



Publicity material:

Introduction

This module looks at how to produce successful publicity material for your Neighbourhood Watch. The module looks at how successful commercial advertising works and then suggests tips for making your own publicity material work.

By the end of this module you will be able to:

- identify what makes advertising materials work;
- design materials for your own scheme.

This module is in two parts:

- Part one contains the Development Notes and provides background to producing publicity material.
- Part two contains the Session Notes which you can use to help design publicity material in a group.

Important note

As well as using your own publicity, the Home Office has also produced a range of leaflets and posters. They are available from your Neighbourhood Watch Officer.



PUBLICITY MATERIAL

Notes



Publicity material: Development Notes

Publicity is everywhere

You only need to walk down the street or even just sit in your own home to realise that you are bombarded with publicity. This is in the form of street posters, television advertisements, newspaper advertisements or whatever. They are all designed to influence what you do, what you think or what you buy.

Eventually, of course, you become overloaded. Of all the advertising thrown at you only a small proportion is taken in. Take, for example, the mountain of paper you find piled up behind the door when you return from holiday. How much of it goes straight in the bin? It would be true to say that most of it ends up being thrown away, but occasionally something catches your eye and you act upon it.

Your poster or leaflet must be the one that catches the eye. The one that people see and do something about.

How advertising messages work

Whether you know it or not, the successful advert takes you through a series of stages to get you to act on the message it gives out. The four stages are on the next page.



STAGE ONE

It draws your attention

STAGE TWO

You find it of interest to **YOU** personally

STAGE THREE

Because you are interested you decide to act on what you have read

STAGE FOUR

You actually carry out what the advertisement wants you to do



Making your publicity effective

Think for a moment about an advertisement that persuaded you to buy some product or service in the last few months. It may have been on television, in a magazine or wherever. Think about how it took you through the various stages: from attracting your attention to making the decision to do something.

The same must apply to your publicity material. Think of a simple poster or leaflet to advertise that you are holding a meeting to start up a new Neighbourhood Watch scheme.

First, it must stand out and draw attention amongst all the other advertising the public are subjected to.

Having drawn attention to itself, the poster or leaflet must spark off interest in the reader. Think of it as fly paper: it must not only attract the fly but must hang on to it once it has gained its attention. Once it has drawn attention, the reader must be so interested that they will read on to find out more.

The style of what you have to say must be so persuasive that the readers make a commitment to act on what they have read. In other words it is not sufficient to tell people about a meeting, it must be done in such a way that it persuades them to attend.



Getting the layout right

The layout of your material will have a great deal to do with taking people through the stages.

Pick up any magazine or newspaper. Look how the professionals lay out their advertising material and see how they attract and hold attention. Look in particular at how the size and colour of lettering and pictures are used to draw attention and stimulate interest. To what extent do some advertisements draw attention to themselves more than others and why?

Notice that many avoid using bland statements like 'Kitchen Furniture for Sale'. Instead they say: 'You can have the kitchen of your dreams NOW! Interest Free Credit for 12 months'. You could apply the same principle to your advertising. If you head your poster 'Neighbourhood Watch Meeting' it may not attract much attention because it could be aimed at anyone. On the other hand, you could head your poster: 'Let's Make Anyplace Estate Safer'. Two different approaches to the same thing – but one far more attractive.

You may also notice that the more detailed information, that is to say the information that takes you through the 'decision' stage, is in smaller print as if drawing you into those stages.

Look, for example, at the car advertisements in newspapers or magazines. They are usually very colourful and attractive to pull in your attention. Once they have you past that stage and on towards making a decision, you will want to know the detailed information and price of each model. If you look at the bottom of the page, the small print normally has these details.



And finally

Be very careful not to overload your posters or leaflets with too much information or it will turn off the readers. When you have decided what you want to include in your material create a number of different layouts. Try them out on three or four people to get their opinion of which they find most appealing.

In the next part of this module you will find some Session Notes to help you design some publicity material with a group of your scheme members.



Notes



Publicity material:

Session Notes

About this session

This plan is for a short session during a Neighbourhood Watch meeting. The aim is to help you produce effective publicity material for your Neighbourhood Watch. By the end of the session the participants should be able to:

- describe the four stages of effective publicity material;
- write effective wording for publicity material;
- produce an effective layout for publicity material.

How long the session should last

This session should last no longer than an hour.

How many people should attend

Fourteen to 16 people is about the maximum for this session. Too many people and it gets unwieldy, too few and you won't get enough ideas.

The resources you will need

- a large room that three groups can work in;
- paper - the bigger the better;
- thick coloured pens for each group including 'giant' size (about 1" broad);
- a selection of newspapers and magazines containing a variety of advertisements.



Session plan and time allocation

Introduction 0–10 minutes

Open the session by reminding the group of the usual mountain of leaflets, special offers and free newspapers delivered to their homes. Ask how much of it they actually read and how much goes straight in the bin. Ask what is different about the advertising material that does attract their attention from that which does not attract their attention.

Explain that this session is about the design of effective Neighbourhood Watch publicity material.

The four stages 10–25 minutes

Copy the page from the Development Notes as a handout. Explain the four stages to the group.

Use the magazines and newspapers to get the meeting to find the stages of 'Attention, Interest, Decision, and Action' in a series of adverts.

Practical exercise 25–50 minutes

Divide the meeting into three groups. Ask each group to produce a poster to advertise either:

- a meeting to start up a new Neighbourhood Watch scheme;
- one of your planned activities.

Groups can get ideas from the advertisements in the newspapers and magazines.

Round off 50–60 minutes

Discuss the posters made by each group. Ask whether each one achieves the four stages of good publicity material.