



Council for Voluntary Service Arunwide

Marketing Resource Pack

Date of publication: October 2011

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This marketing resource pack is designed to give you some advice and tips on designing and producing your own publicity materials. We hope that you will find it useful, and we welcome any feedback.

Contents

	Page No.
Tips on Branding	3
Tips on Producing Posters and Fliers	4
Tips on Writing a Press Release	5
An Example of a 'Bad Poster'	6
An Example of a 'Good Poster'	8
An Example of a Press Release	9

Produced by Jenny Holmes for CVS Arunwide.

Branding

1. Choose and adopt a specific text, font, image, graphics and logo that reflect your audience
2. Ensure that your branding reflects your vision and values
3. Once decided, be consistent and use this format on and in everything, including headed paper, compliment slips, leaflets, posters, flyers, press releases etc
4. Try to ensure that the branding is instantly recognisable
5. Try not to make your branding too complicated
6. Limit the amount of colour and ensure that you can meet the cost of printing
7. Make a photocopy in black to see how the logo and all branding appears without any colour
8. Be prepared to re-assess with care if required
9. Ask others for feedback on the branding and amend accordingly, seek the opinion of your colleagues and particularly your clients or those at whom your publicity materials will be aimed

Creating Posters and Flyers

1. Know your message and tell it clearly and concisely
2. Make your posters and flyers as succinct as possible - not too busy
3. Consider the audience, a poster aimed at young people may look very different from one aimed at older people
4. Attention-grabbing is more important than visually pleasing
5. Colour is helpful but it is important to restrict the number of colours and ensure good contrast
6. Black on yellow and a minimum of font size 16 is recommended to support those with visual impairment as well as a font that is 'sans serif' (Arial and Tahoma are both recommended)
7. If using Word Art it is often better to stick to a basic format. Shadows and other effects may be difficult for those with impaired sight
8. Always include contact details for further information
9. Flyers and posters can be used 4 - 6 weeks in advance
10. Shopkeepers are often more likely to accept A5 posters than A4 size
11. Laminating of posters is often helpful, particularly for outside displays
12. Make sure your posters/fliers reproduce well and consider the cost of printing in colour versus black and white


See example page 6

Writing a Press Release


1. Know the message you're trying to portray
2. Develop a headline that is short, catchy and gives the essence of the story in a few words
3. Consider your audience and write in a style that reflects the publication to which you are submitting
4. The first sentence/paragraph tells the story (include the 6 w's - who, what, why, where, when and how); bear in mind that text is often cut from the bottom up
5. Try to find a local or human angle to capture your audience. The media can be hard to engage (especially local TV news) so your story needs to be as interesting and relevant as possible
6. SIN makes people take notice ie Sex (something exciting), Intrigue (something unusual or mysterious), News (something new and relevant) - try to use one of these
7. Simple wording and short sentences are best; avoid clichés
8. The length of the article should not normally exceed an A4 page in double-line spacing (approx. 200 - 300 words)
9. Print on one side of the page only
10. Include a quote whenever possible as this adds to the interest
11. Provide a high-resolution JPEG photo if appropriate but always gain permission to use from those pictured
12. Provide 'Notes to Editors' where necessary
13. Submit with plenty of time. For weekly papers, this is normally on the first day of the new week

See example page 9


An example of a 'bad' poster!!


1.  **St Something Christmas Fayre** 

2. **St Something invites you to come and join us at our festive Christmas Fayre. Enjoy some wined wine and a mint's pie, and help raise money for the new Church roof.**


3.  *St Something Church Hall*
Saturday 28th 

4. **Children can meet Santa Claus, tell him what they want for Christmas and even get a present**
Buy something delicious. Cake Stall and Preserve stall
Find some amazing and original gifts. Craft Stall
Enjoy the festive atmosphere and watch the delightful entertainment. Dancing Singing

5.  **Why not have a go, you might win a prize! Bottle Tombola, Childrens Tombola and Grand Raffle** 

6. 

7. **Enjoy the festive atmosphere and watch the delightful entertainment. Dancing Singing**

8. 

9. 

Key

1. Avoid fancy word art, this is hard to read
2. Make sure there are no spelling or grammatical errors. Get someone else to proof- read
3. Make sure there is a full address, date and time
4. Use as few words as possible, too many makes it look crowded and people will not read them all
5. Pictures are good but not too many
6. Use as large a font size as possible. Size 16 is recommended for visual impairment, but it **MUST** be at least 12
7. Avoid using too many colours, stick to just one or two
8. Use a font that is 'sans serif' it is clearer
9. Make sure there is a good contrast between the background and text colours
10. Always include contact details so people can get more information

Please see overleaf for an example of a 'good poster'

An example of a 'good' poster!



St Something's Christmas Fayre

in aid of the new Church roof

Tombola and
Raffle

Cakes and
Preserves

Entertainment

Crafts

Mulled Wine and
Mince Pies

St Something's Church Hall
Church Lane, Villagetown
Saturday 28th November 2009
10am - 4pm

For more details contact Jane on 000000

An example of a good press release



Bognor Regis Health Trainers
Bersted Green Learning Centre
Bersted Green Court
Hazel Road
Bognor Regis
West Sussex
PO22 9DZ

Press Release – 11th February 2010

Arun Health Trainers now on the net!

The Arun Health Trainers have launched a brand new website to make it even easier for people to find out about the FREE service.

The new website can be found at www.arunhealthtrainers.wordpress.com and the Health Trainers hope that it will mean more people will become aware of the service and come on board as clients.

Jenny Holmes (Health Trainer administrator) says 'we are always looking for different ways to promote the service to the public and with lots of people turning to the internet for information we thought this was a great way to spread the word. The service is completely free and we want to help as many people as possible to make healthy changes to their lives, and we hope this website will help us do this.'

As well as information about the Health Trainer service and how they can help you to make healthy lifestyle changes such as losing weight, stopping smoking and eating more healthier; the website also has photos of the team out and about, lots of useful links and resources, case studies about previous clients, and information about local events where you can meet the team.

If you would like to find out more visit their website today at www.arunhealthtrainers.wordpress.com. Or you can contact them on 01903 724152 (Littlehampton) or 01243 828783 (Bognor Regis) or email jh.brht@cvs-arunwide.org.uk.

ENDS

Word Count: 230

Notes for Editors

- Your local NHS, West Sussex PCT, in partnership with local voluntary organisations has developed the Health Trainer service to support people to make changes to improve their health. The Health Trainer service supports other PCT health and wellbeing initiatives.
- For more information contact Jenny Holmes, Health Trainer Administrator, on 01243 828783 or 07500 041036 or email jh.brht@cvs-arunwide.org.uk.

