



Publicity with Pizzazz!

No one wants to see the same old boring, flat, uninteresting posters ... so pep things up and use your creativity to **GRAB** their attention! You don't want to just invite your audience – you want to energize them so that they feel they **NEED** to attend your event!

My notes

“Gimmick” Posters

- Free Candy
- National Enquirer/People/News of the World, etc.
- Around the Clock
- Shaped posters
- Fence banners
- Cups in the fence

Location, location, location

- In the Bathroom
- On the ceiling
- Publicity Pyramids on desks
- Post It Notes on walls, doors, etc.

Human Publicity

- Word of Mouth
- Ask Me Buttons
- Costumes, Props, Hats ...
- Capes/Balloons
- Masking Tape on the Shoe
- “Sandwich” boards
- Daily/Weekly Announcements (video/audio)

“Others”

- Clothesline
- Footprints
- Window Markers
- Sidewalk Chalk
- Labels
- Backwards flyers (mirror reflectors)
- Forks in the grass
- Soda/Gatorade/Water labels

Also ... remember to make it interesting!

- Color tricks
- Different fonts
- Correct Spelling & correct information!!
- Different sizes of paper
- Fun graphics
- Reverse psychology (Do not read this!)

Proofread

- Remember to proofread EVERYTHING before sending it out/hanging it up.
- Double check your facts and make sure the who, what, where, when, or why is advertised

Publicity Tool Kit

- Have markers, will travel!
- Load it with the essentials
- Font posters in ASB Room/folders

Questions? You can reach me, Allison Gadeke, at

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