



**RHHA**

**ADVERTISING**

**RECOMMENDATIONS**

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# INTRODUCTION

So you want to advertise your event in the Residence Halls? Advertising for RHA can be difficult and daunting until you take into account a few simple tips and tricks. The information in the following document is designed to guide you through making and executing an advertising plan for your event as well as advertising tricks that produce higher attendance rates at events.

Good luck!

## 7 COMMANDMENTS OF EFFECTIVE ADVERTISING

1

### START EARLY!

If you put up flyers a few days before, people often already have other things to do. If you put them up 2 weeks early, people can plan around the program. Tell residents you want them to be there and ask them what they're doing that night. If they have no commitments, find a way to get them involved in the agenda.

2

### DON'T CLUTTER YOUR PUBLICITY

While you want to publicize as much as possible, take care to make your flyers clear and direct. How many times have you seen a flyer with tons of information written in all directions and not even given it a second look? Find a short slogan or a logo to make it easily identifiable and catchy.

3

### BUILD ENTHUSIASM

Stimulate your residents to spread excitement. Involve them in the planning. Have them spread the word. Tell everyone you'll be there and you'll be looking for them. The strongest publicity is always word of mouth.

## 7 COMMANDMENTS OF EFFECTIVE ADVERTISING CONT.

4

### **GOOD PUBLICITY HELPS, BAD PUBLICITY HURTS**

Use colorful graphics and engaging words to draw people in. Talk positively about the event and make sure your advertisements reflect the event. You can do everything right and make one mistake and that's what people will remember.

5

### **HOOK PEOPLE'S INTERESTS & REEL THEM IN!**

What do residents want? Something fun, exciting, challenging and new. You're putting on the program because it gives some or all of these. So, give them what they want in your publicity.

6

### **LEAD THEM BY THE HAND**

On the day of the program, most residents still don't know about it. Or they think it is next week. Or they forgot. Pull out all the stops. Make announcements every ten minutes. Knock on residents room doors.

7

### **REMEMBER, THERE IS NEVER ENOUGH PUBLICITY**

Most staff members hope to walk into a program to see people lining the walls. It can't happen without lots of publicity. Make posters and flyers, emails, instant messages, and Facebook announcements. Make announcements everywhere possible. Ask residents to publicize to others. Advertise in mailboxes, and on residents' doors, and in person. Be creative.

# CREATING & EXECUTING AN ADVERTISING PLAN

When advertising an event, you have to be conscious of how you communicate and present your event to the public. This section outlines recommended steps and messages for before, during, and after your event.

## BEFORE THE EVENT: Choosing Advertisements

The advertisements you choose before the event will directly affect the outcome of the event. The more effort you put into your advertisements and getting people to attend, the more successful your event will be.

Before an event happens, you have the most freedom in terms of what kind of advertising to choose. When choosing advertisements, consider your audience and the type of people you want to attend. Different people will find advertisements at different locations.

At this point it's typically about exposure and consistency. Consistency in what you put on your advertisements so it's recognizable as one event and exposure in terms of where you choose to advertise.

**Target different locations with different types of advertisements. Consider trying some of the following strategies:**

- **Place your sign in high traffic areas**
- **Put flyers in the middle of magazines**
- **Put signs in baggies and put them in the showers**
- **Put personals in the campus paper**
- **Give out free tickets to event**
- **Flyers in mailboxes**
- **Table at meal times in dining areas**
- **Posters on ceilings**
- **Signs in laundry room**
- **Window painting**
- **Floor meetings**
- **Table Tents**

## BEFORE THE EVENT: Talking about the Event

### TO THE PUBLIC

Avoid downplaying an event before it happens. Even if the planning process isn't going as well as you would have liked, keep in mind that it could be really successful when you're in the moment and everyone is enjoying themselves.

### IN PRIVATE

When speaking within your group, don't be afraid to be critical about the event in ways that will make it more successful. Be realistic about the attendance you expect based on the advertising strategy you decided on.

## DURING THE EVENT: Recommended Advertisements

Even when the event finally rolls around, there are still advertisements you can use to get more people to attend. It's recommended that you try one or two of the following techniques:

- Put footprints on floor leading to your program
- Hang a sign outside a window
- A-Frames
- Directional posters
- Talk to people walking by

### Social Media

During the event, your biggest advertising tool is social media. Advertising on Facebook, Twitter, and other social networking platforms will get your message out to the few people who don't have any remaining plans. If you have friends on the social media platform get them to signal boost the post so more people see it.

Highlight photos that show a high quantity of people and people having fun. Keep in mind that these are still advertisements, so take high quality pictures and be sure to get people's permission before posting their face to the Internet.

## AFTER THE EVENT: Post-Event Advertisements

Remember to clean up your advertisements after the event! If you're feeling up to it, put up a follow up post to social media thanking everyone who came to the event.

## AFTER THE EVENT: Talking About the Event

### TO THE PUBLIC

When speaking to the public, speak positively about the different aspects of the event. Highlight the positives so if the event is put on in the future, people will want to attend. Avoid mentioning the things that didn't go as well as you had hoped.

### IN PRIVATE

When speaking with your peers who hosted the event, don't be afraid to be critical about how the event went. Determine what could have been improved looking at the event objectively from the outside. Try to understand why things happened the way they did. If the event went really well, don't forget to celebrate it!

## ADVERTISEMENTS: DESIGN TECHNIQUES

The design of a poster can make or break the effectiveness of the advertisements. If your designs don't stand out, people will ignore it. If your design is eye catching it will draw a larger audience at the event.

Remember that your advertisement is designed to communicate important information such as: the date, time and location of the event, important "wow" factors for the event, and if there is anything needed to participate.

The next few sections outline design formatting suggestions, resources available to you to create advertisements, recommended advertisements, and some optional advertisements to reach different demographics.

## DESIGN FORMATTING SUGGESTIONS

When designing a visual advertisement it is recommended that the amount of information is limited on a sign.

Keep it visually appealing, use the rule of thirds and be careful of where your audience's eyes will be drawn towards.

### Other things to remember to include:

- Use basic colors and accent them with brighter colors
- Use yarn or string to give a 3-D effect to your lettering
- Use borders, they help to grab attention
- Stick to the basics
- Make your signs different shapes and sizes
- Make your sign another size than 8 1/2 x 11
- Oddly shaped posters

## DESIGN FORMATTING SUGGESTIONS: Think C.R.A.P.

When making a poster or some visual form of advertising think "C.R.A.P." Whether you're working on a poster or a t-shirt to advertise your program, there a few tools to keep in mind that can take your design from average to eye-catching. All you have to remember is "CRAP":

**C** ONTRAST

**R** EPETITION

**A** LIGNMENT

**P** ROXIMITY

### C ONTRAST

One easy way to approach your design is to add contrast. Two simple ways of doing this is with color and with size. For example, pick one important part of your design and make it large and keep the rest small.

### R EPETITION

Another way to grab attention is to repeat one element of your design, such as an image, a phrase, or even something as simple as a line or a shape.

### A LIGNMENT

Keeping your text, shapes, and images in alignment will give your piece a professional look. This doesn't mean everything has to be in one straight line; it just means that you are intentional about where each piece of your design is placed and that most "lines" of the design align.

### P ROXIMITY

How close each object in your design is to the next is another way to grab attention. Having text bleed over an image can make you feel like rules are being broken, while having each word far from the others can give a feeling of isolation. Also, grouping similar pieces of information together helps those walking by scan and get the most info out of it.

## RESOURCES FOR MAKING ADVERTISEMENTS: The HERO



The HERO (Housing Events Resource Office) is available to residents and student staff alike to work on crafts and advertisements related to University Housing programs and events. The HERO has designated open hours and is staffed with Office Assistants to help guests successfully plan programs and advertise for them. Their hours of operation are listed on their Facebook page at: <https://www.facebook.com/pages/The-HERO/117227408381340>.

### Example Resources

- Computers and printers
- Copiers
- Paper cutters (Cricut and Die Cuts)
- Butcher Paper
- Paints
- Colored pencils
- Glues and tapes
- Glitter galore
- Paper press
- Etc.

## RECOMENDED ADVERTISEMENTS

Over the years, there have been many students who have tried to advertise their events on campus. Depending upon the event, specific advertisements may be effective or ineffective in getting people to attend your event.

This next section contains important advertising strategies to use to promote your event as well as some unconventional techniques to reach different demographics.

## RECOMENDED ADVERTISEMENTS: Emails

### **Get Involved: [getinvolved.uoregon.edu](http://getinvolved.uoregon.edu)**

This website hosts a list of events for every organization on campus. You can post your event too! That way, everyone can see what you're up to.

### **List-serves: [rha@lists.uoregon.edu](mailto:rha@lists.uoregon.edu)**

There are a number of list-serves used in housing. You can email the RHA list serve with an advertisement about your event and it can be distributed to all the residence halls. There are also list serves for Student and Professional Staff. Your advisor can provide you with these emails.

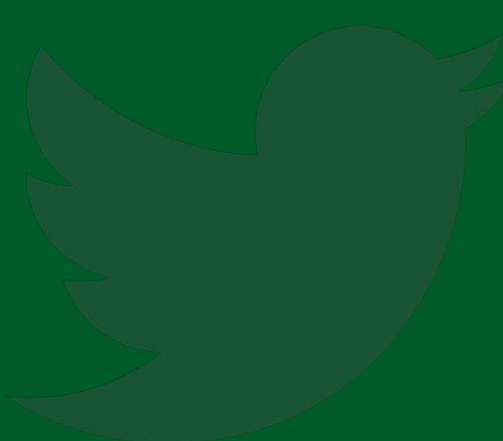
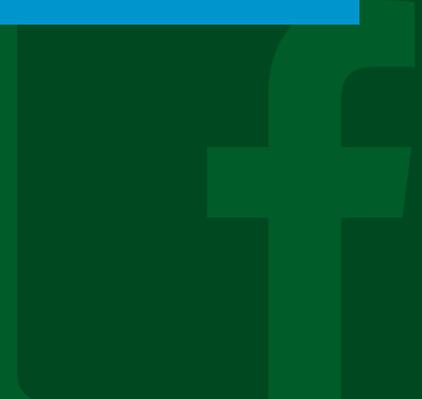
### **Housing Social: [housocial@uoregon.edu](mailto:housocial@uoregon.edu)**

Housing has its own social media pages. If you email their representative with information about their event, they will increase the number of eyes on your event.

## RECOMENDED ADVERTISEMENTS: Social Media

### **Facebook**

You can get access to your hall's Facebook page by asking your RLC for permission. They may have an RA write these statuses or give you access to do so yourself. Be sure to make an event page on your hall's Facebook page and post weekly updates leading up to the event with reminders.



### **Twitter**

You can get access to your hall's Twitter by asking your RLC for permission. Twitter is a great place for general updates, events, and creative hash tags for your event. It's important to engage your audience and build it with the people in your communities.

## OTHER ADVERTISEMENTS

Below are a number of alternative advertising techniques. How effective they are depends upon your audience and the event. Feel free to pick and choose the advertisements that best fit the audience you're trying to target with your event.

- Write your message on a balloon and attach it to the wall
- Write on toilet paper
- Put your message inside fortune cookies
- Write on napkins
- Use chalk, paint or anything out of the ordinary
- Write a jingle and play it in the lobby
- Make buttons to help advertise
- Tape messages to soda cans
- Use costumes
- Use coded messages and teasers
- Attach messages to lollipops
- Advertise on a paper plate or balloons
- Publicize in bathroom stalls
- Put a sign on a toilet seat
- Campus Radio
  
- Make T-shirts
- Make bumper stickers
- Make bulletin boards
- Make a hand stamp
- Show a video in the lobby
- Make door hangers
- Monthly event calendars
- Banners
- Bookmarks
- Word of Mouth
- Personal invitations

## OTHER ADVERTISEMENTS: Digital Advertisements

### Digital Displays

Digital Displays are located in housing service centers. These digital displays cycle through a selection of about seven banners for housing events and activities.

In creating your advertisement, be sure the dimensions are 1920x1080. If your advertisement has other dimensions, **it will not be displayed**. Keep the text to less than two sentences. When you complete your advertisement, send it to Housing at [housedia@uoregon.edu](mailto:housedia@uoregon.edu).

### RHA Website Slider

The RHA website has a slider with five spots for advertisements about events and information regarding RHA sponsored events.

In creating your advertisement, be sure the dimensions are

1920x590. If the advertisement has other dimensions, **it will not be displayed on the website**. In creating this advertisement consider the spacing. There may or may not be a button with a description on the left side of the page. Though the button and description can be removed and edited, the alignment cannot be changed. Keep the words to a minimum highlighting only key information.

Like with other digital display advertisements, send your advertisement to the RHA Executive Board at least two weeks before you want it in circulation on the site.



## FINAL THOUGHTS

Hopefully this document helped you create an advertising plan for your event. Don't be afraid to try something not listed in this document. If it doesn't work out, then try something different! Effective advertising is not an exact science. It's always about communicating to your audience that you have an event for them. Though advertising is difficult, you get out what you put in.

# Good Luck!



# RHHA