

CREATIVE PUBLICITY IDEAS

List of creative ideas to help you get away from traditional publicity

- Advertise on the Wire (WU Radio), located on the 3rd floor of the UC
- Use balloons to attract attention - feel free to use the helium tank in OSA
- Put banners on UC or Smith Balconies
- Advertise in the Collegian
- 2 words: Body Paint
- Make buttons (the Office of Student Activities has a button maker for your use as a registered organization)
- Attach candy to mailbox stuffers
- Use chalk on sidewalks
- Create a sculpture (e.g. a giant spider for the movie Spiderman)
- Use door-hangers for residence halls
- Have WITS Productions (x6028) design a poster for a small fee
- Post event on the University's master calendar
- Hang reverse signs on mirrors
- Imprint a message on napkins
- Offer some sort of incentive at the event (e.g. prizes, a drawing, contest)
- Place publicity in the Mill Stream – get prior approval from Grounds Dept. (x6532) first
- Create posters in unique shapes & sizes
- Use sandwich boards or portable dry erase boards (contact the Office of Student Activities at x6463)
- Perform skits or a preview of the program in Goudy Commons
- Create and hand out stickers
- Create t-shirts
- Videotape (promo clips)

***See the staff in the Office of
Student Activities for more ideas!***

This is one of many handouts available to you. Feel free to meet with any Student Activities staff member for more details about this topic or any others related to leadership or your student organization. We also have open advising hours every Wednesday from 3 p.m to 6 p.m. The Office of Student Activities is located in the University Center, on the 2nd floor, or by telephone at (503) 370-6463. Visit our website at www.willamette.edu/dept/osa or email us at wustudentinvolvement@gmail.com. Adapted from the Office of Student Activities and Leadership, University of Michigan.