

RPG Memo

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[RPG Jamboard](#)

[RPG slide deck](#)

Overview

Restaurant, Pub and Games (RPG) is a restaurant located in the heart of Lawrence, Kansas that aims to provide a community for all through their love of board games. This restaurant and bar houses 1300+ board games from classics to mind-boggling games. RPG also hosts a variety of events, such as murder mystery and trivia nights. RPG implements locally sourced foods in its menu to support local farmers and to further promote the idea of a strong Lawrence community. The organization values the importance of a community and hopes to provide its customers with a safe space to be themselves and meet new people. The biggest challenge RPG faces is getting people through their doors. Most people come in for the food or drinks without realizing the main aspect of the business: the games. Although RPG is for all ages and people, the business hopes to bring out the inner “nerd” inside of everyone.

Audience Details

Primary Audience

RPG’s primary audience includes 20 to 40-year-olds who are looking for an inclusive, fun place to spend time in and meet new people. Most of RPG’s audience involves friend groups who are having a fun night out or couples who want an entertaining date activity. Additionally, RPG tries to target “nerds” who love board games, Dungeons and Dragons (D&D), trivia, and much more. “But at the end of the day, everyone’s a nerd about something. Right? Not everyone likes that term, but everyone’s nerdy about something, you know? Passionate,” RPG co-owner Nate Morsches said.

Secondary Audience

RPG also targets individuals who are out of town and are looking for a fun activity in Lawrence. Because this city is a college town, RPG is the perfect place for college students to bring their families whenever they visit. Additionally, RPG caters to big events and can host events in their basement and second floor to provide guests with an intimate and enjoyable setting. Lastly, RPG targets families with elementary to middle school age kids in the Lawrence area.

Personas

Couple date night:

- **About:** Alex and Sarah are 25 years old. They met while studying at the University of

Kansas and have been married for a year. Alex is from Kansas City and Sarah is from Minneapolis. They started dating at 22. Alex is a graduate student studying marketing. Sarah is a high school teacher in Lawrence.

- **Values:** Alex and Sarah are very compassionate people who love people. They have liberal beliefs.
- **Interests:** They are big foodies and love to explore the bars and restaurants in Lawrence. They are both very passionate about their jobs, but sometimes need a space to distract themselves from work. Their favorite place to eat is Dempsey's and they frequently go to the trivia nights that they host.
- **Needs:** Alex and Sarah are looking to meet new people and couples after many of their friends left Lawrence after graduating.
- **How RPG can help:** Provide a space for Alex and Sarah to take a break from life and come have fun, meet other Lawrence locals, and host events, like trivia to keep them engaged.

Friend group hangout:

- **About:** Hailey is a 21-year-old college student at the University of Kansas student studying psychology in Chicago, Illinois. Her friends describe her as outgoing, quirky, and kind-hearted.
- **Values:** Hailey has a strong social life and she aspires to have the true "college experience." She is a hands-on person who loves expressing her creative side.
- **Interests:** Hailey enjoys going out and meeting new people. Her favorite bar is Logie's on Mass Street. She played many sports growing up making her a competitive person. She is the "planner" of the group. She loves exploring Lawrence and finding new places to try and invite her friends. She loves hosting events or get-togethers with her friends like Bachelor Mondays, pregames, or even dinner parties.
- **Needs:** Hailey is not involved in Greek life, so she is looking for an inclusive, supportive, easy-going community of people to be a part of.
- **How RPG can help:** RPG can provide Hailey a community where she feels safe, included, and appreciated. RPG can also provide a space where Hailey can bring her friends to have a good time.

How does this audience fit the RPG brand?

This audience values close-knit relationships and enjoys spending quality time with people. No matter the place or time, this audience can make any situation a fun time. This audience is passionate, inclusive, supportive, and fun-loving.

What is the brand's audience strategy goal? How do they measure success?

Of course, numbers are important, but RPG primarily measures success by its impact on the Lawrence community. The owners of RPG value their employees and their mental and physical health. Employees at RPG set professional goals for themselves and receive a bonus after meeting those goals. Employees are paid a livable wage and are highly respected by owners and managers.

Additionally, RPG and their owners connect with customers on a deeper level and often measure success based on how they affect their customers. Hearing how passionate their loyal customers are about the brand and how RPG has impacted them personally helps RPG owners know that their business is doing exactly what they intended it to do for people before they opened. “A lot of people feel like they’re safe here for many reasons, for diversity reasons, but also some people feel like they can fully embrace their nerd side [here],” assistant manager Willow said. They experience big life moments with their customers, like proposals or rehearsal dinners, and having that connection with community members is more fulfilling than any quantifiable numbers.

RPG’s goal is to increase brand awareness. Their messaging aims to encourage customers to walk through the RPG doors. Once they experience the RPG environment and interact with their community and services, RPG hopes that customers can understand how this business differs from others.

Touchpoints

- **RPG Website:** The website has all the information a guest may need to know about RPG. Organized everywhere from memberships, to menus, to events and so much more, the website has a page for every question guests may have.
- **Newsletter:** The RPG newsletter gets sent out once a week and contains timely information such as monthly specials, weekly events, and general information about the restaurant.
- **RPG Events:** RPG has events almost every day of the week and continues to add more for people from all walks of life. Here are some examples:
 - **Sunday Fundays:** Each Sunday of the month has an event themed around a different topic. The first Sunday is Jackbox Night, the second is Drag Bingo, the third is Sip and Play and the fourth is Murder Mystery Night. Each of these events encourages guests to step out of their comfort zone and play a game with strangers who just may become friends.
 - **Trivia Night:** Trivia Night is hosted every Tuesday on the upper level of RPG, with a theme voted on by customers the week prior. Questions are both generic and theme-oriented and inclusive of various team sizes. The winner receives a prize pack themed to the weekly trivia.
 - **D&D Adventure League:** RPG was originally started as a restaurant to house D&D fans and give them a place to play together. Now on Thursday nights, this is possible and is open to experienced players and new ones.
- **RPG Membership:** The RPG membership program waives the \$5 per person board fee and gives 10% off each meal for \$5.99 a month. This encourages customers to come back and builds a strong base of regulars.
- **Social Media:** Social media is one of the best ways in today’s time to engage with new audiences, and RPG is doing just that. Here are some of the platforms they use:

- **Instagram:** RPG's Instagram focuses more on the drinks and food than any of the games or events they host, making it stand out more as a dining destination in Lawrence than an attraction.
- **Twitter:** RPG's Twitter is fairly underused, but it always shares the most important updates when customers are looking for a little more information on the business.
- **Facebook:** RPG is the most active on Facebook over any other social media they use. They use it for menu updates, event recaps, upcoming events, guest reviews, and more.
- **Kansas Tourism and Explore Lawrence:** By engaging with various Kansas tourism websites, RPG has the opportunity to attract Lawrence visitors who are looking for somewhere new and unique to dine.

Messages

- The key message that RPG wants their customers to know is that this is an inclusive space, all are welcome and will be treated with respect. This is a space to have fun and connect with people in the community.
- Other key messages that RPG is currently emphasizing is its variety of food and drink options, monthly specials, upcoming events, and customer reviews.

Examples: Instagram

- **Specials Post:** This post was posted on April 1st and is currently pinned on their Instagram profile. It highlights the current April specials including food and cocktails. The language of the caption includes an informal tone that would be talking to a regular, or to get future customers to come in and try the specials and potential brunch.
- **Guest Review Post:** This post features a direct quote from an RPG customer, Victoria. It shows a five-star graphic and the photo highlights a group of people enjoying their time in The Boardroom. The purpose behind this photo feels like they are trying to speak to potential customers, showing them how much customers enjoy the entertainment, cocktails, and food at RPG.

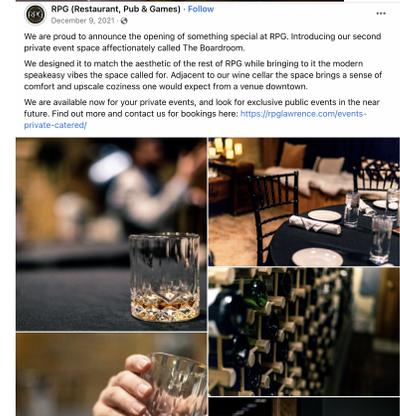


- **Brunch is Back Post:** This post announces that they are offering Sunday brunch once again. The caption of the photo includes more information including the live band, The Twangles, which will be performing on the patio and there will be a Drag Bingo event. They also added a question to get followers engaged, “What are you most excited about this Sunday at RPG? (See you soon!)”



Facebook

- **The Boardroom Debut Post:** This post was posted in early December when they opened up their new event space, The Boardroom. They described their idea behind the design of the room and expressed their excitement to start hosting events. They also provided a link for their audience to book an event.



- **Event Posts:** This is one example of their frequent event posts on Facebook. The graphic created excitement among the usual customers and curiosity about the event among potential customers. The Facebook feature of the interested button shows current and potential customers to see how many people are going.



- **Jesse Lee Profile Post:** This profile piece on their chef Jesse, gives the RPG audience an inside look at the values of the RPG staff, supports the community, and also creates a human connection between current and potential customers to RPG. This is a great way to initiate and strengthen the relationship between customers and staff.



- Bert Nash Community Mental Health Center Partnership Post:** This post announces the partnership between the Mental Health Center in Lawrence. It also includes information on the discounts available to the friends of the Bert Nash Center. It also includes how supportive each organization is of each other and shows to the audience their impact and involvement in the community.



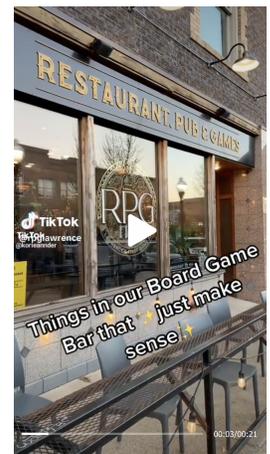
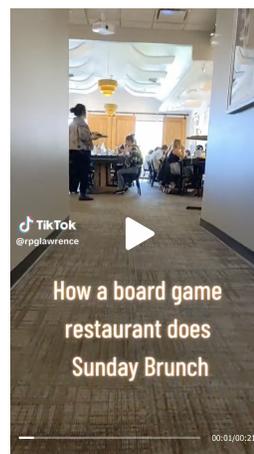
Twitter

- RPG is not the most active on Twitter, the last tweet was on February 27th announcing the March Specials. However, their cover photo highlights engaging photos and information on when they are open and happy hour/late night times.



TikTok

- In the month of April, RPG enhanced its TikTok presence by making more personal and trendy videos. On Sunday, April 30th, they posted a behind-the-scenes look at how they host their brunch. Specifically highlighting the Drag Bingo. On April 11th, they posted a TikTok of things that “just make sense” around RPG, including the abundance of board games, huge event spaces, the board game-themed art, and their RPG merchandise. This approach is a friendly way to get to know the RPG staff and appeal to a larger audience.



In the Restaurant: Menu

- On each table in RPG was an engaging, flip-through menu that listed the food and cocktail menu and also featured current events. The menu could also be viewed via a QR code.



Game Return

- After customers pick up and play with their games, there is a game return shelf where the staff cleans the games and returns them to their rightful homes. This shows customers that there is an order to all the fun that happens at RPG.

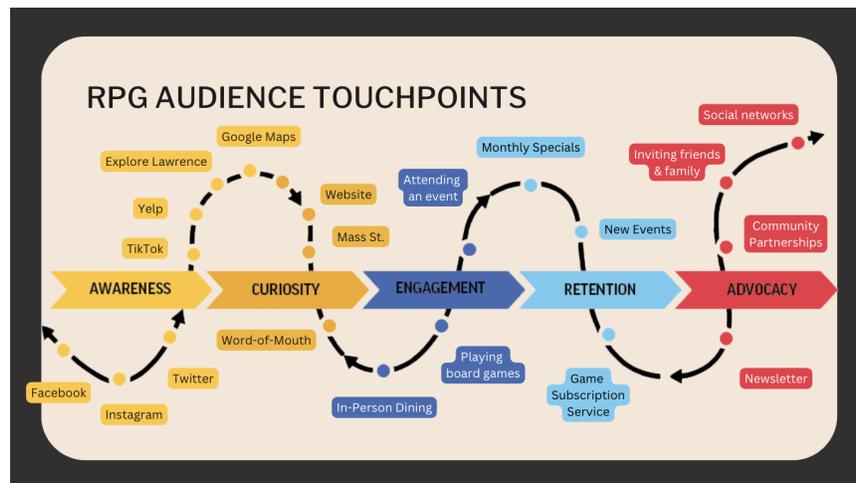


Food & Drink Card

- This is the food/drink card that can be displayed on tables by customers when they are in need of assistance, this card shows staff members that you would like to order food or cocktails. If this card isn't placed on the stand, staff members will not bother customers if they are in the middle of a board game.



Analysis



Is RPG meeting its audience goal?

RPG is meeting its audience goal because its goal is to have at least one aspect that everyone can enjoy. RPG values its audiences' experience at RPG. They want them to feel valued, welcomed, to enjoy themselves, and to connect with people in the Lawrence community. Regular customer Brooklyn is an example of this. By visiting RPG two or three times a week, taking potential new clients there for a meal, becoming friends with the owners and feeling welcome and supported, she

RPG opportunities for improvement in audience experience messaging:

- **Highlighting the Games:** One of the most unique parts of what RPG has to offer is its games. RPG should focus more of their posts around the games they provide. For example, an Instagram post that highlights a board game to play and what cocktails and appetizers pair best. Or, a frequent customer teaching the audience how to play their favorite game.
- **Featured Events:** RPG hosts a variety of events from, Sip & Play to Anime Night. The upcoming events are all highlighted only on the Facebook page. They should post these on their other social media accounts and also make them easier to find on their website. A graphic or calendar that is easily accessible and updated would be beneficial for RPG to implement to keep their current customers informed and also attract potential customers.
- **Brand Cohesiveness in the Restaurant:** RPG has established its brand strongly in its online presence through social media and its website, but the main level of the restaurant doesn't quite have the inclusive, welcome and homey feel like their brand pushes so strongly. Something as simple as adding more game-themed decor or pillows on the benched seating area would make it feel more comfortable. The music was also quiet, which might make customers feel uncomfortable talking or playing their games.