

The image is a composite. The top half features a red rectangular box with white text. The bottom half is a photograph of a modern university building. The building has a prominent brick clock tower with a large glass window above the clock face. To the left of the tower is a section with large glass windows and balconies. The plaza in front of the building is paved with light-colored stone tiles and has several young trees and shrubs. Several students are walking in the plaza. In the background, another multi-story building is visible under a clear blue sky.

# the Plaza at Livingston Campus

**PR Campaign Title: Henry's Back and Bringing Life Back to the Livingston Plaza!**  
**Client: Livingston Plaza**

**Situation Analysis**

**Organizational Background (Weusi)**

The Plaza at Livingston Campus is located in Piscataway, N.J., on the site of Rutgers University's New Brunswick campus. It is a 33,000-square-foot retail space that houses nine retail establishments offering food and beverages, tech support, a barbershop, a cinema as well as an outdoor lounge, and a dining space. It is situated below The Livingston Apartments where over 1,450 students reside and next to a campus shuttle stop and is also open to the public. Its main competition is The Yard, which is a similar styled space on the College Ave campus. It is managed by the Economic Development Group ("EDG") which is an entity of Rutgers University.

The EDG promotes the business and economic development interests within Rutgers' Institutional Planning and Operations division, the university community, and local communities. They handle property management, lease management, rent collection, operating budgets, insurance, licensing, and compliance. EDG also provides oversight of Rutgers Faculty and Staff Short Term Housing Program, Rutgers Cinema, kite+key Rutgers Tech Store, and Rutgers computer repair service, TeKCheK.

By highlighting the business within the plaza as well as developing outreach programs to reach the community off of the Rutgers campus The Plaza seeks to serve as more than just the epicenter of campus life on Livingston Campus. EDG wants to present The Plaza as a lifestyle destination that serves both RU students and the surrounding community.

This eco-friendly space is within walking distance of the Rutgers Athletic Center where basketball, volleyball, and other sporting and social events are held. Also close by is the number one-ranked business school in the northeast, Rutgers Business School which hosts over 4,800 students. EDG keeps things fresh through marketing initiatives that drive additional traffic to the retail spaces through frequent events, digital media posts, and their access to the residential accommodations above the retail spaces.

The Plaza is known by students across the various campuses at Rutgers – New Brunswick (R-NB), but partially, because The Plaza is detached from the rest of the Livingston campus' residence halls, the primary patrons are the residents of the Livingston Apartments above the retailers, and the business school students.

During the pandemic, Henry's Diner, which seemed to be an anchor establishment and a draw for students to go to The Plaza, was closed. With its re-opening anticipated for the spring semester, SKPR sees a great opportunity for EDG to drive new foot traffic to retailers in The Plaza by introducing two classes of Scarlet Knights to the space.



The Plaza's primary competition is The Yard, which has outdoor seating, an HD jumbo-tron TV, a 1,678-square-foot-lounge, and an indoor study area, as well as a greater variety in their food options. Other spaces on campus are more aesthetically engaging and convenient for non-business school students. Because of these factors, The Plaza is often seen as inconvenient by students beyond Livingston Apartments. It is not seen as a lifestyle or destination site, meaning people rarely go out of their way to go there.

There is very little outreach or interaction with the community off of the campus. EDG is looking forward to developing relationships with off-campus community partners in an effort to develop sustainable community ties.

### SWOT Analysis (Olivia)

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
Numerous retailers to service students	Limited business hours	Host specials/events during the time events are going on at the RAC	The Yard is a threat as a competitor because students are more attracted to it than the Livingston Plaza due to it being on College Avenue.
Most locations offer discounted rates, take meal swipes or RU Express	Limited staffing at retailers leads them to limit business hours and have slower service. Fewer hours and employees mean less business each day. (People may want to go somewhere but it is closed or crowded.)	Collaborate with other Rutgers Organizations (RUPA, ResLife, NSO) in order to host events at the Livingston Plaza	AMC and other local cinemas are more popular because they are well-known franchises. People also think of them first because they are unaware that the Rutgers Cinema is open to the public.
Centrally located to the bus stop, RBS building, RAC, and the Livingston Apartments	Lacking exposure, not enough new students know about Livingston	The Livingston Plaza Weekly Newsletter will allow it to spread weekly news regarding upcoming events, resulting in more attraction.	A potential COVID-19 shutdown or mandate that would limit capacity and hours
	Parking options because they require payment and are	Coupon deals or a loyalty program	COVID-19 has limited the number of students going to Livingston Campus and

	difficult to navigate		having exposure to The Plaza because more meetings/ events/orientations have gone remote.
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### **Opportunity Statement (Olivia)**

The Livingston Plaza has an amazing opportunity to offer its services to Rutgers students and the surrounding community. The Plaza offers a variety of delicious food and dining services, a barbershop, a technology shop, and even a cinema. The Livingston Plaza is the place to be, but needs the assistance of PR professionals because it wants to spread awareness of what The Plaza offers. The retail locations at The Plaza need a larger outreach, in order to attract more customers. Livingston Campus is not the most popular of the four Rutgers campuses. In fact, College Avenue tends to receive the most attention, causing so many people to neglect Livingston, simply because they do not know what it consists of.

Most people find out about Livingston Campus because the First-Year Orientation and Transfer Orientation are usually held there in multiple buildings. Since the COVID-19 Pandemic, these seminars have gone virtual, resulting in less students being aware of The Livingston Plaza.

Since most students tend to gravitate toward College Avenue, The Yard has a lot of business. The Yard is a similar outdoor location with retailers, located right next to the Scott Hall College Avenue bus stop. It is presently The Plaza's biggest competitor. However, The Livingston Plaza has more retailers than The Yard, and some may even argue these retailers are better. For instance, you can get a haircut, coffee, lunch, and fix your technology items at The Livingston Plaza, but at The Yard you can only grab coffee and eat. More business could easily be accrued only if people were aware of all of the perks offered at The Livingston Plaza.

The Livingston Plaza retailers also have an amazing opportunity to hold events/specials and promote around the days/times the Rutgers Athletic Center is hosting events. The Plaza can also partner with a variety of other on-campus organizations such as RUPA, ResLife, and New Student Orientation, in order to bring more events/students to The Livingston Campus and Plaza. Our client also expressed interest in creating some sort of rewards program with points or coupon deals with the retailers, as well as a weekly newsletter.

The retailers at The Plaza can be promoted through flyers and social media. Flyers can be posted around each campus's bus stops for students to view and at the Menlo Park Mall for locals in the surrounding community. The SKPR team will be helping put these opportunistic ideas into effect by reaching out to partner organizations on their behalf, drafting coupons, a newsletter, social media posts, flyers, and coming up with potential event ideas such as Henry's Day. With these PR efforts, hopefully more people will become aware of what The Livingston Plaza is all about, causing more attraction.

### **Analysis of Key Publics (Chelsea)**



## **Key Public 1: Rutgers University Students**

A key public for our campaign is going to be the students at Rutgers University; those who live in the dorms as well as those that commute. Since Livingston Plaza is in fact a part of Rutgers, the students are going to play an instrumental role in getting life back to Livingston Plaza. As a PR team, we want to make sure that many students attend the grand reopening of Henry's Diner.

There are over 50,000 students at Rutgers University. If less than half of them know about the grand reopening and then half of those students actually show up to it, it will create a major attraction to the event and thus bring popularity to the plaza. About 50% of the current Rutgers University population were on campus pre-COVID-19 pandemic and these students will remember how great Henry's Diner was, and those who were not here before COVID-19, therefore never experiencing Henry's Diner, will be the ones most curious about what it is and why it is so special that an event needs to be planned for it.

Rutgers University students should be motivated by the idea that they can attend a grand reopening to a Rutgers University staple. They should be influenced by the past stories and memories old students have from the Diner, late night snacks, early weekend breakfasts, post-game-day dinners etc., to want to experience it themselves and seek to create memories for themselves. Rutgers University students will have a great value on attending the grand reopening of Henry's Diner to bring the foot traffic back to the Livingston Plaza. If even a quarter of the Rutgers University students attend the reopening, then that means the Livingston Plaza will have about 12,500 visitors that day, thus creating major foot traffic for the plaza in general.

## **Key Public 2: Families that Live in the Surrounding Towns**

Another key public for this PR plan is families and parents with children that live in the surrounding towns outside of Rutgers University but are not students at the University. Rutgers is an open campus and is better essentially a city of its own. Those in the surrounding towns, Piscataway and Edison, for example, should be able to go to Rutgers, especially the plaza. There are not many college campuses where you can get dinner, see a movie, and get ice cream all in one place.

This can be a motivating factor for these families to have a fun night out without having to go too far. They can be influenced by hearing stories of those in the surrounding towns, or who may know students who attend Rutgers University, who also visit the plaza and speak on behalf of their experience. This will open these families' eyes in the surrounding towns of Livingston Campus to realize that even though it is a college campus, you do not have to be a student to enjoy all that Livingston Plaza has to offer.

## **Key Public 3: The Chairpeople and Event Planning Committee Members for RUPA and ResLife**

We want the Chairpeople for event planning for Rutgers University organizations, RUPA and ResLife, as well as their events committee members, to be aware of the Livingston Plaza and all

it has to offer. RUPA is an on-campus organization that hosts events all throughout the year which creates a lot of foot traffic. If RUPA was able to get word of this event that we planned or can even sponsor it, they would help significantly in being able to promote and get attraction to the plaza. If ResLife is able to attract those who live in the Livingston Apartments and get many of them down to attend the event and they can tell their friends who live in other buildings around Rutgers to come then there will be a lot more foot traffic to the event as well.

The motivation of the Chairpeople and their event planning committees for RUPA and ResLife will be to give them more experience in the event planning field and also, they can get more attention for their organization while simultaneously bringing more foot traffic to the Livingston Plaza.

### **PR Goal and Key Objectives (Naamah)**

**PR Goal:** Increase foot traffic at The Livingston Plaza by leveraging an environment that is known to be fun and accommodating

#### **PR Objective for Rutgers University Students**

- To raise awareness of the Livingston Plaza with undergrads affected by the pandemic, by putting up flyers with QR codes for email collection in at least 1 undergrad dorm on each campus, 1 month before the day of the event; the day before Henry's Day a reminder email will be sent to at least 150 student contact addresses, collected by the QR code, reminding them of the event.

#### **PR Objective for Families that Live in the Surrounding Areas**

- To connect with the outside-Rutgers target market by promoting advertising Henry's Day with 3 local news sources -like the *Daily Targum*, 5 days prior to the day of the event, promotions will have individualized links for raffle entry that can measure the outreach of the news sources.

#### **PR Objective for The Chairpeople and Event Planning Committee Members for RUPA and ResLife**

- To ensure proper exposure of Henry's Day to undergrad students, we will seek to have RUPA and ResLife post about the event on their respective social media accounts at least three times each by the time of the event.

### **Key Messages (Selin)**

#### **Key Message for Rutgers University Students**

As a Rutgers student, you want the campus to fully open up and enjoy the full college experience. A visit to Livingston campus will take you back to pre-COVID times, with fun things to do including eating at Henry's Diner, watching a movie at Rutgers Cinema, and much more! We know you want to go back to how the campus was before the pandemic and have been waiting for Henry's Diner to open back up.

### **Key Message for Families that Live in the Surrounding Towns**

Although you might not be a Rutgers student, we welcome you to all the fun that Livingston Plaza has to offer! From affordable movie tickets to delicious food at Henry's Diner, Livingston campus has it all for you and your family. Although many locals go to College Ave., many are not aware that they can come freely to Livingston Plaza. As you and your family bring foot traffic to Livingston Plaza, we encourage you to also engage with the retail spaces.

### **Key Message for The Chairpeople and Event Planning Committee Members for RUPA and ResLife**

We welcome all Rutgers Organizations to make use of our Plaza space to host their events! A sponsorship from RUPA events can bring many potential customers to the plaza. ResLife can encourage and inform residents of all campuses of the amazing things Livingston Plaza has to offer.

## **PR Strategies and Tactics (Selin)**

### **Strategies**

1. We are targeting Rutgers students who are eager to enjoy their college experiences to the fullest. After COVID-19, it has taken a while for college life to open back up. Our first strategy aims to capture more awareness, ultimately bringing more students to Livingston Plaza. To do this, we will form partnerships with Rutgers Organizations who can spread our primary message: Henry's Diner is reopening. We will include deals/coupons to attract customers to the retail spaces in the plaza.
2. Our second strategy is to provide incentives to visit Livingston Plaza. University students are often attracted to "free" goods and events during this expensive time in their lives. We can use this driving factor to motivate them to visit the plaza.

### **Tactics**

1. Flyers will be created and distributed to our key audiences. The flyers will mainly target Rutgers students. This tactic will get new Rutgers students to learn about what Livingston Plaza offers. Additionally, it will serve as a reminder for other students who have been to Livingston Plaza's retail spaces pre-pandemic. They will include pictures and information about what the plaza has to offer.



We will also leverage platforms such as university social media accounts to further spread information about the plaza. As a whole, this tactic will provide educational purposes but will also offer a social component, the main medium in which Rutgers students communicate.

2. To drive trials by incentive, we can leverage promotional campaigns. One such campaign can include a punch card. As students visit retailers within Livingston Plaza, retailers will provide a stamp on the punch card for each purchase or visit. Once the punch card is full, students would receive a free meal or service at a retailer of their choice at Livingston.

Another program we will leverage is a giveaway. While proper terms and conditions would need to be created, our giveaway could require students to attend a pre-planned event at the Plaza. As they arrive, attendance would be tracked using the check-in feature on Facebook, allowing for further message penetration. One winner at the event would be chosen to receive a predetermined prize.

### Sample Press Release



Contact: Weusi “Way” Chapman

202.569.9555

[weusi.chapman@rutgers.edu](mailto:weusi.chapman@rutgers.edu)/ [weusi@skpr.com](mailto:weusi@skpr.com)

Client: [The Plaza at Livingston Campus](#) via [Economic Development Group](#)

Embargoed Until: January 3, 2022

## THE PLAZA AT LIVINGSTON CAMPUS CELEBRATES THE RE-OPENING OF HENRY’S DINER

An All-Day Event on The Plaza Will Launch the Re-Opening of  
**Henry’s Diner**

Piscataway, NJ (January 3, 2022) - [The Economic Development Group](#) at Rutgers University is proud to announce that [Henry’s Diner](#), located in The Plaza at Livingston campus, (55 Rockafeller Rd Piscataway, NJ) will be hosting an all-day grand re-opening celebration on Friday, January 28, 2022, from 10 a.m. to 7 p.m.

The celebration will not only welcome [Henry’s Diner](#) back to the fold of retail spaces that have re-opened after being closed due to hardships endured because of COVID-19, it will also welcome students back to campus for the Spring semester which starts on Tuesday, January 17, 2022. The event will have games and giveaways where attendees can walk away with tech gadgets, health & beauty products, gift certificates, date night gift sets, and meal cards from neighboring retailers in The Plaza, such as [Kite + Key](#), [Rutgers Cinema](#) and [others](#).

This family-friendly event will have both indoor and tented outdoor activities such as  
**\* Face Painting \* Giveaways\* Hot Cocoa Stations \* RU Car Club Show \***

It will be co-sponsored by the Rutgers University Programming Association which does events across all campuses.

“[Henry’s Diner](#) is a favorite among students campus-wide, not just on Livingston campus. I’ve heard stories of commuter students that have driven from far and near to dine at Henry’s. It makes us very proud to be offering food that people enjoy so much. Having the dining experience at Henry’s accessible to our students and the surrounding communities once again is an important step to regaining normalcy around [Rutgers].” said Joe Charette, the Executive Director of Rutgers Dining Services.

“Our doors have been closed since March 2020 because of the CDC and Rutgers University protocols. We weren’t able to say goodbye to some of the students that graduated while we were closed for business. It made things really personal but it helped us evolve as a customer service team. I think that we value each other more

now. There is a greater appreciation of both our co-workers and customers. It also feels really good to be able to hire a few students again and put some money in their pocket.” says Fran Unglert, unit manager of [Henry’s Diner](#).

The Rutgers Campus Pass is not required but participants will be asked to social distance themselves from others and to wear a mask when indoors and with retailers.

Transportation to [The Plaza at Livingston Campus](#) can be arranged via the LX campus shuttle. Parking is also available.

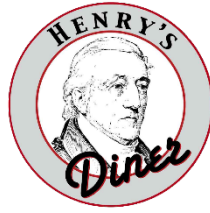
### About The Economic Development Group

[The Economic Development Group](#), ("EDG"), promotes the business and economic development interests within Institutional Planning and Operations, the university community, and local communities. They handle property management, lease management, rent collection, operating budgets, insurance, licensing, and compliance. EDG also provides oversight of Rutgers Faculty and Staff Short Term Housing Program and for the nine retail outlets associated with [The Plaza at Livingston Campus](#) under their purview. The group initiates marketing and event planning that drive additional traffic to retail located within student housing.



###



**Contact:**

Olivia Deehan

**Henry's Diner Returns to****Campus****Rutgers University's Livingston**

Henry's Diner to re-open during the spring 2022 semester, after being closed since March of 2020

**PISCATAWAY, N.J.(January 1, 2022)-** Henry's Diner has announced it will be reopening for the spring 2022 semester at the Rutgers University-New Brunswick Livingston Campus. Henry's Diner shut down in March 2020 due to the COVID-19 pandemic and has remained closed since.

Many people in the Rutgers community have been asking the same question, "When will Henry's be back?" Henry's will be having a grand re-opening event on January 18th, 2022, for the start of the spring 2022 semester.

Henry's Diner is located at 55 Rockafeller Road Piscataway, N.J. 08854. Henry's Diner will be open during their normal business hours from 10 a.m. through 8 p.m. starting this same day. The event will feature Sir Henry the Knight, the Rutgers mascot; and games set up outside of the diner where people can play to win prizes. Some prizes will include vouchers for items at the diner, so this is something you do not want to miss!

Henry's Diner is a popular retail location located at the Livingston Plaza which is a retail space located on the Livingston Campus in Piscataway. Many students enjoy eating there because they participate in the Rutgers meal plans, meaning students can use meal swipes or RU Express to pay for their food. Non-students also enjoy Henry's Diner because of how delicious the food is, affordable pricing, and generous serving sizes.

Prior to the pandemic, Henry's Diner was a hot spot for students and was always packed on a regular basis with a line practically out the door every day. Visitors, such as alumni, family, and other Henry's lovers, would also visit the diner regularly, especially on days Rutgers teams were having events at the Rutgers Athletic Center. Even football game days at SHI Stadium, located on Busch Campus, would bring Henry's lots of business. The large parking lot located behind Henry's is a tailgate spot on game days since Busch Campus is about a five-minute drive from the Livingston Campus.

- MORE -

Since Henry's Diner is known as one of the best places to get food on campus, students are excited to return to find out that the diner will be back up and running for the spring semester.

Henry's Diner is one of the only places on campus that offers a large variety of food choices such as breakfast, sandwiches, burgers, desserts, and more! This event will be full of fun, excitement, and most importantly pre-pandemic energy. The Diner will also be having mini recruitment event during the re-opening event as well, as they are looking for part-time student employees.



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### About The Economic Development Group

[The Economic Development Group](#), ("EDG"), promotes the business and economic development interests within Institutional Planning and Operations, the university community, and local communities. They handle property management, lease management, rent collection, operating budgets, insurance, licensing, and compliance. EDG also provides oversight of Rutgers Faculty and Staff Short Term Housing Program and for the nine retail outlets associated with [The Plaza at Livingston Campus](#) under their purview. The group initiates marketing and event planning that drives additional traffic to retail located within student housing.

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## Sample Media Pitch Letter

Subject Line: An event EVERY student has been waiting for!

Hello RUPA,

As a famously known organization that is for the students, I would like to share with you an event that no student will want to miss out on!

**Henry's Diner is having a grand reopening on Henry's Day, which is a celebration of the Livingston Plaza and all the amenities it has to offer.**

The COVID-19 pandemic has put a halt to a lot of our regular everyday Rutgers activity. One of which has left our stomachs and our campus empty, but not for long!

During Henry's Day the beloved [Henry's Diner](#) will be opening for the first time since the pandemic, and we know this will cause a lot of excitement within our student body! We are expecting crowds of students to be coming back for a serving of Rutgers pride. And to make things even better, Sir Henry the Knight will be making a special appearance to welcome people dining in.

Henry's Day will also include tabling from all participating store fronts in the strip. The [Rutgers Cinema](#), [Starbucks](#), [Kite+key](#), and more are expected to be out on the courtyard representing everything the Livingstone Plaza has to offer to Rutgers students.

Henry's Day will include limited time offers and deals from the Plaza's businesses to students, to show their appreciation and love to the Rutgers community! T-shirts, raffles, discounted purchases, and more will be given out to those who come and show their support.

Based off past RUPA events, I feel like Henry's Day would be something that your organization can contribute greatly too!

If interested the [Livingstone Plaza](#) would love to have a RUPA table at the event, in an attempt to bring Rutgers organization and students together!

I would be happy to give you a call and tell you more about Henry's Day. If you have any questions, I would be happy to answer them for you.

Best Regards,

Naamah

Naamah Barbut

[neb74@scarletmail.rutgers.edu](mailto:neb74@scarletmail.rutgers.edu)



## Sample Media Pitch #2

Subject: Livingston Plaza's Grand Comeback

Dear Jim,

Have you ever heard of a place to get dinner, see a movie, eat dessert, get a haircut, and get your computer fixed all in one night? Best of all, this is all on a college campus! Rutgers University is home to [The Plaza at Livingston Campus](#)!

Ever since the shutdowns of the university due to the COVID-19 pandemic, it has not had the foot traffic it deserves. The SKPR team is ready to have the ultimate comeback for the Plaza with a grand reopening event for the beloved [Henry's Diner](#) and we would love for you and the rest of your team at News12 to come to the event and check it out. The event is taking place on February 1st, 2022 at noon in front of the diner!

55 Rockefeller Rd #80, Piscataway, NJ 08854

Henry's Diner was a hot-spot for Rutgers student's pre-pandemic and we want those students who were not here at that time to experience this true Rutgers staple!

My team will give you a call within the next few days to give you details on this event that will forever change the Livingston Plaza for the best! Hope to hear back from you soon!

Best Regards,

Chelsea Mucciariello, 917, 524, 4610

SK<sup>P</sup><sub>R</sub>

SK<sup>P</sup><sub>R</sub>



### Sample Media Pitch #3

Subject: Ever want to travel back to pre-COVID times? Here is your opportunity: the Livingston Plaza is back into business!

To: reporter

Hello Reporter,

Imagine you have just left an amazing Rutgers basketball game with friends and family, and you're looking for a place to enjoy a meal and celebrate the big win. You're on Livingston Plaza and take a step into Rutgers students' all-time favorite place to eat, Henry's Diner.

The good news is the very much missed Henry's Diner is opening back up. It will be up and running like how it was before COVID. The better news is that this will occur just in time for basketball season!

Livingston Plaza is also offering attractions like the Rutgers cinema for a good affordable movie, Starbucks for a coffee with friends, and even a frozen yogurt place for your family.

Let's get back into the RU spirit together! Would you be interested to learn more? Please keep an eye out for my call. I will inform you with more specific dates and special events.

Regards,

Selin Bellibas

## Social Media Page



live\_stone\_square

Follow Back



15 posts

2 followers

1 following

Live Stone Square

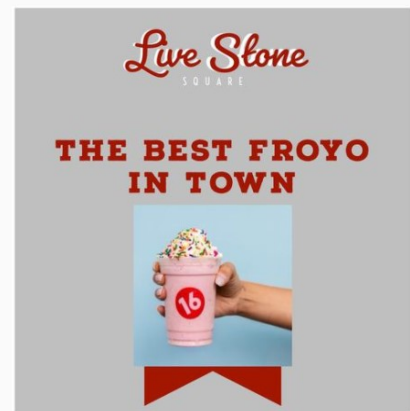
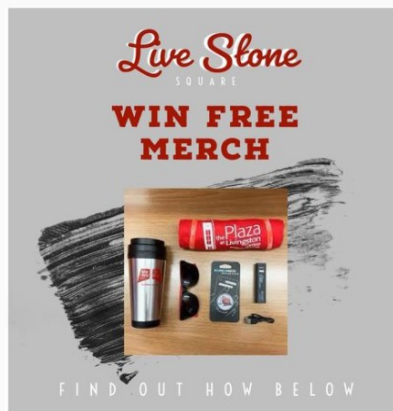
Official Instagram of the Live Stone Square

Eat, shop, relax, & much more

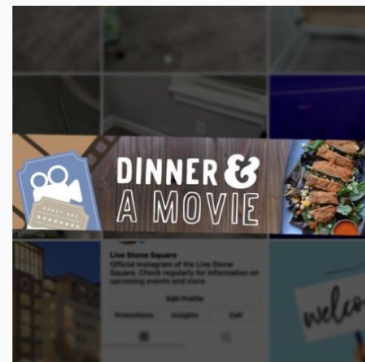
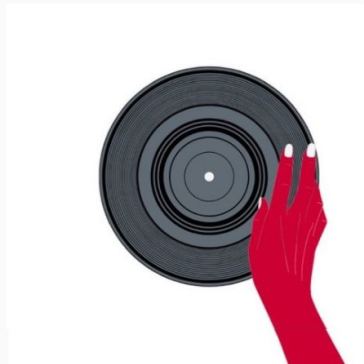
This social media site is a RU class project and not an actual organization

POSTS

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English © 2021 Instagram from Meta

## Event Plan Highlights

Event Name: Henry's Back and bringing life back to the Livingston Plaza!

Date, Time, and Location: February 1st, 2022 starting at noon, taking place at Henry's Diner on the Livingston Plaza.

### Event Description

Henry's Back is not just a celebration of the reopening of one of the most respected eateries on Rutgers' New Brunswick campus. It is also a celebration of the resilience that this campus has shown to safely bounce back while withstanding the academic, emotional, financial, and social hardships brought on by the pandemic. The celebration will not only welcome [Henry's Diner](#) back to the fold of retail spaces that have reopened after being closed due to hardships endured because of COVID-19, it will also welcome students back to campus for the Spring semester. The event will have a DJ, games, and giveaways. Attendees can walk away with tech gadgets, health & beauty products, gift certificates, date night gift sets, and meal cards from neighboring retailers in The Plaza, such as [Kite + Key](#), [Rutgers Cinema](#) and [others](#).

This family-friendly event will have both indoor and tented outdoor activities such as hot cocoa stations, face painting for kids and a car show curated by the RU Car club among other things. It will be co-sponsored by the Rutgers University Programming Association which does events across all campuses.

### Event Objectives

We want this event to showcase the excitement that old Rutgers students felt while eating at the plaza pre-pandemic and introduce that excitement to the new students of Rutgers who only started at the University post-pandemic. This event will allow students to realize that the Livingston Plaza has much to offer and will bring foot traffic to the Plaza as a whole because they will be coming back to the diner.

### Top 3 Target Publics to Invite and Why Each Would Want to Attend

1. Rutgers University Students: Students enjoy Henry's food and are excited to be able to eat there again. They will also be eager to attend for the purpose of socializing, games, and prizes.
2. Families that Live in the Surrounding Towns: Families like Henry's Diner because many used to eat there prior to the shutdown and will be eager to have their favorite meals again. Since it is a children friendly environment, parents will want their children to experience or re-experience Henry's Diner.
3. The Chairperson of Event Planning for RUPA and ResLife: The Chair people would like to attend in order to see what the turnout is like, for the possibility of a partnership with The Livingston Plaza. If they observe the event going well, they may consider collaborating with The Livingston Plaza in the near future.

### How Does This Event Fit into Your Overall Campaign Strategy?

This event fits into the overall campaign strategy because Henry's Diner is such an attraction. Due to Henry's prior popularity and well-known name, people will be eager to return for their favorite meals, and when they do, they will be exposed to the other retailers at The Plaza. This event is meant to attract a large crowd to The Livingston Plaza, which helps lead us to our overall goal of creating more foot-traffic and attraction to The Plaza on a daily basis. Once people become aware of The Plaza and retailers through this event, hopefully they will return regularly.

### How This Event Will Be Promoted/Publicized

Henry's Day will be promoted in a variety of different ways. There will be a focus on social media publicization and utilizing the Instagram accounts of countless Rutgers organizations along with The Livingston Plaza's to get the word out. Aside from social media, other platforms like local news sources -such as the Daily Targum, can be helpful in spreading the word about the event to people outside the immediate Rutgers community. Lastly, flyers can be posted around Rutgers campuses and surrounding high-traffic areas, with links and QR codes about the event.

### Sample Brochure





## ABOUT US

Henry's Diner has had a special place in the Rutgers' community hearts for a long time. We are Pleased to be opening back up in Spring semester of 2021. We invite our whole community to join us for a delicious meal at Henry's Diner.

**WELCOME BACK YOUR FAVORITE DINER! WE KNOW YOU MISS US!**

## WHAT WE OFFER

We are returning bigger and better! Join us on Henry's day for fun games and music on Livingston Plaza and the chance to win prizes! Also don't miss the QR code on the back of this brochure for 10% off your first order!

Eat In or Dine Out • 860-928-9300

# HENRY'S Diner

## Lunch & Dinner

Lunch & Dinner Start 11am Mon-Fri - 12pm on Sat & Sun

**NY SYSTEM WIENERS!**  
**DAILY SOUPS AND SPECIALS**

### Appetizers

12 Wings - Bone-In or Boneless ..... Half Order 7.50 ..... 13.00  
 Buffalo, Teriyaki, BBQ, Mango Habanero, Sweet Chili, Citrus Chipotle, Garlic Parmesan OR Dry Rubs - Ranch, Cajun, Garlic & Herb, Lemon Pepper, BBQ, Chipotle Cinnamon, and Henry's Spicy Hot  
 Mozzarella Sticks (6) ..... 7.50  
 Potato Skins (5) ..... 8.50  
 Sampler - Potato Skins, Mozzarella Sticks, Chicken Tenders, Onion Rings ..... 13.95  
 Garlic Knots ..... 5.50 each  
 French Fries ..... Sm 2.95 ..... Lg 4.25  
 Onion Rings (One Size) ..... 4.50  
 Jalapeno Poppers (6) ..... 7.50  
 Chicken Tenders ..... 4 Half Order 6.95 ..... 7 Full Order 9.95  
 Homemade Meatballs with Sauce (3) ..... 6.75

### Grinders or Wraps

**\*\*Order as Platter with fries add 2.00\*\***

Cold	Hot
Turkey ..... 5.95 ..... 7.95	Chicken Parm. .... 6.50 ..... 8.75
Ham ..... 5.95 ..... 7.95	Eggplant Parm. .... 6.50 ..... 8.75
Roast Beef ..... 6.50 ..... 8.75	Sausage Parm. .... 6.50 ..... 8.75
Genoa ..... 5.95 ..... 7.95	Veal Parm. .... 6.50 ..... 8.75
Tuna ..... 5.95 ..... 7.95	Chicken Cutlet ..... 6.50 ..... 8.75
Salami ..... 5.95 ..... 7.95	Meatball Parm. .... 7.50 ..... 9.75
Italian ..... 6.75 ..... 8.95	Grilled Chicken ..... 6.50 ..... 8.75
	Pastrami ..... 6.50 ..... 8.75
	Philly Steak ..... 7.50 ..... 9.95
	Onions, Peppers, Provolone
	Cheeseburger ..... 12" 11.95 ..... 16" 13.95
	add Bacon 3.49

### Lite Lunch

NY System Wiener - Mustard, Meat Sauce, Onion, Celery Salt ..... 2.65  
 Hamburger - Lettuce, Tomato, with Fries ..... 10.95  
 Cheeseburger - Lettuce, Tomato, with Fries ..... 11.50  
 Bacon Cheeseburger - Lettuce, Tomato, with Fries ..... 13.50  
 "Barn Yard Burger" - Bacon, Cheese, Lettuce, Tomato, Topped with Fried Egg ..... 14.50  
 BLT ..... 5.75  
 Grilled Cheese ..... 3.75 ..... with Ham 5.95  
 Grilled Chicken Sandwich - Mayo, Lettuce, Tomato, with Fries ..... 8.95  
 Fish Sandwich - Lettuce, Tomato, with Fries ..... 8.95  
 Cheese Quesadilla, with Salsa & Sour Cream ..... 7.25  
 Chicken Quesadilla, with Salsa & Sour Cream ..... 8.95  
 Buffalo Chicken Quesadilla, with Salsa & Sour Cream ..... 9.95  
 Steak Quesadilla - Onions, Peppers, with Salsa & Sour Cream ..... 9.95  
 3 Piece Fried Chicken with Jolo's Thigh, Drum, & Wing ..... 7.99

### Pizza

Cheese ..... 12" 9.99 ..... 16" 12.99  
 Gluten Free ..... 12" 12.99

**Add Meat Toppings:** Pepperoni, Meatball, Hamburger, Bacon, Sausage, Ham ..... 2.00 each topping  
**Add Veggie Toppings:** Green Peppers, Onion, Mushrooms, Black Olives, Broccoli ..... 1.00 each topping

12" 12.99 16" 17.99 12" 13.99 16" 18.99  
 Veggie, Hawaiian, Buffalo Chicken, Bacon Cheeseburger, Chicken Florentine, Grilled Chicken, Meat Lover, House Special

Pizza by the Slice ..... Cheese 2.50 ..... Topping 3.50 (up to 2 Toppings)

### Soups

Daily Soup (ask your server) ..... Cup 2.95 ..... Bowl 4.95  
 Chili, Stews, or Chowders (when available) ..... Cup 3.50 ..... Bowl 5.50

### Salads

Side Salad - tomato, cucumber, pepperoncini ..... 3.95  
 Garden - tomato, cucumber, pepperoncini ..... 6.95  
 House - tomato, cucumber, onion, green peppers, pepperoncini peppers ..... 8.95  
 Caesar ..... 7.95  
 Chicken Caesar ..... 9.95  
 Buffalo Chicken ..... 9.95  
 Grilled Chicken ..... 9.95  
 Antipasto - Ham, Genoa, Provolone ..... 9.95  
 Chef - Ham, Turkey, Provolone ..... 9.95

### Entrees

Pasta Entrees come with your choice of pasta and a side salad.  
 Veal Parm. .... 15.95 Baked Fish - Choice 2 Sides ..... 13.95  
 Chicken Parm. .... 14.95 4 piece Fried Chicken Dinner (Breast, Thigh, Drum, Wing) with Jolo's ..... 10.95  
 Eggplant Parm. .... 13.95 Chicken Tender Dinner ..... 12.95  
 Sausage Parm. .... 15.95 with Fries ..... 10.95  
 Spaghetti with Meatballs (2) ..... 13.95 Mac & Cheese ..... 12.95  
 Spaghetti with Sauce ..... 9.95 Wiener Mac & Cheese ..... 12.95  
 Fish & Chips ..... 12.95

### Flat Breads

Chicken Flat Bread ..... 8.95  
 Crispy flat bread coated with our house made queso, grilled chicken, onions and peppers, covered with shredded cheddar and Monterey Jack cheese, topped with a mix of diced tomatoes, onion, basil, and minced garlic, drizzled with your favorite flavored sauce.  
 Choose from Buffalo, BBQ, Citrus Chipotle, Sweet Red Chili, Teriyaki, or Mango Habanero  
 Steak Flat Bread ..... 9.95  
 Crispy flat bread coated with our house made queso, grilled shaved steak, onions and peppers, covered with shredded cheddar and Monterey Jack cheese, topped with a mix of diced tomatoes, onion, basil, and minced garlic.

### KIDS MENU

Pasta with Sauce ..... 4.50 Mozzarella Sticks (3) ..... 3.99  
 Pasta with Meatball ..... 6.50 Plain Wiener with Fries ..... 3.99  
 Pasta with Butter ..... 3.99 Grilled Cheese with Fries ..... 4.95  
 Chicken Tenders (3) with Fries ..... 3.95 Peanut Butter & Jelly (Grape or Strawberry) with Fries ..... 3.49  
 Mac & Cheese ..... 4.50 Kid's Cup Juice or Kid's Cup Milk 1.69  
 Wiener Mac & Cheese ..... 5.95

### Drinks

Juice ..... Short 2.00 ..... Tall 2.50  
 Orange, Apple, Cranberry, Grapefruit, V8  
 Milk ..... 2.00  
 Coffee Milk or Chocolate Milk ..... 2.25  
 Coffee ..... 2.00  
 Iced Coffee ..... 2.25  
 Hot Tea ..... 2.00  
 Iced Tea ..... 2.25  
 Cans ..... 1.50  
 Bottles ..... 2.50

Revised 1/6/21 | Prices subject to change without notice. \*Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness



**the Plaza  
at Livingston  
Campus**

**"I LOVE THE PLAZA!  
IT HAS SO MUCH TO  
OFFER IN  
COMPARISON TO  
OTHER SPOTS  
AROUND CAMPUS"**

The Plaza at Livingston Campus, Rutgers-New Brunswick is a pedestrian friendly area with outdoor seating featuring 33,000 square feet of retail space situated below student housing. The Plaza is home to 9 retail establishments. 16 Handles self-serve frozen yogurt; Qdoba Mexican Grill; Hoja Asian Fusion; Starbucks; Henry's Diner; Kilmer's Market; Rutgers Cinema and Kite+Key, the Rutgers Tech Store.

The Plaza serves as the epicenter of campus life on Livingston Campus where students, faculty, staff and visitors gather to meet, eat, study and play. For more information, visit


[www.ThePlaza.Rutgers.edu](http://www.ThePlaza.Rutgers.edu)

**55 ROCKAFELLER RD.  
PISCATAWAY, NEW JERSEY 08854**

**WWW.THEPLAZA.RUTGERS.EDU**

**the Plaza  
at Livingston  
Campus**



Sample Brochure #2





the Plaza  
at Livingston  
Campus  
theplaza.rutgers.edu

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**RUTGERS CINEMA**





**Qdoba**





**kite+key**  
RUTGERS TECH STORE


**TeKChek**  
RUTGERS COMPUTER REPAIR

 **Kilmer's Market**


**HOJA**  
ASIAN FUSION



**PRESENT THIS COUPON AND RECEIVE A 10%  
DISCOUNT AT ANY OF OUR RETAILERS  
(SOME RESTICTIONS MAY APPLY)  
EXPIRES 2/28/22**



**PRESENT THIS COUPON AND RECEIVE A 10%  
DISCOUNT AT ANY OF OUR RETAILERS  
(SOME RESTICTIONS MAY APPLY)  
EXPIRES 2/28/22**



**CALL AHEAD!**

<b>16 HANDLES</b> Frozen Yogurt & Smoothies	<b>732.369.0800</b>
<b>HENRY'S DINER</b> Burgers, milkshakes & diner stuff	<b>848.445.3232</b>
<b>HOJA</b> Asian Fusion Cuisine	<b>732.463.1790</b>
<b>KILMER'S MARKET</b> Grocery Store, Deli & Market	<b>732.369.0800</b>
<b>KITE + KEY</b> Computer tech & cell phone repair	<b>848.445.1127</b>
<b>QDOBA</b> Mexican burritos, tacos and more	<b>732.839.2024</b>
<b>RUTGERS CINEMA</b> First-run films, Only \$7 w/ school ID	<b>848.445.1124</b>
<b>STARBUCKS COFFEE</b> Coffee, tea and other beverages	<b>848.445.7239</b>
<b>THE WRIGHT CUT</b> Barbers and stylist	<b>732.462.1634</b>

## Sample Newsletter

FEBRUARY 2022

## HENRY'S DAY HIGHLIGHTS

When: February 1st, 2022

Where: The Livingston Plaza (right outside of Henry's Diner!)

What: Opening day celebrations including prizes, free merchandise, and coupons for the diner!

Why: To bring life back to Livi and allow for new Rutgers students to enjoy what Henry's has to offer while simultaneously bringing foot traffic to the plaza.





## Sample Flyer

JOIN US!

# WELCOME TO RUTGERS!

Join us for a special welcome event on Livingston Campus

RUPA, New Student Orientation, & The Livingston Plaza invite new students, faculty, and staff members to kick off their first semester at RU with a welcome event!

**February 8th, 1pm-4pm**

**The Livingston Plaza**

Prizes, Games, and More!

A black poster for 'HENRY'S DAY' at The Livingston Plaza. The poster features large white 'R' logos in the corners, a red and white knight's helmet in the top right, and a red QR code in the center. Below the QR code is a white tag with the text 'SCAN ME'. The text '@rutgersplaza' is in the top right, and '@ THE LIVINGSTON PLAZA' is in the center. The date 'FEBRUARY 1ST 2022' is in red. The text 'FOR MORE INFO' is above the QR code.

**R**

@rutgersplaza

**HENRY'S  
DAY**

@ THE LIVINGSTON  
PLAZA

**FEBRUARY 1ST 2022**

FOR MORE INFO

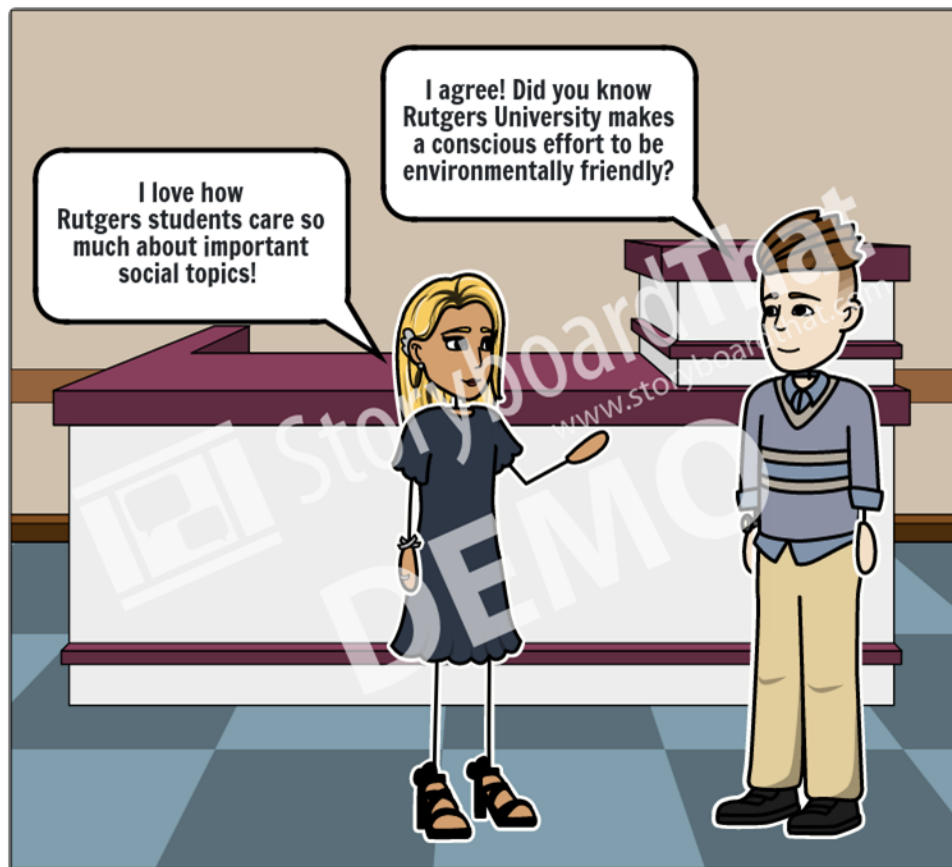


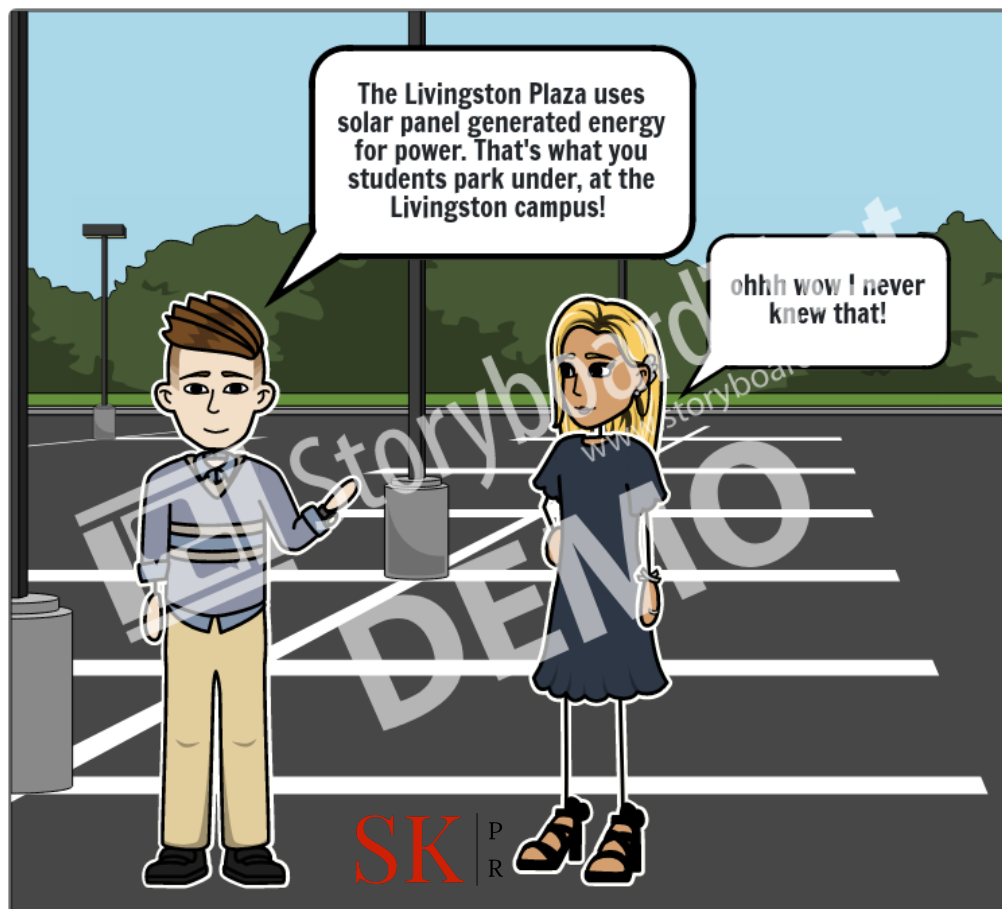
**SCAN ME**

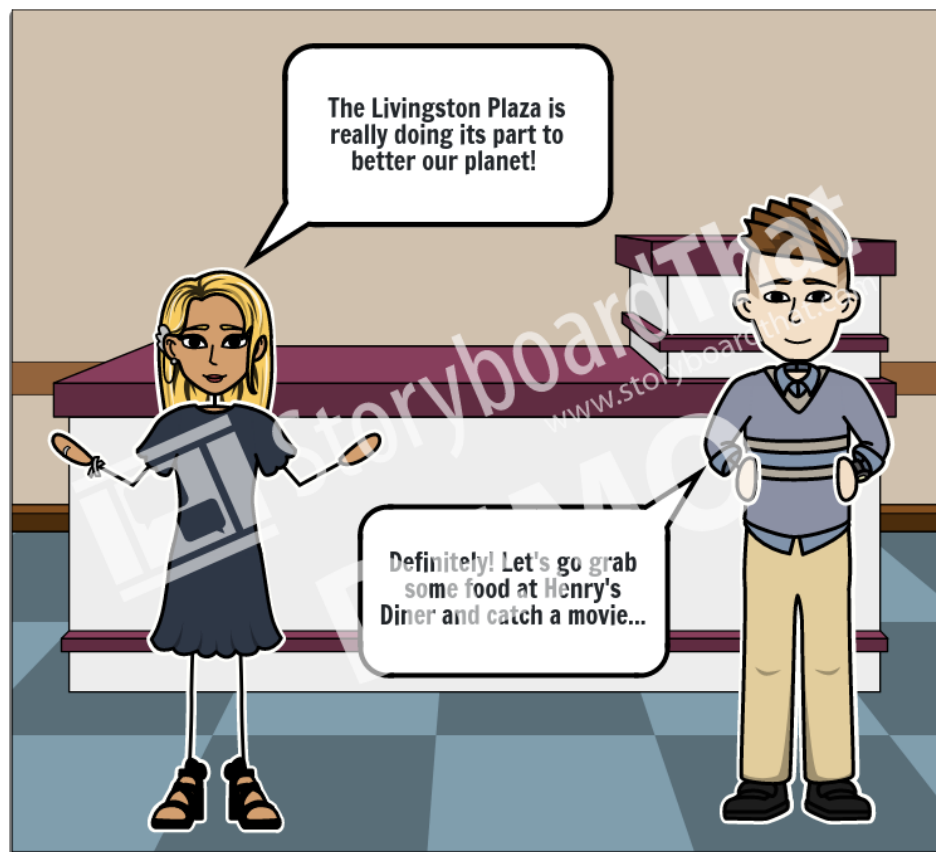
**R**



# CSR Video Storyboard







## Conclusion

SKPR has developed a strategic PR plan for The Livingston Plaza that will present it as a lifestyle destination, attract more patrons, create awareness to the ecological significance of the space and provide exposure for the nine retailers. After doing careful research, we have concluded that the main attraction to The Plaza is Henry's Diner. We have created an event called "Henry's Day" as a grand re-opening of Henry's Diner. By utilizing multiple tactics, the event will attract both old and new customers to The Plaza, creating a buzz and initiating an awareness of all the retailers. This will help contribute to the overall goal of bringing more foot traffic to The Livingston Plaza.

Our key publics are Rutgers University students, residents of the surrounding area, as well as the chairpeople and event planning committee members of the Residence Life Office (ResLife) and Rutgers University Programming Association (RUPA). Our key message to students is to bring back pre-pandemic livelihood to the Livingston Campus. Our key message to the residents of the surrounding area is that The Livingston Plaza is not exclusive to students and can be enjoyed by all families. Lastly, our message to RUPA and ResLife is to collaborate with us in order to host events at The Plaza that can bring attraction to and benefit all of our organizations.

Our strategies are to provide merchandise incentives and to host more special events at The Plaza in order to attract more customers, community members, and students to Livingston Campus. These can be accomplished through the following tactics which are flyers around campus and on social media, as well as loyalty programs and giveaways at each of the retailers. Through the different tactics of creating a social media site, event planning, newspapers, flyers and brochures we will be able to get the message across that the Livingston Plaza is a place that should have more foot traffic.

In conclusion, with the creation of Henry's Day we will be able to get the message out weeks before the event with QR codes posted on social media sites, encoded in newsletters/brochures, and posted in hallways of lecture halls, libraries, and dorm rooms. With our projection on the success of the QR code then Henry's Day will be a grand reopening of not only the diner but an entry way for all attendees to see what the plaza has to offer. This will create more daily visitors and gain traction on the Livingston Plaza.