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## Executive Summary

When conducting our initial research about young adult perceptions of Tallahassee Downtown, many interview and focus group participants reported that Tallahassee Downtown is an area for business and government. However, there has been a recent move to revitalize the community and draw attention to the rich, cultural attractions, quality cuisine, and vibrant nightlife that now exists in the downtown area. Our research goals for Tallahassee Downtown were to collect information that could help our team improve awareness and attitudes about Tallahassee Downtown and its respective bars, clubs, and nightlife establishments in the student community. Our firsthand interaction with the student population enabled us to better understand their perspective about dining and entertainment establishments in the community and put us in a position to better market Tallahassee



Downtown to our targeted demographic of young adults ages 18-22. We came up with a phrase that embodied the collective consensus about Tallahassee Downtown; many students perceived Tallahassee Downtown to be a place where they only go “on special occasions”. The team decided that it would be advantageous to use this position and brand the downtown community as a place that will “make every day a special occasion.”

The research team performed initial secondary research by analyzing the current Tallahassee Downtown website, the social media profiles of various local businesses, and the marketing efforts of the Victoria’s Secret PINK street team, which has had a history of very successful promotional events and efforts on campus. We concluded that it would be a beneficial move to list happy hours and specials on the Tallahassee Downtown website and social media profiles of each downtown business, and create a student street team to promote word-of-mouth publicity for Tallahassee Downtown.

The research team conducted qualitative research through one-on-one interviews and focus groups in order to receive open feedback regarding opinions and perceptions about Tallahassee Downtown. This research was beneficial in providing the team with insights on the specific issues that students had with the downtown area, and it helped us offer solutions to these problems. The main issues we focused on were related to awareness, perceptions, parking, transportation, and social media marketing.

Many students were not aware of the establishments located in Tallahassee Downtown when asked in personal interviews. There is also an existing perception that Tallahassee only caters to business people and government officials. Parking was also an issue; 66% of respondents said that they were not willing to pay for parking, but 41% of respondents were not aware of the parking garage. If people were made more aware of the small parking price, some might be more willing to pay for parking. We could also promote the Rhythm Route as a free, viable transportation source. We also presented the survey audience with several examples of social media postings from restaurants and bars in the area. The top three highest-ranking postings involved a visual or textual display of a daily special.

The research team also administered a survey to students and young adults who live relatively close to the Tallahassee Downtown and Florida State University campus areas. The team designed the survey to include issues about awareness of the downtown location, factors driving students to go downtown, crowd size, factors driving students to choose a certain bar or club, social media marketing effectiveness, transportation, and parking.

Our quantitative research found that a majority of students recognize the downtown area as Monroe Street and College Street. 78% of respondents are primarily driven to go downtown because of a special occasion or event. When it comes to crowd sizes, a moderately sized crowd with ample amount of space to move is the preferred atmosphere. In our qualitative interviews, we found that specials and atmosphere dictated where students chose to go, but our quantitative survey found that 64% of people chose atmosphere over other factors such as price as the primary deciding factor in choosing which establishment to go to. When it comes to social media marketing, our target audience is very receptive to social media postings that visually or textually represent a special of the day or a special promotion. Finally, survey respondents did not have positive attitudes towards transportation and parking. While many indicated that they were unaware of the Rhythm Route in the qualitative interviews, most people said that they would be receptive to such an idea. Our quantitative survey results show that 42% of people drive when they go out, and 34% of people carpool. Convincing people to carpool and split any parking fees could make the cost so minimal that it would persuade people to go downtown more often, which is something that the team can promote in their campaign.

Ultimately, the research team intends to implement a campaign that will celebrate the idea of Tallahassee Downtown being the place that “makes every day a special

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occasion.” The “Make Every Day a Special Occasion” Campaign will include a Tallahassee Downtown Street Team consisting of 10 to 15 students that will spread awareness of the downtown area, educate the target market about the available specials specifically within the private downtown taxing district, and generate a more inviting feel for the college-age patrons. The message of the “Make Every Day a Special Occasion” Campaign is that we recognize students’ perceptions of Tallahassee Downtown as a “special occasion” venue, but present the idea that every day can be a special occasion if you want it to be. The street team will hand out promotional materials like t-shirts, sunglasses, koozies, and flyers to students. This will be the most effective way to generate word-of-mouth publicity about the Downtown area. Flyers can also be posted in high-traffic signage areas around campus.

The research team also proposes the implementation of a social media campaign for the Downtown Tallahassee Street Team. The social media campaign will include the maintenance of a Facebook page, Twitter account, and Instagram account that will work in tandem to help reach the college-age demographic. The Facebook page will serve as the primary source for information about Downtown Tallahassee and will be used to directly interact with students. The Twitter account will be primarily used to tweet information pertaining to specials around the downtown area, and commonly used hashtags like #wordlesswednesdays (where people let photos speak for themselves) and #followfriday (an event where you can recommend a certain Twitter account to your followers) can increase awareness about downtown events and establishments. Finally, the Instagram account will be used to post pictures of events and graphics that promote future events. Many students utilize these platforms already, and generating interest over social media can generate buzz for the downtown establishments for our target college-age demographic.

Finally, we plan to create a flat fee weekend parking card for the downtown Kleman Plaza parking garage. The parking card will be valid for the whole semester with the opportunity to renew at the end of every semester, and the price will be set by the Tallahassee Downtown Improvement Authority. The parking card will be valid during the weekend parking hours, after business hours on Friday through Sunday night, and before business hours resume on Monday.

It is the hope of our research team that these marketing efforts will effectively reach out to the college-age demographic with great success at minimal cost. Based on all of the research that the team conducted, the “Make Every Day a Special Occasion” campaign

should draw in more college-age customers by reminding them about what they can't get anywhere else - "special occasion" memories during any night of the week.

## **Introduction and Situation Analyses**

Tallahassee Downtown is historically known as a political center; its central location to the Capitol building makes it a legislative hub where many officials and business people congregate on a daily basis. However, Tallahassee Downtown contains more than just the Capitol building, and the recent efforts to revitalize the downtown area have left the city with a vast array of unique restaurants, cultural venues, and vibrant nightlife. We aim to promote Tallahassee Downtown as a cultural center to draw in more young adults with the hopes that we can add variety to the existing population that visits the downtown area, increase the amount of people that visit downtown establishments, and draw in more people on "slower" business days. We conducted research through one-on-one interviews, focus groups and surveys to discover the current attitudes and beliefs towards the downtown area and nightlife in general to provide evidence that will help us make decisions to ultimately increase awareness of Tallahassee Downtown as an area where "every day is a special occasion."

## **Secondary Research**

We performed secondary research prior to making final decisions and conclusions regarding the interviews, focus groups, online survey, and final report. Tallahassee Downtown's website contains valuable information used by the team to develop questions and evaluate insights from the target market. We utilized the data located on the Tallahassee Downtown website for lists of current bars, restaurants and various events.

In order to create relevant survey questions regarding social media postings, the team conducted research on various businesses' social media profiles. Using samples from a variety of bars and restaurants in Tallahassee, the team assessed the target market's opinions on actual Facebook statuses posted in the past. From these opinions, conclusions regarding the types of social media posts were drawn by the team. This secondary research was done to aid Tallahassee Downtown in the dissemination of future posts to maximize efficiency and likability.

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One of the Fab Five's main campaign ideas revolves around the concept of creating a "Tallahassee Downtown Street Team." This street team will be responsible for raising awareness and promoting the Tallahassee Downtown area to local college students. In order to better understand this campaign idea, we performed secondary research on another successful organization's street team. The Victoria's Secret Street Team's outreach efforts were analyzed by the team to aid in the outreach efforts of Tallahassee Downtown. This organization's various campaigns, events, and day-to-day operations were assessed by the team to form the campaign ideas surrounding the Tallahassee Downtown Street Team.

### **Qualitative Research**

The research team performed qualitative research in the forms of one-on-one interviews and focus groups in order to gain direct free-response feedback regarding their opinions and thoughts on Tallahassee downtown. This research was beneficial because it allowed us to gather insights on the specific problems and offered solutions to these problems. The main issues covered in our research included lack of awareness, downtown being associated with special occasions only, and a lack of parking/lack of awareness of the parking garage. These issues proved to be important because a lack of awareness about downtown prevents people from even considering going there for any reason. Even the participants that stated they only went downtown for special occasions were only moderately aware of those specific occasions and deals. The issue of parking is also prominent because the few people that actually frequent downtown or are aware of what is there will choose not to go based on the fact that they think there is nowhere to park and are unaware of the parking garage. We developed the discussion guide based on these issues that we found through our one-on-one interviews, hoping that we could not only address these issues, but find solutions and suggestions for them. For our qualitative research, we pooled male and female students on campus at Florida State University ranging from ages 18 to 22. The participants ranged from on-campus housing to off-campus apartments and houses.

The results of the focus groups support the team's hypotheses regarding Tallahassee Downtown. There is a huge perception of a major parking/traffic issue that inhibits people from wanting to be a regular. Most college-aged people prefer to drink in a

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location they are both familiar with and reside near. The most well-known nightlife locations downtown rely heavily on word-of-mouth reputation and special occasion attendees. The group interprets these results to display a huge desire for a more casual place downtown. The current restaurants and bars are perceived as being more upscale and costing too much to become a regular hangout spot for upperclassmen and recent graduates. A majority of participants mentioned downtown being viewed as a great place for “special occasions,” but not a favorite spot to attend weekly. A casual marketing strategy is needed for at least one or more of the bars downtown to create a more “college-level” clientele with frequently returning customers. Several participants also mentioned feeling as though they are being “judged” when they go downtown, both by professionals and fellow peers. This feeling of “judgment” is most likely created by the dress codes and atmospheres of the current Tallahassee Downtown bars and restaurants and again calls for a more casual, college hangout.

In order to gain the approval of current college students and recent graduates, Tallahassee Downtown definitely needs to appear less professional and more affordable. If an establishment is marketed as being upscale, college students are less inclined to attend and purchase multiple drinks, regardless of their actual price. The marketing strategy needs to focus on affordability and comfort in order to attract a younger crowd. We also found that another big problem is the lack of awareness about downtown Tallahassee. This can be fixed by creating awareness about happy hours, special occasions, and events that are going on downtown. These findings helped us create a survey that finalized our research and helped us ultimately come up with a solution to the problem.

## **Quantitative Research**

The research team administered a survey to students and young adults who live relatively close to the Tallahassee Downtown and Florida State University campus areas. The team designed the survey to include the following issues:

- Awareness of downtown location
  - Factors driving students to go downtown
  - Crowd size
  - Factors driving students to choose a certain bar or club
  - Social media and advertising effectiveness
  - Transportation
  - Parking
-

The preceding issues were selected to be included on the survey because each issue was raised as a topic of concern in the previously held focus groups. Awareness of the downtown area was an important factor to assess because it would help the team determine why certain groups are not visiting the downtown area more often; those survey questions helped determine whether or not those people actually knew about the establishments and chose not to go, or if they chose not to go because they haven't heard of the establishments at all.

The team also wanted to pinpoint the factors that currently drive students to go downtown. Discovering the initial attraction of the downtown area could provide insights about how the team can further develop those messages, or determine if we need to refine the message. In this case, we discovered that 75% of respondents chose to go downtown for a special event or occasion. This helped us develop our message about Tallahassee Downtown becoming a place where "every day can become a special occasion."

Crowd size was another important issue that we wanted to gather public thoughts about. Determining the preferred crowd size could help us discern what kind of messages we want to portray in our advertising.

The team also gauged social media and advertising effectiveness to determine what is and what is not working among the different accounts that belong to various Tallahassee downtown establishments. It is commonly known that social media is an effective way to reach a large audience on a small budget, so the team wanted to ensure that Tallahassee Downtown establishments are reaching that audience in the most effective way possible.

Finally, transportation and parking issues were addressed because they were hot button topics at the focus groups. We included questions regarding these topics to gain concrete data about student perceptions of downtown transportation and parking, and we also wanted to determine awareness about current transportation and parking options that are available to students. Many students may feel polarized from the downtown area because of the perceived lack of parking, but it could also be attributed to a lack of awareness about the options that are available to them.

Because our primary goal was to discover perceptions and gauge awareness of the above issues regarding downtown establishments, most of the survey questions were designed to capture opinions about current habits and preferences. We frequently engage the survey audience with questions requiring participants to rank in order of preference,

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choose one of the following, or answer a simple yes or no question to determine awareness or behavior surrounding the aforementioned issues.

We implemented a variety of question formats such as checklists, open response, drag and drop ranking, Likert scales, and star ratings to engage the interest of the survey audience. The initial questions gathering data about gender, age, and year were collected at the beginning to ease the respondent into the survey response process, and we began by transitioning into simple checklist questions about opinions and preferences. As the survey nears the end, we inserted more interactive question formats like the star rating and drag and drop responses. Besides the initial demographic-related questions, all of our survey questions deal with the issues that we listed above. Those questions were uniquely created by our research team and tailored towards our own research goals.

Our population of interest includes young adults and college students ages 18-22, but our primary focus is on upperclassman college students over 21 years of age that are able to purchase alcohol and enter downtown bars. This pool of students lives mostly in apartments, townhouses, and houses near the Florida State University campus and Tallahassee Downtown area.

Our target population is appropriate for our research goals because a large percentage of residents and restaurant/bar patrons near the Tallahassee Downtown area are students due to their close proximity to campus. At the end of the day, Tallahassee Downtown's advertising campaign effectiveness will be measured by sales. Students that are 21 years old and over are more likely to buy drinks than students under 21 years of age. A lot of our marketing efforts are targeted towards that 21+ age group through our promotion of Downtown happy hours.

Our research goal originally required us to have a sample size of 100 survey respondents to make calculating data and percentages easier while providing a large enough pool to base our research off of. The team ended up receiving 114 responses. Our responses were mostly received through a convenience sampling method. The team polled our friends, classmates, and student Facebook groups to try to achieve our quota of 100 respondents.

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## Data Analyses

The Fab Five conducted a data analysis on approximately 100 students at the Florida State University along with young individuals not currently enrolled at FSU who are familiar with the Tallahassee area. An electronic survey was distributed online to gain insight and evaluate current trends, attitudes, and beliefs pertaining to Tallahassee Downtown and the establishments associated with it.

Among the 100 participants surveyed, 37% were male and 63% were female. When asked the age of the participants, 2% were under 18, 8% were 19 years old, 12% were 20 years old, 28% were 21 years old, and 50% were over the age of 22 years old. After being asked the current year in school the participants were in, 0% were Freshman, 10% were Sophomores, 12% were Juniors, 43% were Seniors, and 35% reported they were “not an undergraduate student”. The current housing situation among the participants was then assessed; 5% reported they lived on campus. 46% lived in apartments, 20% lived in townhomes/condos, 27% lived in houses, and 1% selected “other”.

Participants, were then asked “what areas come to mind when you hear ‘Tallahassee Downtown’” followed by a series of options in which the participant could select all that apply. 64% reported Monroe Street, 39% reported College Street, 36% reported Midtown, 23% reported College Town, and 22% reported the Strip. Subjects then were asked to “please rank the following in order of prominence of what comes to mind when you think about Tallahassee”. 71% reported the Capitol Building be the number one answer followed by Office Building (9.28%), and Restaurants (3.09%).

Respondents then were surveyed on what draws them to go “downtown”. The leading answer was for “special occasions and or events”, followed by “frequently visiting the restaurants downtown”, “frequently visiting the bars downtown”, “I work downtown”, and last “I’ve never been downtown”.

To determine the ideal crowd size participants enjoy when at a venue, images with varying occupancy were displayed and respondents were asked to rank the images from 1 to 4 (4 being ideal, 1 being least favored).

The following percentages display the participants who identified each crowd size as “ideal”:

57%



21%:



18%:



4%:



Participants were then asked “which of the following is the MOST important factor when choosing a bar/club?” Atmosphere was reported the number one factor at 62%, followed by price at 24%, music at 10%, crowd size at 3%, and special event was not significant at 0%. Respondents were then asked, “do you have establishments that you typically attend for special occasions?” 66% reported YES while 34% reported NO.

The respondents that reported “YES” to the previous question were directed to a new item that requested, “Please list the TOP THREE (3) places you attend in Tallahassee

for special occasions.” The table below lists the percentages of frequency for each local establishment mentioned at least once.

<b>101</b> 9.7%	<b>Jasmine's</b> .75%	<b>Primetime</b> 3%
<b>Alchemy</b> 2.2%	<b>Johnny Ringos</b> .75%	<b>Proof</b> 4.4%
<b>Andrews</b> .75%	<b>Kens</b> .75%	<b>Pug Mahones</b> .75%
<b>Avenue</b> .75%	<b>Level 8</b> 1.5%	<b>Recess</b> .75%
<b>Bajas</b> 1.5%	<b>Los Compadres</b> .75%	<b>Shulas</b> 1.5%
<b>Bella Bella</b> 1.5%	<b>Madison Social</b> 3%	<b>Siam Sushi</b> .75%
<b>Bulls</b> 12.7%	<b>Masa</b> .75%	<b>Sidebar</b> .75%
<b>Cantina</b> 1.5%	<b>Midtown</b> 6%	<b>Standard</b> 2.2%
<b>College Town</b> 2.2%	<b>Mint</b> 2.2%	<b>Stetsons</b> 5.2%
<b>Coliseum</b> 5.2%	<b>Mockingbird</b> .75%	<b>Strip</b> 9.7%
<b>Fermentation Lounge</b>	<b>Momo's</b> .75%	<b>Top Flight</b> .75%
.75%	<b>Palace</b> .75%	<b>University Center Club</b>
<b>Front Porch</b> .75%	<b>Po'boys</b> .75%	2.2%
<b>Gaines Street Pies</b>	<b>Pockets</b> .75%	<b>Waterworks</b> .75%
.75%	<b>Poor Paul's</b> .75%	
<b>Harry's</b> 3%	<b>Pots</b> 3%	

Participants were then asked, “which mode of transportation do you most frequently use when going out?” 41% reported they drove, 36% carpooled with friend(s), 9% Taxi, 9% walk, 4% NightNole, and 0% used the MetroBus. Of those who answered YES to driving, 78% reported they didn't leave their car at the location overnight and 22% reported they did leave their car parked overnight. Participants were then asked “what is the main reason you do not leave your car at the location overnight when going out to a bar/restaurant?” 36% reported towing/parking tickets, 22% reported they didn't drive, 21% were concerned about the safety of vehicle overnight, and 21% reported they didn't drive or were sober enough to drive. Participants were asked “when you go downtown, where do you typically park?” 33% “in the parking garage, 17% “in an establishment's parking lot”, 17% “in a metered parking space”, 11% “in a parallel parking”, 11% “I use another mode of transportation, and 11% reported “I do not go downtown”. Participants were asked to rank on a scale of 1 to 10 to rank your perception of parking downtown (1 being extremely negative, 10 being positive). The average value reported was 4.14 with a standard deviation of 2.21. 37% of respondents reported they are “willing to pay for parking when going out”, while 63% reported they were not willing to pay for parking when going out. 65% of respondents were aware of parking garages downtown and 35% were not aware. Participants were then asked “who can park in the Tallahassee Downtown parking garage?” check all that apply. 97% reported the general public, 80% reported restaurant patrons, 78% reported downtown business

employees. After being asked, “if there were a reliable and safe transportation system in place, would it increase your attendance to Tallahassee Downtown”. 83% reported YES, 17% reported NO.

Participants were then asked, “what is the BEST way to tell you about new places and/or specials in Tallahassee?” The number one response was through social media at 52% followed by “word of mouth” 28%, “text message alerts” 9%, radio/television 6%, email 3%, and flyers on campus 2%. 67% of participants currently follow Tallahassee restaurants and/or bars on social media and 33% did not follow.

Participants that selected yes were then asked “why do you follow Tallahassee restaurants and/or bars on social media?” Check all that apply. 92% reported to “receive deals/specials”, 35% to view photos, 27% reported to interact with the restaurant/bar, 11% “no reason in particular, and 8% reported “other”. Participants that selected no to following on social media were asked, “why you do not follow any restaurants and/or bars on social media?” 55% reported “I consider most of these posting to be spam”, 52% reported “I think these posts are too often”, 35% reported “I am not interested in these postings,, 19% reported “I don’t use social media frequently enough, and 13% reported “other”. Participants were then asked “on which social media sites do you follow Tallahassee restaurants and/or bars?” 100% reported Facebook, 18% reported Twitter, 18% reported Instagram, 3% reported YouTube.

Participants were then asked “what would you consider to be the ideal amount of postings for a restaurant/bar on social media?” 38% reported 2 to 5 times weekly, 28% reported once daily, 25% reported once weekly, 6% reported 2 to 5 times daily, 3% reported never. Respondents were then asked, “which factors would cause you to unfollow or block a restaurant/bar on social media?” 87% reported “spam”, 81% reported “too many postings”, 67% reported “irrelevant postings”, 30% reported “event invites”, and 6% “other”.

Participants were then asked to rank social media posting on a scale of likability of content. The top 5 most likable social media posting were ranked as follows:

#1:



#2:



It's Monday! That means Burgers & Brews at Prime Time.

\*\*Get a Burger, choice of hand cut sweet/regular fries & 2 Draft Beers ONLY \$10\*\*

#3:



Post-Game and Homecoming Celebration tonight!

-First 100 Girls FREE!

-\$2 Doubles till 11-

-Football Games in HD-



#4:



#5:



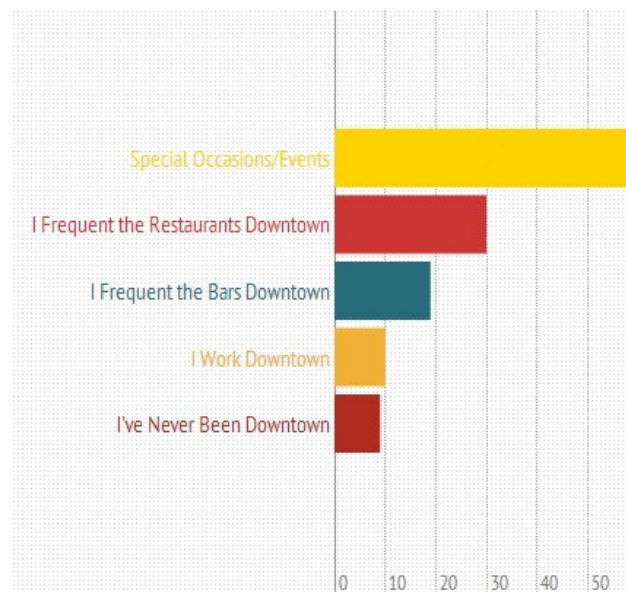
## Conclusions and Recommendations

Downtown Tallahassee already has a preexisting crowd that it draws in on a regular basis, so in order to break into the new target market of college-aged patrons we really needed to evaluate how this market views downtown and how their decision-making process affects where they choose to go out.

From the beginning of our research endeavors, we have found that people in our target market view the Downtown Tallahassee area as a destination for special occasions rather than the everyday place to go. One interviewee even stated, "The only time I think to go downtown is when my friends are celebrating something, like a birthday". This idea even showed up in the focus group sessions we held. When the groups were asked when they were likely to go downtown it was nearly with unanimity that everyone responded that they

think to go downtown to celebrate special occasions. In addition, how often did those special occasions take place? Only about two to three times a semester. Something we drastically need to change. In order to confirm that this thought was across the target market of college age patrons, we included the question, “*Which of the following have drawn you to go downtown?*” An alarming percent of respondents (approximately 75 percent) replied that they also view the downtown region of Tallahassee as a place for special occasions, as depicted in the info graphic below.

## Factors That Draw Clientele Downtown

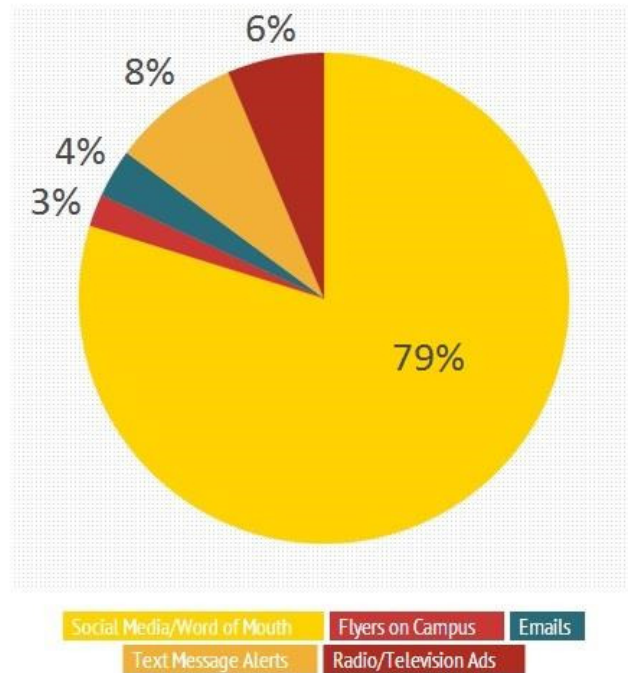


Responses to the question, “Which of the following have drawn you to go downtown? (Check all that apply.)”

So where exactly do the college-aged patrons choose to go? When our group tried to answer this question we stumbled upon another astonishing finding, that four out of five times when making a decision to go somewhere college age patrons will go to Bullwinkle’s Saloon solely on the fact they have the Moose Card, which allows them to get in for free after paying the flat fee at the beginning of the semester. One patron even said, “I mean I already paid for the card, so I am going to make the most out of the money I already spent than spending more money somewhere else”. In addition, when it comes to deciding where to go to eat or grab a drink with friends, college age patrons rely heavily on word of mouth and social media, when deciding where to go. In fact, when we asked the question “*What is*

the *BEST* way to tell you about new places and/or specials in Tallahassee?” in our survey, a stupefying 79 percent chose Social Media/Word of Mouth over all other topics.

## Methods for Reaching New Clientele



Responses to the question “What is the BEST way to tell you about new places and/or specials in Tallahassee?”

Continuing our social media findings, we were able to conclude that college age patrons do not necessarily follow restaurants or businesses on social media. In focus groups, they told us that most businesses too often “flood our newsfeeds too much irrelevant posts”. One participant went as far to say that “I would rather spend the ten

Harry's Seafood Bar & Grille: Tallahassee  
10 hours ago



minutes it takes to figure out what is going on everywhere, then follow a bunch of businesses that are just going to spam my newsfeed 24/7”. Among our survey respondents, we found that most unfollow or do not follow businesses to begin with due to the businesses spamming them, posting irrelevant information, and posting too frequently. All of which should be taken into consideration when devising a new social media campaign. However in the case that they do follow businesses on social

media, like Facebook or Twitter, most college age patrons respond best to when images with text on them are posted, rather than a post with just text or a link preview. In fact, the image embedded into this paragraph was the only option ranked number one, as most desirable, out of the five options given to our survey takers in terms of what a social media user in the college age bracket would want to see on their newsfeed.

A truly intriguing finding we discovered in the focus group was that when asked if they felt comfortable going out to drink or hang out at the various bars or restaurants in Downtown Tallahassee, most of the focus group participants felt like they didn't necessarily feel like they fit in, almost to the point that they would be judged when out downtown. One participant in particular mentioned that "because it's an older crowd usually downtown, I don't feel like I can go out and act like a college student. I have to watch what I do, or I might be judged".

Furthermore, throughout our research process we found that majority of our interviewees, focus group participants and survey respondents in fact did not know what Tallahassee Downtown had to offer, in general. Not only did they not know what specials and happy hours restaurants and bars had downtown, a great deal of our research showed college age patrons are not even aware of all of the restaurants or bars in the private downtown taxing district, which poses a huge problem in itself. One of our one-on-one interviewees even said, "As sad as it sounds, I really don't know much about Downtown Tallahassee. Every time I think to go down there, I get really overwhelmed because downtown as a whole is unfamiliar and confusing". Moreover, this thought was not just relevant to this interviewee; some of our focus group participants echoed the same sentiments.

When segueing on how to disperse the information on campus, one thing was for certain college age patrons strongly disliked when they encounter situations where people were passing out flyers at random spots on campus. A focus group participant even said, "When I see someone passing out flyers, like by the HCB, I legitimately turn the other direction and rethink my route to wherever I was headed". Nevertheless, those same interviewees and participants that voice concerns and distaste for people handing out flyers, said that they were more likely to read flyers that are posted on message or bulletin boards in between or waiting for classes to start.

That being said, we suggest Tallahassee Downtown Improvement Authority take into consideration the following recommendations:

## 1.) The Creation of a Marketing Street Team

This marketing street team will be developed for the downtown area, and be entitled “*Tallahassee Downtown Street Team*”. This team will consist of 10 to 15 students from Florida State University, with the hopes of eventually expanding to incorporate students from other surrounding colleges, such as Florida A&M University and Tallahassee Community College. The purpose of the street team will be to spread awareness of the downtown area; educate the target market about the available specials specifically within the private downtown taxing district, and generate a more inviting feel for the college age patrons.

This more inviting feel for college age patrons will be achieved through the “*Make Every Day a Special Occasion*” Campaign. This campaign focuses on the thought that Downtown Tallahassee is seen as a place to go for special occasions, however we plan to make the target market to see how every night, and/or day can be some sort of special occasion. The campaign will focus on what exactly the downtown has to offer, in terms of what restaurants and bars are downtown, the specials at those places, and how to make the most out of a downtown experience.

The street team’s main purpose during the *Make Every Day a Special Occasion* campaign will be to spread awareness and increase the “word-of-mouth” advertising of Downtown Tallahassee, more specifically the private downtown taxing district. The Tallahassee Downtown Street Team will host events geared toward college age patrons bi-monthly at different restaurants and bars downtown. Each event will be hosted at a different restaurant or bar, where the street team will choose a day of the week and time which the restaurant or bar in particular has a special. At the event, the street team will be there to socialize and make all the patrons feel welcomed. Also, there will be a variety of marketing materials that the street team can use as giveaways and incentives to get the target market to attend the events.

In addition, the *Tallahassee Downtown Street Team* will be involved on the Florida State University campus as well. The street team will not only advertise the events on campus, but also go as far to promote the Downtown Tallahassee brand as a whole. The street team can have booths at a variety of campus events ranging from Market Wednesday, Involvement Fairs and special campus events. In addition, the street team can

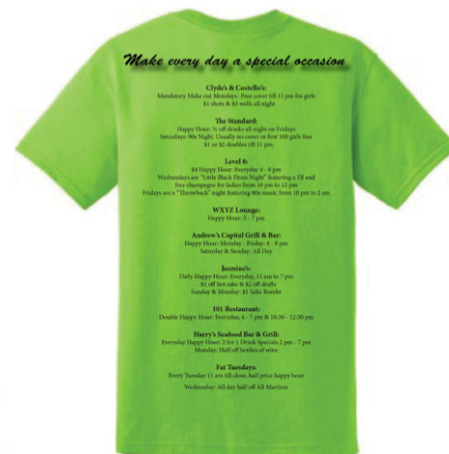
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post flyers, hand out marketing materials and chalk sidewalks around campus, all promoting the private downtown taxing district.



In this campaign, a line of marketing materials will be developed to hand out on campus and at *Tallahassee Downtown Street Team* events. We suggest that the marketing materials include, but are not limited to, such things as t-shirts, tanks, sunglasses, drink koozies, and flyers. We further suggest, keeping in mind the target market of college students, that these marketing materials are printed on bright color, as in the following image prototype. On the marketing materials we propose to have the

*Tallahassee Downtown Improvement Authority's* logo, the “*Make Every Day a Special Occasion*” tagline, accompanied by a breakdown of the various specials and happy hours hosted by the restaurants and bars in the private downtown taxing district. As you can see by the prototype below, on the front of the t-shirts or tanks will have one of the *Tallahassee Downtown Improvement Authority's* logo on the left pocket and then on the back will be the tagline “*Make Every Day a Special Occasion*” with a list of all the restaurants and bars in the private downtown taxing district and their accompanying specials for the week.

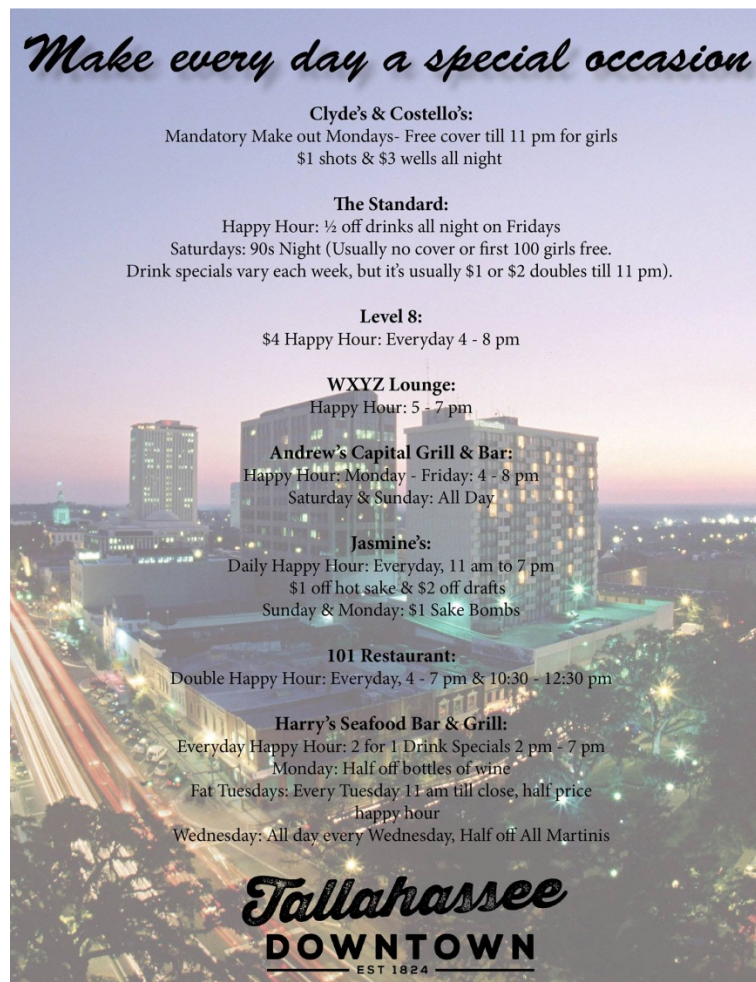


The same list will be used on the koozie accompanied by the same logo, as you can see in the prototype. In addition, for the sunglasses the same logo used for the t-shirts and koozie will be printed on the side to further promote the downtown area of Tallahassee.



Another form of marketing material we suggest creating for the *Downtown Tallahassee Street Team* is a flyer. The flyer, much like the other marketing materials, will

incorporate all three major elements, the logo, tagline, and list of specials in a colorful eye catching design. The street team will post these flyers in various highly trafficked areas of campus, such as but not limited to the HCB Building, Fisher Lecture Hall, Oglesby Union, and the Williams Building. In addition, these flyers will be used at informational tables and events to further promote the private downtown taxing district. Below is a prototype of the proposed flyer.



## 2.) Implementing a Social Media Campaign Specifically for the *Downtown Tallahassee Street Team*

In terms of social media, the *Tallahassee Downtown Street Team* should have its own accounts on a variety of social media networking sites. This way all of the downtown information can be aggregated in the same location, and there is no need for college age patrons to have to sort through and seek out the information that they find most relative to them. Overall, the point of the various street team social media accounts will be to make the

college aged patrons feel more welcomed and accepted in the downtown area. We suggest the implementation of the following accounts:

a.) Facebook Page

The main purpose of the Facebook page is to collect all the information for Downtown Tallahassee in one place. Although majority, if not all, restaurants and bars in the downtown area already have independent social media accounts, a collection of all this information will allow for a deeper understanding of what exactly the downtown area has to offer the younger college age patrons in Tallahassee. With the abilities that Facebook has, we can not only promote the individual restaurants and bars' specials, but their social medias as well by tagging their social media accounts whenever the street team posts about them or relevant topics. Also, by having a Facebook page especially for the *Downtown Tallahassee Street Team* the individuals on the street team will be able to directly interact with students in the target market, answer questions, and post pictures from events they have hosted.

b.) Twitter

The Twitter feed will be much like the Facebook page, in terms of having all the information for downtown specials and restaurants downtown in the same place. Here we can tweet out information pertaining to the specials, happy hours, restaurant locations, available public parking, and upcoming street team events. To interact with the following we suggested using common daily hashtags, such as but not limited to #wordlesswednesday or #followfriday. Also on this platform, the street team can interact and respond to any of their possible questions in a quick and personal manner, further connecting the college age patrons to the downtown area and create a truly invite atmosphere for the target market.

c.) Instagram

The Instagram account will be utilized for posting pictures from events, as well as graphic images that will inform followers about the specials and events at individual restaurants in the private downtown taxing district. As you can see in the sample feed below, images from events will be posted. These images will be of the street team and fellow event attendees interacting and having a good time to further the image that Tallahassee Downtown is inviting of all ages, and college age patrons can have a fun time in an inviting atmosphere any and every time they frequent Downtown Tallahassee.

3.) Implementation of flat fee weekend parking card

This flat fee-parking card will be for the downtown parking garage, Kleman Plaza Parking Garage. The parking card will be valid for one whole semester, with the opportunity to renew at the end of the every semester. The price will be set by the Tallahassee Downtown Improvement Authority, with the ability to reevaluate the price point annually. As insinuated in the title of the card, the parking pass will only be valid during the weekend parking hours, from after business hours on Friday through Sunday night, before business hours resume on Monday. The card will be produced in the likeness of a credit or membership card, and it will be a hard plastic card with logos and printing of the client's choice.

## Appendices

### Appendix I: Moderator Guide

#### **INTRODUCTION** (After distributing consent forms and offering pizza)

1. My name is \_\_\_\_\_ and I am the moderator today. My role here will be to guide this discussion (Introduce other researchers in the room with you; Name, Age, Major, Year in School).
2. The team is conducting this study for a project for the ADV4500 class here at Florida State. The team would like to hear about your opinions and experiences regarding events, restaurants, clubs, and bars in the Tallahassee area. At the end of this focus group, we will look over our findings and present them in a summary form to our ADV4500 class but the team will not reveal any of your information.

#### **GROUND RULES**

1. This session will last anywhere from 15 minutes to an hour and a half max. Realistically, we are looking at an hour.
2. This session is being electronically taped and we will be taking notes about the discussion.
3. Due to the nature of focus groups, the team cannot fully guarantee confidentiality. The team would like to remind you all to respect the privacy of your fellow participants and not repeat what is said in the focus group to others.
4. There are no wrong answers; the team is looking for different points of view. The research group wants to hear your opinions, and we encourage everyone to openly share. However, if you feel uncomfortable or do not want to answer a particular question, you are not obligated to answer it.
5. Please talk one at a time and in a clear voice, but also feel free to exchange points of view with other participants – you do not need to address all answers to me.
6. At this point, the research team would like to ask you to turn off your phones or put them on silent so the research team can be respectful of everyone when they are talking.
7. Does anyone have any questions before we begin the discussion?

#### **INTRODUCTIONS**

Now I am going to have everyone go around the room and state their name, major, age, and year in school.

#### **QUESTIONS**

1. Think back to your most positive experience at a restaurant here in Tallahassee and tell us about your most enjoyable memory.
2. Now think about your worst experience at a restaurant in Tallahassee and tell us about that memory.
3. If you were trying to convince your friends to go to your favorite restaurant here in Tallahassee, what would you tell them?
4. Now let us switch gears to nightlife. Imagine your ideal club or bar. What does it look like? Tell us about the music, food, drinks, decor...everything that makes it your perfect club or bar.

5. Describe your perfect night out on the town.
  6. When you have decided to go out to a club or a bar in the past, what did you look for in a location? Let us list them on the board.
  7. If you had to pick only one factor listed here that was most important to you, what would it be?
  8. We have provided you with a piece of paper and a pen. List your top three favorite bars or clubs that you have been to, and your top 3 least favorite bars or clubs that you have been to. Afterwards, we will share about what makes them our favorite and least favorite places that you have been.
  9. Has anyone ever been to any of these locations?
    - a. 101 Restaurant
    - b. Level 8
    - c. Harry's Seafood Bar & Grille
    - d. Andrew's Capital Grill & Bar
    - e. Clyde's & Costello's
    - f. The Standard
    - g. Mint Martini Bar
  10. Tell us about any positive experiences that you have had with any of those locations.
  11. Now tell us about any disappointments you have had with those locations.
  12. All of those locations are part of downtown Tallahassee's nightlife area. What is your perception of the downtown Tallahassee area?
  13. How do you usually find out about specials, deals, or events?
  14. What are your thoughts on social media events from businesses? Like do you really pay, attention to social media invites. Or do you find them annoying or intrusive?
  15. On social media, are there any local businesses that you currently follow on social media? Who are they? Is there are reason in particular why have chosen to follow these businesses?
    - . Ask about whether or not they think any local businesses are doing excellent with their social media or whether they have a local business they follow that is over the top with social media to the point where they have hidden or blocked them (i.e. Primetime).
  16. Also when it comes to social media what networks do you rely on the most for information about specials and events at restaurants and bars? (Facebook, Twitter, Instagram, Foursquare, Google+)
  17. What are your thoughts on when people hand out flyers on campus? Do you actually pay attention to the information provided on flyers? What type of information grabs your attention with on campus advertising?
  18. How should Tallahassee Downtown be promoting themselves to you guys?
-

## Appendix II: Focus Group Participant Consent Form

### Consent Form for Participation in a Research Study ADV4500 at Florida State University

**Researcher(s):**

Casey Carlson, Chelsea Eagle, Megan Gerace, Brittany Martincic, Katie Williams

**Study Title:**

Determining Attitudes & Beliefs About Tallahassee Events & Nightlife

**1. WHAT IS THIS FORM?**

This form is called a Consent Form. It will give you information about the study so you can make an informed decision about participation in this research.

**2. WHO IS ELIGIBLE TO PARTICIPATE?**

Subjects must be a student at Florida State University and at least 18 years old to participate.

**3. WHAT IS THE PURPOSE OF THIS STUDY?**

We are conducting the research study to determine Florida State University student beliefs about events and nightlife in the Tallahassee area. This study is being conducted as a project for the ADV4500 course at Florida State University.

**4. WHERE WILL THE STUDY TAKE PLACE AND HOW LONG WILL IT LAST?**

This focus group will take place Sunday, November 03, 2013 at 7:00 pm at Strozier Library rooms 107E and 107F on FSU's Tallahassee campus. The session will last anywhere from 15 minutes to 1 hour and 30 minutes (at max). Participants will not be contacted in the future regarding this study after the conclusion of the session.

**5. WHAT WILL I BE ASKED TO DO?**

If you agree to take part in this study, you will be asked to answer a series of questions concerning your opinions, perceptions, attitudes, and beliefs about events, restaurants, clubs, and bars in the Tallahassee area in a group setting. Participants are encouraged to share, but you may skip any question that you feel uncomfortable answering.

**6. WHAT ARE MY BENEFITS OF BEING IN THIS STUDY?**

You may not directly benefit from this research; however, we hope that your participation in the study may improve your future experience with events and nightlife establishments in the Tallahassee area.

**7. WHAT ARE MY RISKS OF BEING IN THIS STUDY?**

We believe there are no known risks associated with this research study; however, a possible inconvenience may be the time it takes to complete the study.

## 8. HOW WILL MY PERSONAL INFORMATION BE PROTECTED?

The following procedures will be used to protect the confidentiality of your study records:

This focus group will be electronically recorded. After the focus group has concluded, all electronic recordings will be placed in cloud storage on a password-protected account. The recordings will be accessible only to the study researchers listed in this document and the instructor for the ADV4500 course. Names will not be included on the recording to protect your identity. At the conclusion of this project, all copies of the electronic recordings relating to this study will be deleted. The recordings will not be shared outside of the study researchers listed in this document and the ADV4500 instructor.

At the conclusion of this study, the researchers will present their findings to their ADV4500 class. Information will be presented in summary format and you will not be identified in the presentation.

Please be advised that although the researchers will take every precaution to maintain confidentiality of the data, the nature of focus groups prevents the researchers from guaranteeing confidentiality. The researchers would like to remind participants to respect the privacy of your fellow participants and not repeat what is said in the focus group to others.

## 9. WILL I RECEIVE ANY PAYMENT FOR TAKING PART IN THE STUDY?

Participants will not receive monetary compensation for taking part in the study. However, all participants in the focus group will be offered pizza and drinks as a gesture of appreciation for taking part in the study.

## 10. WHAT IF I HAVE QUESTIONS?

We will be happy to answer any question you have about this study. If you have further questions about this project or if you have a research-related problem, you may contact the research team at kaw10g@my.fsu.edu.

## 11. CAN I STOP BEING IN THE STUDY?

You do not have to participate in this study if you do not want to. If you agree to be in the study, but later change your mind, you may drop out at any time. There are no penalties or consequences of any kind if you decide that you do not want to participate.

## 12. SUBJECT STATEMENT OF VOLUNTARY CONSENT

When signing this form I am agreeing to voluntarily enter this study. I have had a chance to read this consent form, and it was explained to me in a language which I use and understand. I have had the opportunity to ask questions and have received satisfactory answers. I understand that I can withdraw at any time. A copy of this signed Informed Consent Form will be given upon request.

I agree to maintain the confidentiality of the information discussed by all participants and researchers during the focus group session.

\_\_\_\_\_  
Participant Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

By signing below I indicate that the participant has read and, to the best of my knowledge, understands the details contained in this document.

\_\_\_\_\_  
\_\_\_\_\_

**Signature of Researcher**

**Print Name**

**Date**

## Appendix III: Survey Participant Consent Form

### Consent Form

Consent Form for Participation in a Research Study  
ADV4500 at Florida State University

**Study Title:** Determining Attitudes & Beliefs about Tallahassee Events & Nightlife

This is the Informed Consent Form. It will give you information about the study so you can make an informed decision about participation in this research.

### WHO IS ELIGIBLE TO PARTICIPATE?

Subjects must be at least 18 years old to participate.

### WHAT IS THE PURPOSE OF THIS STUDY?

We are conducting research to study beliefs about events and nightlife in the Tallahassee area. This study is being conducted as a project for the ADV4500 course at Florida State University.

### WHAT WILL I BE ASKED TO DO?

If you agree to take part in this study, you will be asked to answer a series of questions concerning your opinions, perceptions, attitudes, and beliefs about events, restaurants, clubs and bars in the Tallahassee area.

### HOW WILL MY PERSONAL INFORMATION BE PROTECTED?

Your name, or the like-of, will not be associated with any of the answers you provide to this survey. All results will be collected and presented in a completely anonymous manner.

### WHAT IF I HAVE QUESTIONS?

We will be happy to answer any question you have about this study. If you have further questions about this project or if you have a research-related problem, you may contact the research team at kaw10g@my.fsu.edu.

### CAN I STOP BEING IN THE STUDY?

You do not have to participate in this study if you do not want to. If you agree to be in the study, but later change your mind, you may drop out at any time. There are no penalties or consequences of any kind if you decide that you do not want to participate.

### SUBJECT STATEMENT OF VOLUNTARY CONSENT

By continuing this survey, you are giving voluntary consent to participate in this study. You have read and understood the consent form and understand that you may stop at any time and ask questions.

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## Appendix IV: Survey Questions

### ADV4500 Fab Five Survey

Consent Form  
Consent Form for Participation in a Research Study ADV4500 at Florida State University  
Study Title: Determining Attitudes & Beliefs about Tallahassee Events & Nightlife  
This is the Informed Consent Form. It will give you information about the study so you can make an informed decision about participation in this research.  
**WHO IS ELIGIBLE TO PARTICIPATE?** Subjects must be at least 18 years old to participate.  
**WHAT IS THE PURPOSE OF THIS STUDY?** We are conducting research to study beliefs about events and nightlife in the Tallahassee area. This study is being conducted as a project for the ADV4500 course at Florida State University.  
**WHAT WILL I BE ASKED TO DO?** If you agree to take part in this study, you will be asked to answer a series of questions concerning your opinions, perceptions, attitudes, and beliefs about events, restaurants, clubs and bars in the Tallahassee area.  
**HOW WILL MY PERSONAL INFORMATION BE PROTECTED?** Your name, or the like-of, will not be associated with any of the answers you provide to this survey. All results will be collected and presented in a completely anonymous manner.  
**WHAT IF I HAVE QUESTIONS?** We will be happy to answer any question you have about this study. If you have further questions about this project or if you have a research-related problem, you may contact the research team at kaw10g@my.fsu.edu.  
**CAN I STOP BEING IN THE STUDY?** You do not have to participate in this study if you do not want to. If you agree to be in the study, but later change your mind, you may drop out at any time. There are no penalties or consequences of any kind if you decide that you do not want to participate.  
**SUBJECT STATEMENT OF VOLUNTARY**

#### CONSENT

By continuing this survey, you are giving voluntary consent to participate in this study. You have read and understood the consent form and understand that you may stop at any time and ask questions.

Q35 I wish to continue in participating in this study.

m Yes (1)

m No (2)

If No Is Selected, Then Skip To End of Survey

Q3 What is your age?

m 18 and under (1)

m 19 (2)

m 20 (3)

m 21 (4)

m 22 and older (5)

If 18 and under Is Selected, Then Skip To End of Survey

Q2 Please indicate your year in school?

m Freshman (1)

m Sophomore (2)

m Junior (3)

m Senior (4)

m Not an undergraduate student (5)

Q1 Please indicate your gender.

m Male (1)

m Female (2)

Q6 Do you live in Tallahassee?

m Yes (1)

m No (2)

Q3 What type of housing do you live in?

m On campus (1)

m Apartment (2)

m Townhouse/Condo (3)

m House (4)

m Other (5)

Q7 What areas come to mind when you hear "Tallahassee Downtown"? (Check all that apply.)

q Midtown (1)

q College Town (2)

q The Strip (3)

q Monroe Street (4)

q College Street (5)

Q8 Please rank the following in order of prominence of what comes to mind when you think about Tallahassee Downtown:

\_\_\_\_\_ The Capitol (1)

\_\_\_\_\_ Office Buildings (2)

\_\_\_\_\_ Museums (3)

\_\_\_\_\_ Parks (4)

\_\_\_\_\_ Restaurants (5)

\_\_\_\_\_ Bars/Clubs (6)

\_\_\_\_\_ Residential (7)

Q9 Which of the following have drawn you to go downtown? (Check all that apply.)

q Special occasions/events (1)

q I frequent the bars downtown (2)

q I frequent the restaurants downtown (3)

q I work downtown (4)

q I've never been downtown (5)

Q10 Which of the following is the MOST important factor when choosing a bar/club?

m Atmosphere (1)

m Music (2)

m Price (3)

m Special Event (4)

m Crowd Size (5)

Q12 Please rank the images below from most appealing in crowd size (1) to least appealing in crowd size (4):

\_\_\_\_\_ Image:Bar Crowd Size (1)

\_\_\_\_\_ Image:Bar Crowd Size (2)

\_\_\_\_\_ Image:Bar Crowd Size (3)

\_\_\_\_\_ Image:Bar Crowd Size (4)

Q13 Do you have establishments that you typically attend for special occasions?

m Yes (1)

m No (2)

Answer If Do you have establishments that you typically attend for special occasions? Yes Is Selected

Q14 Please list the TOP THREE (3) places you attend in Tallahassee for special occasions.

Q15 Which mode of transportation do you most frequently use when going out?

m I drive (1)

m Carpool with friend(s) (2)

m NightNole (3)

m MetroBus (4)

m Taxi (5)

m Walk (6)

Q16 Do you often leave your car at the location overnight when going out to a bar/club?

m Yes (1)

m No (2)

Answer If Do you often leave your car at the location overnight when going out to a bar/club? No Is Selected

Q17 What is the main reason you do not leave your car at the location overnight when going out to a bar/club?

m I did not drive (1)

m Towing/parking tickets (2)

m Safety of vehicle overnight (3)

m I did not drink/able to drive home (4)

Q19 When you go downtown, where do you typically park?

m In the parking garage (1)

m In parallel parking (2)

m In a metered parking space (3)

m In an establishment's parking lot (4)

m I use another mode of transportation (5)

m I do not go downtown (6)

Q20 On a scale of 1 to 10, please rank your perception of parking downtown (1 being extremely negative and 10 being extremely positive):

\_\_\_\_\_ Perception of Parking Downtown (1)

Q21 Are you willing to pay for parking when going out?

m Yes (1)

m No (2)

Q22 Are you aware of the parking garage for Tallahassee Downtown?

m Yes (1)

m No (2)

Answer If Are you aware of the parking garage for Tallahassee Downtown? Yes Is Selected

Q23 Who can park in the Tallahassee Downtown parking garage? (Check all that apply)

q Downtown Business Employees (1)

q Restaurant Patrons (2)

q General Public (3)

Q24 If there were a reliable and safe transportation system in place, would it increase your attendance to Tallahassee Downtown?

m Yes (1)

m No (2)

Q25 What is the BEST way to tell you about new places and/or specials in Tallahassee?

m Social Media (1)

m Flyers on Campus (2)

m Word of Mouth (3)

m Emails (4)

m Text Message Alerts (5)

m Radio/Television Advertisements (6)

Q26 Do you follow any Tallahassee restaurants and/or bars on Social media?

m Yes (1)

m No (2)

Answer If Do you follow any Tallahassee restaurants and/or bars on Social media? Yes Is Selected

Q27 Why do you follow Tallahassee restaurants and/or bars on social media? (Check all that apply.)

q To receive deals/specials (1)

q To interact with the restaurant/bar (2)

q To view photos (3)

q No reason in particular (4)

q Other (5)

Answer If Do you follow any Tallahassee restaurants and/or bars on Social media? No Is Selected

Q28 Why you do not follow any restaurants and/or bars on social media? (Check all that apply.)

q I don't use social media frequently enough (1)

q I consider most of these postings to be spam (2)

q I think these posts are too often (3)

q I am not interested in these postings (4)

q Other (5)

Answer If Do you follow any Tallahassee restaurants and/or bars on Social media? Yes Is Selected

Q29 On which social media sites do you follow Tallahassee restaurants and/or bars? (Check all that apply.)

q Facebook (1)

q Twitter (2)

q Instagram (3)

q YouTube (4)

Q30 What would you consider to be the ideal amount of postings for a restaurant/bar on social media?

m Never (1)

m Once daily (2)

m 2 to 5 times daily (3)

m Once weekly (4)

m 2 to 5 times weekly (5)

Q31 Which factors would cause you to unfollow or block a restaurant/bar on social media?

q Too many postings (1)

q Irrelevant postings (2)

q Event invites (3)

q Spam (4)

q Other (5)

Q33 Review the following examples of social media postings. Rank them based on advertisement content:

\_\_\_\_\_ Image:1 (8)

\_\_\_\_\_ Image:2 (9)

\_\_\_\_\_ Image:3 (10)

\_\_\_\_\_ Image:4 (11)

\_\_\_\_\_ Image:5 (12)

\_\_\_\_\_ Image:6 (13)

\_\_\_\_\_ Image:8 (14)

\_\_\_\_\_ Image:9 (15)