

Publicity Ideas

A List of Creative Ideas to help break the Traditional Publicizing Mold...

- Balloon Messages (write on the balloons)
- Banners strung up across a hallway
- Attach candy to mailbox stuffers
- Use door hangers for resident's doors
- Post the event on the "events calendar"
- Hang reverse signs on mirrors
- Offer incentives to attend event (prizes, a drawing, a contest, etc)
- Perform skits in the Café, Gizmo or lawn to promote your event
- T-shirt advertisement! (details include on the shirt)
- Shower signs (Laminate small sheets with contact paper, then post in suite showers)
- Pos-It Note attacks
- Use tasteful pictures of people on the flyers
- Progressive Signs (make them cryptic at first, each day add more details)
- Post signs in public bathroom stalls
- Sdrawkcab noitamrofni tnirp (print backwards)
- Use 3-D items to spell out words (pennies, corn kernels, buttons, etc)
- Make a "Lift me" flag on a giant poster with the information under the flap
- Insert flyers into magazines at the health services
- Use an old T-shirt as a bulletin board background
- When tabling, make a giant poster of illegible chicken scratch all over it. When people ask you about it, tell them about the actual event or activity using real information
- Use a common theme to all of your posters
- Butcher Block Paper is available in the work room- USE IT!
- Life sized figure's (Elvis, actors, etc) holding information about your event
- Out of season decorations to draw attention to your flyer
- Tape a flyer to a hanger and hang from somewhere on the wall
- Use Black paper with white writing
- Create and hand out personal invites since that is a lost art
- Publicize your next event at your current event! (Yes, this does require you to plan ahead!)
- Use thumbtacks to spell words out on your board
- Use old flyers to create borders for new publicity
- Create magnets (either reuse unused ones, or buy them from a local craft store for cheap)
- Playing cards make great hand out flyers
- Place an old stuffed animal somewhere holding a flyer about your event
- Tape down giant footprints that lead folks to your event. Each print has details of the event
- Sandwich board advertisement. (have someone walk around wearing one)
- Advertise through TKS or WVKC

Additional Ideas are Available through the Campus Life Office! Come Talk with Us!