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Week One
May 23, 2021

Ad Rewrite #1 – Reciprocation
Galleria Ad in Southshore Neighbors Magazine, May 2021

Creating a bond of obligation is an effective way to get people to do what you want. The book *Influence: The Psychology of Persuasion* (Cialdini, 2007) explains the rule of reciprocation as a weapon of influence. “The rule possesses awesome strength, often producing a “yes” response to a request that, except for an existing feeling of indebtedness, would have surely been refused” (21). By giving someone a gift, whether they want it or not, the recipient feels obligated to return the favor. If you give someone a gift, the person is more likely to reciprocate by doing something that you ask them to do.

The book teaches the main principles that drive the psychology of compliance. “The principles...are each discussed in terms of their function in the society and in terms of how their enormous force can be commissioned by a compliance professional who deftly incorporates them into requests for purchases, donations, concessions, votes, assent, etc.” (xiii). The principles can be applied to increase the effectiveness of advertising. Reciprocation is one of the principles that can be used to raise the response rate in advertising. “For instance, the Disabled American Veterans organization reports that its simple mail appeal for donations produces a response rate of about 18 percent. But when mailing also includes an unsolicited gift (gummed, individualized address labels), the success rate nearly doubles to 35 percent” (30).

Galleria is an art gallery and restaurant in Holland, Michigan, that could benefit from incorporating reciprocity into their ad in the May 2021 issue of Southshore Neighbors magazine. Their original ad draws attention to their logo, a picture of a tasty-looking flat bread, an announcement that they are open for happy hour, and a note that they offer dine in and take out services. Happy hour is not defined in the ad. A chunk of text takes up about a fourth of the ad's real estate, explaining what to expect from an experience at Galleria. The text feels massive and requires a good amount of effort from the onlooker to read. An ill-placed logo sits awkwardly near the brand name of their cocktails, "Living Lark." The main feature in the ad that differentiates Galleria is the appetizing photograph of food, which for a restaurant is not that unique.

If Galleria were to offer a gift to entice customers in the door, they would attract more people with their ad. Galleria could apply the principle of reciprocity and offer a gift of a specialty cocktail to those who stop in for happy hour. Eligible customers, age 21 and up, would feel obligated to purchase food or drinks during their visit. The gift would create a positive experience for the recipient, resulting in a repeat customer. The ad rewrite draws attention with the headline "stop in for happy hour and enjoy a gift: one specialty cocktail." The words "art + food + bar" appear below the logo to effectively explain what Galleria is at a glance. The body of text was deconstructed into a list of bullet points to make the ad easier to read. Happy hour is defined as 4:00-6:00pm.

Original



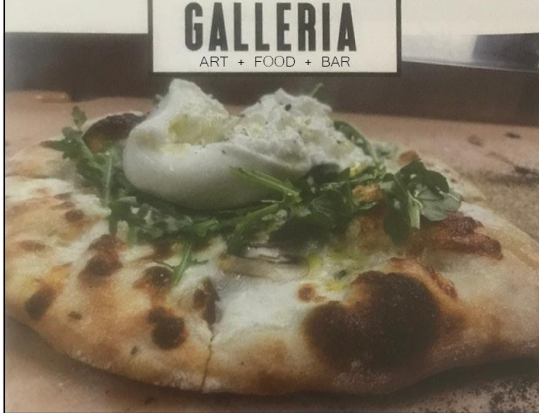
GALLERIA

Now open for Happy Hour!
Fresh, authentic pizzas, charcuterie boards with focaccia, and other delicious Italian antipasti are waiting for you. Browse the beautiful art from over a dozen talented artists and try some new wines or a specialty cocktail created for us by Living Lark. 

Dine in or take out!
(Yes, food and cocktails to-go)
Thursday – Saturday 4:00p to 8:00p
447 Washington Ave at Washington Square Shops

May 2021 South Shore Neighbors (7)

Rewrite




GALLERIA
ART + FOOD + BAR

**STOP IN FOR HAPPY HOUR AND ENJOY A GIFT:
ONE SPECIALTY COCKTAIL**

- Delicious Italian antipasti
- Fresh, authentic pizzas
- Charcuterie boards with focaccia
- Specialty cocktails by Living Lark
- Wine

Thursday - Saturday
Open 4:00-8:00pm
Happy Hour 4:00-6:00pm.
447 Washington Ave
at Washington Square Shops

 Through May 2021, one gift per customer (age 21+).

DINE IN OR TAKE OUT!
Food and cocktails to-go.

Julie DeCook, Ad Rewrite # 1, Reciprocity, May 22, 2021