

SU Elections.

STAND • VOTE • LEAD

Printed publicity



INTRODUCTION

Printed publicity is an incredibly important part of any kind of advertising campaign. It may seem obvious to say that interacting with voters is essential for communicating your campaign's core messages, and ultimately to the success of your entire campaign. However, you cannot be everywhere and talking to everyone all the time. Printed material allows you to expand this communication, reaching more people quickly.

Printed advertisement can take many forms, and whilst some suggest that it is less important to have printed material in an increasingly digital world, you shouldn't underestimate the power of something physical. But remember, it is important to be sustainable about it too!

THE POWER OF PRINTED PUBLICITY

In an increasing digital world, it's quite easy to forget the power of something physical - it's impact can be a lot stronger than you think.

However, well-designed printed materials can evoke emotions, inspire action, and leave a lasting impression. From newspapers and magazines adverts to flyers, posters, and leaflets, we interact with printed material every day. By handing a physical piece of media to someone, you are inviting them to interact with the message you are trying to promote which, in this instance, are your election manifesto points. Further, a diversity in type of printed material enables you to reach a broader audience in a more impactful way. That's why, printed publicity continues to be a critical component of modern-day marketing and advertising efforts.

THE IMPORTANCE OF YOUR 'FACE'

Putting a name and face to an election campaign can be crucial to its success. However, it's important to note that whilst students tend to interact more with campaigns that include images, it's entirely your own decision as to whether you include photos of yourself on your printed campaign material.

WHY IS THIS?

Including a candidate photo on a campaign poster helps voters to identify a candidate with their campaign.

People tend to recognise faces more easily than names, especially if the face is accompanied by an impactful slogan or message.

It also helps voters to establish a personal connection and create a sense of familiarity with your campaign. By including your photo, you are allowing voters to see you as a real person, rather than just a name on a ballot.

Humanising helps to build trust with voters, which is essential in winning their support. Alternatively, if you're not comfortable with having your face on a poster, you could opt to use an avatar.

All of this improves the credibility of your campaign, demonstrating that you are committed to the issues you are campaigning on whilst also creating a recognisable brand centred around you.

(P.S. the only one who doesn't like your candidate photo is you!)

THE IMPORTANCE OF YOUR MESSAGE

Communicating your core campaign message to the public is a critical aspect of any successful election campaign. How you convey your values and vision can have a major impact on the outcome of the election. To effectively get your message across you must use clear, concise, and persuasive language that resonates with students.

HOW DO YOU THIS?

Break up what you're saying into bite sized chunks. People get reading fatigue, don't let it be when they're reading your material. Bullet points are handy for summarising your manifesto, however, make sure they relate to a more detailed explanation which is available to voters somewhere else. For example, a longer digital manifesto.

Stay relevant. You don't have a lot of space on an A5 poster, so use it well! Make sure people can read and understand what you're saying and it's to the point. After all, that's what you're making it for.

TYPES OF PRINTED PUBLICITY

Printed publicity takes many forms; from huge banners to stickers or even handwrite a letter to each student. But this is expensive and time consuming. Instead, focus on simple, cheaper options like flyers, business cards and posters.

Each form of printed material that you create should serve a different purpose, if you have different types of material doing the same thing then you're wasting money.

POSTERS

Posters should be a large format with eye catching colours and imagery, and only include very specific points. People may not stop to read it, so don't overload it with too much text or information.

FLYERS

Flyers are an opportunity to include more written detail; they're designed to be handed out and read later. You also have the luxury of a second side which a poster doesn't offer - use it.

BUSINESS CARDS

Business cards are your injection. They're small, easy to carry and easy to give out. Whilst the size presents you with certain limitations, you can use this to your advantage. A good business card will include your face, your slogan and a QR code to your social media or manifesto. It will also have a 'Call to Action' which encourages the reader to do something to access more of your content.

USING PRINT TO SUPPORT DIGITAL MEDIA

Digital promotion has an incredible luxury - it's (mostly) free. You have the benefit of creating more engaging content like video/animation and you often don't have space limitations. This doesn't make it better than print. In fact, they go hand in hand.

Your physical collateral should serve a specific purpose and if people want to engage with that further, it should direct them towards your digital promotion.

Everyone has a phone and most use it daily - this can help you! Links, QR codes, social media handles are small details that you can add to your printed material to direct the public towards your broader collection of campaign material.

DESIGN DECISIONS

The design of your campaign can be just as important as your manifesto to the success of your campaign. Everyone's style is different and personal to them. And remember, you're creating a brand around yourself and your beliefs – let the design be an expression of this.

Having your own colours is critical as it is the first step in creating a cohesive, individual, and recognisable brand. There are no right/wrong colours to use, if it fits your brand, use it. Saying that, lighter backgrounds make text that is laid overtop a lot easier to read. Bold colours – specifically primary colours – stand out and grab people's attention. It's best to choose a colour scheme of 2-4 core colours that feature across all your printed and digital materials.

Choose a font that is easy to read – sans-serif fonts tend to be more readable, especially for people with dyslexia. If you're designing a poster, make sure that the font is big enough so people can read from a distance. And crucially, make your most important messages (and your name!) stand out.

Whilst we can offer some general guidance, we're not here to tell you exactly which colours or styles to use. That said, our marketing team have a lot of experience in creating artwork specifically targeted towards students. If you want to find out more about designing for a successful campaign, come along to our Graphic Design & Video session.

COSTS & BUDGETING

All of this sounds expensive, but it doesn't have to be. Sticking to a budget is an important part of campaigning. Before you print anything, ask yourself: 'Is there a way that I can do this myself?' The answer may not always be yes, but it's always worth considering how you can cut costs. Printing on personal printers can be cheaper than finding a supplier.

A few good suppliers for cheap print material are:

- Helloprint
- Solopress
- Vistaprint

Additionally, taking stock of how much printed material you actually need can help you save money and reduce waste. If you're handing out less material than you had predicted, print less. If you're printing budget is running low, consider using the printed materials you already have in creative ways.

SU Elections.

STAND • VOTE • LEAD

RH | ROYAL
SU | HOLLOWAY
STUDENTS'
UNION



@SURHUL / SU.RHUL.AC.UK