

CREATIVE PUBLICITY

IDEAS TO HELP YOU STAND OUT!

Make footprints out of paper leading to the program site

Spell event in windows

Put up table tents in the Campus Center and dining halls

Use Stickers, where appropriate

Publicize with WARC 90.3

Publicity through [The Campus](#)

Banners on appropriate buildings

Letter to organization presidents asking them to announce program

Information table in campus center, academic buildings, or outside.

Create a mailing list via e-mail or direct mail of people who attend your events and want further information.

Ask professors for small area of chalkboard in a classroom.

Chalk sidewalks with information

Door hangers in residence halls

Gator TV

Free sample promo

Hang posters next to clock in classroom

Dining hall tray liners

“Crowd Wanted” flyers with event info on little tear off strips

Promote at high school when appropriate

Send out e-mails

Contest for group who brings the most members to a program

Christmas lights around a poster

Place mats

Messages on stakes around campus, with permission

Visit student organization meetings

People with sandwich boards walking around campus

Odd shaped posters and flyers

Make a series of posters to be displayed throughout the week

Bookmarks

Use buttons. You can sell them as tickets to your event.

Put large sign or banner on a car and park in a busy student parking lot.

Ask departments for co-sponsorships

Information at cash registers in bookstore and dining halls.

Paint windows

Free tickets to event giveaways

Hang flyers in laundry room

Give away candy with information attached

Make posters to look like road signs.

Spray paint or food coloring snow to advertise

Style Checklist:

- q Have I checked publicity items for use of inclusive language and graphics?
- q Does my advertisement use brightly colored ink or paper?
- q Have I used a graphic or a picture?
- q Have I used attention getting words?
- q Have I used bold or large headlines that include a benefit gained from the program?
- q Is my copy benefit oriented?
- q Is my copy short and readable?

Can you read your poster...?:

You want your target audience to really see your publicity.

The following color combinations are listed in order from “MOST”

MOST

purple on yellow
yellow on purple
black on white
yellow on black
white on black
purple on white
white on purple
white on green
green on white
white on red
red on white

LEAST!

gray on scarlet
scarlet on gray
orange on black
red on green
green on red
orange on green
green on orange
brown on black
black on brown
yellow on white
white on yellow

Avoid using more than three colors on any one poster! If you market it (well), they will come!