

**CITY UNIVERSITY OF HONG KONG**  
**DEPARTMENT OF ENGLISH AND COMMUNICATION**

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| EN 3513 Promotional Writing<br>Assignment 2 – Planning for a Cybercafe |
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Submitted to  
Dr. Anne Peirson-Smith

Submitted by:  
Esther Mak (50568918)  
Jacky Hung (50461851)  
Lawrence Wong (50394059)  
Nicky Leung (50685312)

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## **a) Background**

Playing online computer games has been a very popular trend among the kids nowadays. Through the internet, they can be playing particular roles within the online games in which they can experience what they can not be in reality. As not everyone can have a computer which can access to the internet with high speed, the net cafe becomes a good place to play online games for these kids, or even their parents. Providing with few dozens of computers with large RAM, high quality of display cards and accessing to the internet with high speed, the net cafe keeps its customers easily.

In Hong Kong, most net cafes are decorating themselves with not only computers of high quality, but also a comfortable environment with special snacks and drinks provided. A comfortable and user-friendly chair is essential for every set of computer and some seats are even providing with webcams so that customers can have net meeting with their friends or colleagues.

Also, there is now a popular trend that many students, aged from six to fifteen go in groups to the net cafes to play online games. There, they can access to the same server together on the internet and then play group games like “Counter-Strike”. They enjoy this way of playing as they can chat with each of their friends face-to-face which is really exciting.

Apart from enjoying online computer games, the net cafes are also places where parents and working people can have a dip there and check e-mails. For example, some parents may worry about what their children are doing in the net cafes. So, they can be going with them and have a drink or check e-mails there when necessary. Soon, this becomes a good activity, which parents and their kids can do together. In this way, the relationship between them can

further be improved or developed.

Furthermore, as not everyone can afford a notebook, net cafes provide a place for the working people or working parents to handle some important works everywhere once there is a net cafe. This is because every computer in the net cafes is equipped with software of Microsoft office. Besides, working parents can also see their children through webcams in the net cafes. This is actually a good method for long-hour working parents to see their kids more often.

## **b) The Flyer**

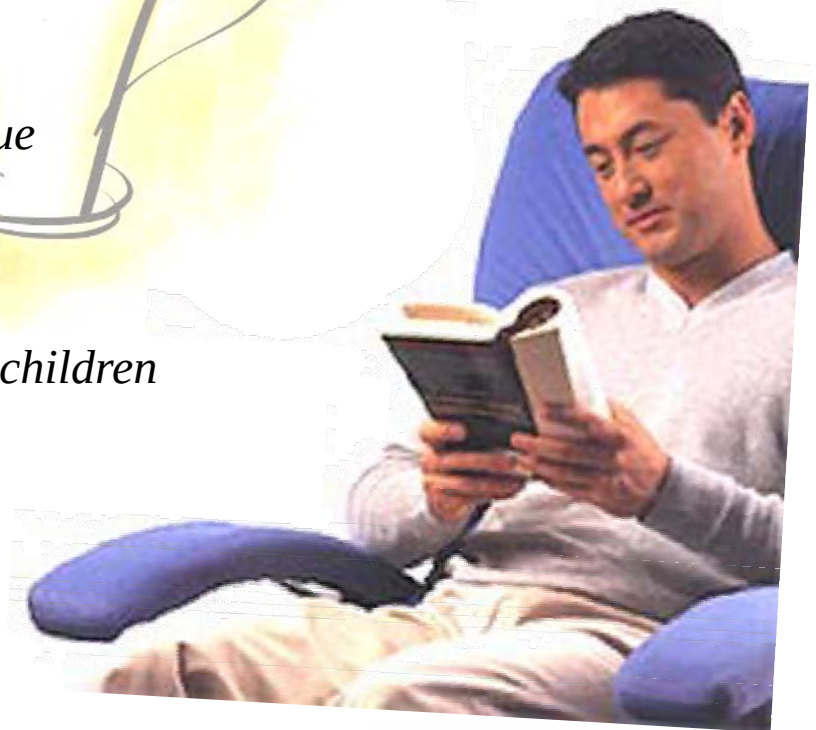
See Overleaf.

# Family e-Cafe

Having joy, so do your kids

***You will be promised by:***

- ◇ *food with high nutritious value*
- ◇ *fusion cuisine*
- ◇ *broadband internet access*
- ◇ *latest computer terminal*
- ◇ *fun educational software for children*
- ◇ *mind-games for kids*
- ◇ *spacious environment*
- ◇ *comfortable sofa*



I am a genius!

It's tea time,  
you should  
go!!



**Opening Hours: 9am – 9pm  
Monday to Sunday**

Family e-Cafe  
88, Tat Chee Avenue, Kowloon, Hong Kong SAR  
Phone: (852) 2788 7654  
Fax: (852) 2788 1167  
Email: [info@family-ecafe.com](mailto:info@family-ecafe.com)



## c) **Brand Positioning Statement**

### ***Features:***

No matter you are a busy salary man or a wife who brings up your children, our cafe is your best choice. Our cafe provides a unique menu, dynamic appeal and a comfortable environment. Our cafe provides "something different for you and for your children" that you have been searching of.

For the past years, we traveled around to look for the special menu and asked the professionals to make up our cafe. We searched for qualified operators and cooks to bring our cafe for progress.

### ***What qualifies our cafe being "something different"?***

We offers high-quality and world-class food that mixed up with fusions. We try to invent the unique menu for you and your kids. Most importantly, our café offers children drinks and light refreshments that other cafés don't have. The dinner serves family style. Our food appeals from the 10 to 55- year-old age group. Our menu is a combination of quality and variety. You will have the delicious option of choosing from our extensive menu or the freshly-baked cinnamon rolls and gourmet coffees.

### ***Our image:***

Our café's is constructed with a new and remodeled image, which features prominent diamond-shape windows and clean, symmetrical line in our bold red and subtle colors.

We also have the amazing high-tech interior design. Every table has a latest computer

terminals and broadband Internet access. It's all free. It's the best place for you to enjoy high tea and coffee.

#### **d) Target Audience**

The target audience of our café is parents who have children. They are around 30-45 years old with high education level (Form 7 and above), and so they wish their children to be as 'highly educated' as they are. We also target on housewives who may not have any jobs to do, and their job is just to look after their children. The individual income level of working parents ranges \$10,000 - \$25,000 and the household income is \$20,000 - \$30,000.

Those parents that we target on are white-collar clerks or housewives, who may bring their children to our café during holidays or in the afternoon for tea. They are willing to spend money on their children and they also lead an enjoyable life. Those parents who come to our café may be the middle class that they will spend money on some high-end goods and services. They may have a busy life in working or they feel tired to look after their children, so those parents can bring their children into our café, and let us provide a relaxing environment for the parent to have a rest on one hand, and a place for children to play on the other.

As a result, our café shares the burden of parents who may find that they feel stressful in office because of large sum of business work or nurturing their children at home. This is because our café is aimed at providing the parents with a place to relax and get rid of the working pressure without worrying their children being unattended, as we also provide caretaking services in the café.

Besides, our opening hour is 9am – 9pm in which we do not run business overnight. Such arrangement can segment the market, which teenagers may prefer to go to some 24-hour café. So we rule out the market segment of teenagers who may disturb the parents while relaxing or the children. As a result, our target consumers are parents who will bring their children to our café.

### **e) Persuasive Message**

We are going to persuade our target audience by saying that our pleasant, refreshing and spacious environment can give them an opportunity to escape from the busy city life and have a thorough rest because of business work and house work after 5 days or a whole morning.

As most family may have 1 or 2 children, by providing a child-caretaking service, those parents do not have to worry about their children while they are relaxing.

### **f) Promotional Objective**

Our promotional objective is to gain trust from the parent that their children will be safe in our café that they do not have to worry about, so that they will come to our café and enjoy themselves. We do want the target audience to know that they can do whatever they want in relaxing themselves, which ranging from reading books, listening to music and accessing to the Internet or even watching movies. So we want the target audience to come to our café.

### **g) The MOA Model**

To enhance consumers motivation to choose our café, we would attend to the promotion by using motions, for example a photo showing 5-year-old kid playing an educational computer game in the cybercafé, while his dad is drinking our coffee and watching him playing.

Psychologically speaking, it is hoped that the habituation of coming to the cybercafé for 'better family relationship' can be promoted. Therefore, we are also appealing to the customers' hedonistic needs of desiring family pleasure.

To enhance our consumers' opportunity to encode the information, we will create encoded information by using images - a photo showing that our cybercafé cares for both children and their parents. So, it will reduce the time for the consumers to read about lengthy words but one image can explicitly state that we are genuinely 'family-oriented cybercafe'.

To enhance consumer's ability to access to the flyer message, the image of the flyer is framed with the image- kids lining up for computer games while the parent is relaxing so that the target audience can better understand the brand info and the key selling point. Concretization is used in the motto of the cybercafé 'Having joy, so do your kids' is used as the sub-heading of the flyer.

## **h) The AIDA formula**

The attention getter of the flyer is the father sitting on the chair reading books in our café. This connotes the outcome of the parent coming in our café. The interest of the flyer will be two kids' conversation involving who is the genius, and the genius should go to have tea instead. The desire of the potential customers, who are eager to come to our café, will be generated once they read the list of our promises in our leaflet.

With the use of BOTH images and texts, it is hoped that BOTH visual and textual messages, which encourage the reader to come to our café, will be bombarded to the audience when they are reading the leaflet.

### **i) Persuasive Appeals**

Humour appeal is used in our flyer when two kids want to play the computer game and one asks the other to go to have a tea break. It means that if the kid is genius enough, he should give up staying at the computer and to enjoy our meal, which is equally important as playing the computer game. The conversation dialogue makes fun with parents but could also tell them that the kids can choose to play or to have meals in our café.

### **j) The Use of Graphics**

A big proportion of the flyer has been dedicated to those images, which show the comfort of a father after coming to our café (the outcome), and the conversation between two kids and the clip arts of cakes, newspapers and coffee. Those images summarise what our café offers to customers, *play, read and eat*, of course comfortably and happily.

### **k) More IMC Ways**

Apart from using flyer, we could set up a website on the Internet making it the homepage of all computers in our café. The homepage will have direct links to online games, weblogs, news, Disney and cartoons. Those at home can also go to our website to look for what is new for kids and parents, as well as seeing the brand information of our cybercafé.

We will also invite family psychologists and educators to write articles about how to build a good relationship with children, and what kinds of nutritious meals the children should have in the website, so that the customer can know about the nutritious value of the food we provide as well as other child bearing or caring tips.

We will also advertise in the parents magazines and newspaper so that the parents could know that there is a good cybercafé that is as worthy to go as buffet, leisure parks or shopping malls for better family ties.

Public relations activities can take place in our cybercafé if we could collaborate with the mass media, online/print-based publishers, charitable organizations or writers/educators to organize family talks, writing activities and children-talent competitions in our cybercafé. And these competitions will be reported through the mass media.