

# Creating Publicity

## Initial Questions

- Who are the audience? Gender, age, family position
- What are their concerns?
- What are the common issues they face?
- What are the everyday expressions, images and language that are connected with the aim of what you want to achieve?

## Words

- Who are your audience – in terms of educational background? Are they readers of 'The Sun', 'The Daily Mail', or 'The Independent'? Identify and write accordingly.
- Always remember to highlight benefits over features. When a bank tries to sell you a loan, they always focus on what you can do with the money, rather than what the details of the loan are. In the same way, focus on what people are going to benefit from attending your event – rather than what you're going to do (e.g. 'Learn how to be a better parent', rather than 'A 20 minute video presentation').
- Write short, punchy material – not something they have to wade through. Keep sentences short and paragraphs short. Focus on the key information and ditch the rest.
- Always use inclusive language – don't write as though the reader is the third part – use lots of 'you's' and exciting proactive words like: Discover, Find, Explore, Develop, Join, Be a part of..., Don't miss, Understand, Great, Exciting, Experience, Benefit, Enjoy, Gain, Get a new perspective, etc.
- Less is always better. Always remember the key benefit to those you want to respond.
- Give plenty of reminders of how they can respond – how easy it is to call your credit card line, etc.

## Photography & Image

- Again – remember your audience – if it's designed for parents, don't give it a youthful, jazzy feel.
- Use photos that draw the reader in, good eye-to-eye shots. Keep special effects on photos to a minimum.
- Use photos of people that your potential audience can identify with – but also aspire to.

## Design

- Keep it simple – make sure people don't have to look for what you want them to read and respond to.
- Remember hierarchy – make sure there's progression and variety in images, and pace in text size and fonts.
- Be careful over use of fonts – don't use fun fonts for serious messages. Remember what fonts convey.
- Always ask: 'Where does the eye go?' – is it going where you want it to – or worse, nowhere at all!?

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