

# LEADER READERS

## Creating effective promotions

How do we get people to come to our events . . . . .?

### WHY PUBLICIZE?

- ❖ To inform the present members.
- ❖ To recruit new members.
- ❖ To inform the general public and influence public opinion.
- ❖ To build group unity and moral through recognition of individual and group accomplishment.

**BUT the #1 reason to advertise is to get more members and have more people at events!!**

### QUESTIONS TO ASK:

- ❖ Who is our target audience? Who are we attempting to reach?
- ❖ How will we get the message across effectively?
- ❖ Where are we going to advertise?
- ❖ How much will the advertisement cost?

### WHAT MAKES ADVERTISING EFFECTIVE?

- ❖ **Creativity** – you can generate more enthusiasm and interest by using unique, fresh, clever methods of promotion. Use a theme.
- ❖ **Variety** – Use more than one type of publicity and promotion.
- ❖ **Understandability** – Even if a message is readable or seen and heard well, it must be understandable too.
- ❖ **Quantity** – Repetition increases memory retention of your target audience. Remember quality and quantity go hand in hand.
- ❖ **Advance Notice** – Set it up way in advance, tell them, remind them and remind them again. Get “teaser” information out early.

Presented by Mary McIntyre & Amy Lindeman, University of Texas at Arlington at the Leaders Lunch Series !

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**Leader Readers are a service of the Center for Student Development (CSD), created to support student organization success at Texas Woman's University. For more information, please contact the CSD at (940) 898-3626 or visit us on the first floor of the Student Center, 116.**

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Everyone knows that the success of a program depends in large part on the promotion and publicity of the event. Did you know that the average person absorbs 1,000 pieces of advertising stimuli per day?

Success depends on:

- ❖ Simplicity – do not cover the flyer with copy to read.
- ❖ Attract the eye to the most important fact.
- ❖ Good advertising evokes an emotional feeling.
- ❖ Use of size.
- ❖ Use of location.
- ❖ Use of color. Here are some examples of how color translates into emotion.

YELLOW – encourages clarity of mind; associated with modern new ideas; positive color.

RED – call to action; dynamic; the eye tires of this most quickly.

BLUE – recedes in space; relaxing; feeling of restfulness; good color for a lot of copy.

GREEN – creates growth; healing color; the more the eye sees it the more you like it.

ORANGE – humor; not serious; witty and fun.

VIOLET – never taken seriously; very good to underscore a point.

BROWN – financial community; used by banks; evokes emotional security and stability.

BLACK – most serious; most formal.

WHITE – associated with weddings; best used with dark crisp colors.

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