

Goals

- ◆ To Provide effective and engaging forms of advertising to Student Council and all organizations around campus.
- ◆ To reach out to students and increase participation and spirit.
- ◆ To maintain a conversation with the student body through effective and informative advertising, while recognizing student achievements and raising awareness.

Plan

- ◆ Fill out Advertising Planning Form and meet with us at least 2-3 weeks before event at lunch, 4th period, or support, (Meet with us much earlier in multiple meetings for large-scale events, ex: 2-3 months ahead of Homecoming Dance)
- ◆ We will determine the best methods of advertising for your event or activity and ensure that these forms of advertising are used. In the meantime, you can focus on planning your event or activity.
- ◆ After the meeting, allow us one week to set all of your advertising into place. We will submit requests, talk to other commissioners and officers on Student Council, and organize essentially everything else to ensure that the proper advertising methods have been utilized.
- ◆ We will determine how to create the most appealing and memorable campaign for your event or activity through innovative advertising techniques. We will help you create bold messages that will inspire student participation and involvement!
- ◆ Your advertising will be ready to go for the two weeks leading up to your event or activity!

The success of your event or activity relies on the power of advertising.

After all, what is an event or activity without an audience or participants to see all of your hard work?

Strategies

- ◆ PA's
- ◆ Bolt Commercials
- ◆ Posters (hanging banners)
- ◆ Flyers
- ◆ Email Groups
- ◆ PFC Email Groups/Boosters
- ◆ Homeroom Visits (script)
- ◆ Homeroom Notes
- ◆ In-class teacher discussions
- ◆ Steering Committees
- ◆ Remind Texts (class & school)
- ◆ Marquee (electronic & manual)
- ◆ Quad Calendar
- ◆ AHS/ASB Website
- ◆ Social Media (Instagram, Twitter, Facebook, etc.)
- ◆ OCE/OCRs
- ◆ Club meeting
- ◆ Library TVs
- ◆ Mercer All-Calls
- ◆ Fence Cups
- ◆ QR codes
- ◆ Charger Newspaper
- ◆ "Stall-street Journal"
- ◆ City Advertising (posters, Banners, Buses, etc.)
- ◆ City Newspaper (Acorn, etc.)
- ◆ Radio/News
- ◆ House of Reps Meetings
- ◆ Sandwich Boards, Yard Signs
- ◆ Windshield/Locker Notes
- ◆ Screen Ads (during PAEC events)
- ◆ Classroom Whiteboards