money even more than their health in many cases. As stated before, college students prefer to spend their money on entertainment and not on a basic need such as water. I will also face the obstacle of those college students who are content in drinking the free tap water. Despite their dissatisfaction with taste, many students believe it is unnecessary to spend money on water. Also, there will be a small margin of students that value their money even above the convenience of the service. With those obstacles in mind, I must focus on the need for quality water and the benefit of the convenience and time that it will save.

D. Segments
1. Monmouth tap water drinkers
According to the questionnaire, only 2 of the 10 people asked are regular drinkers of Monmouth water. I must consider that these people will be part of my audience and I need to address them in a way to convince them that they need to consume clean, better tasting water for a greater price than what they are currently paying for their drinking water. In doing so, I will offer a trial of better tasting water.

2. Students who purchase bottled water
At best, the student who purchases bottled water is paying approximately $5 for 3.17 gallons of water. This is the cheapest way to buy water by 24 individual 16.9 oz. bottles. These students are very comfortable and used to buying water by the bottle and maybe they find it to be convenient to have readily available bottles in their miniature refrigerators, but I will propose an even easier, convenient and cheaper method with Hinckley Springs water service.

3. Students who refill by gallons at local grocery stores
The students who refill by gallons at local grocery stores (Econo Foods and County Market) are very price conscious because this is the cheapest method of purchasing water other than drinking the tap water. However, this method is used very little by students do to the inconvenience. Not only does the student need to carry several gallons of water at a time, they have to remember to go to the store, save their gallon jugs, and then find a way to store it in their miniature refrigerators, which does not fit easily. The students who have a regular sized refrigerator (in the apartments) would be more likely to use this method. These students will simply need to be convinced of the convenience of the water delivery service.
4. Students who currently use Hinckley Springs
The students who are already using Hinckley Springs bottled water service need to be convinced that they should continue to use the service in the future. They will be reminded of the benefits of their preferred method of obtaining water by hearing the persuasive campaign. Basically, I need to retain these customers by reflecting on the benefits of the service.
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