

Kakemono (a roll-up, hanging banner)



TYPE OF TOOL: **PUBLISHING**



Goals

- ▶ Pose Questions
- ▶ Sensitization
- ▶ Call for Social Actions/Behavior Change
- ▶ Share Information (project results, educational, technical, scientific, etc)
- ▶ Announce an event
- ▶ Present organization information (projects, programs, events)
- ▶ Promotion of the organization



Targets

- ▶ General public
- ▶ Target Communities
- ▶ Funders, Donors, Sponsors
- ▶ Government
- ▶ Technical specialists, researchers, scientists



Steps for Creating

DESIGN

Decide on the printing format of the Kakemono depending on the size printing machine to be used. If purchasing this machine the standard size is 80 x 200 cm (which can be used for other tarpaulins). Decide on the target audiences and main messages. Before final validation of the draft, do a test with persons not involved in the project, ask them to look at the banner for 30 sec., and ask them «what is it talking about?», «what is the key message?», «what is the purpose» and «who did this poster»? Before final printing, ask advice to the graphic designer or printer about suggestions for the type of tarpaulin is best to use (usually done in vinyl but there are also tarpaulins in cotton). If possible, choose a printer who is eco-friendly (inks, varnish,

recycled or eco-managed forest paper, etc. Make sure to have a carrying bag for banner.

PRODUCTION

Give the content elements to a graphic designer to do a draft model. The composition should be as simple as possible, not too much text, direct messaging (not multiple reading levels), be aware of the visual effects (lighting, shadows, etc). Proof the PDF draft of the brochure prior to giving the Approval for Printing (AP). Also check the colors before the final version is printed (Cromalin, Iris, colorimetric proofs). Try to make an exact estimation of the number to be printed in the first run because reprinting is costly.

Key points:

For better visibility opt to have the banner printed on both sides (double-sided). Choose the Kakemono size and format based on where it is to be hung. Provide the necessary fixing materials and supports depending on whether this is to be displayed out of doors, inside, the location, etc. Be sure to include on the banner the essential organization contact information and logo and partner information.



Content

The composition should be as simple as possible. The message and objectives should be understood at first glance. Not too many words. Opt for a creative design that offers a good visual mix of text, images, and graphic design.

MESSAGES

Be clear about the target audiences for the messages transmitted. Messages should be about the organization (mission, values, programs, actions, achievement), a specific program (objectives, activities, results, etc.) Focus on a single message per banner (Kakemono).

IMAGES

A Kakemono should attract the viewer's eye from a distance. Choose a strong main visual. Don't use too many images or else the eye will get lost. The images should be of a good quality (sharpness, framing, presentation, resolution, etc.). Be sure to check on Copyrights, getting authorization as required prior to publication. Obtain prior approval before taking photos of persons, places, even objects, as required.



Distribution

As a Kakemono can be used in multiple places there are many opportunities for displaying it, e.g. on the premises of the organization, during trade shows, conferences, seminars, open houses, public spaces, etc.



Indicators

- Number of banners printed.
- Number of stops/readings in front of the Kakemono (have someone monitor this during a conference or trade show, for example).



Examples

- **Collective Kakemono "Sharks"** (FIBA, PSRA, CSRP, PRCM). See Example Worksheet below and the document as well
- **"Biosfera Exhibition" Kakemono**

EXAMPLE Kakemono (roll-up banner)

KAKEMONO "SHARK" COLLECTIVE

Context

The Kakemono produced in partnership with the *FIBA, PSRA, CSRP and PRCM.

Type of Tool

Publishing

Language

French

Technical Characteristics

Kakemono (a flexible, roller banner), approximately 0.80 x 2 m, printed in 4-color.

Targets

The General Public

Geographic Scope

International (French speakers)

Key Messages

Sharks are part of the biodiversity. The shark population in West Africa is threatened and in danger. Reasons why shark populations need protection.



Goals

- Provide information
- Sensitization
- Raise awareness about the need to protect West Africa's shark populations

Usability



Use over time



The Kakemono banner does not include any dates but the message includes time-based indications. Maximum use is probably 1-2 years.

Replicability*



This composition could be replicated for another cause/ program.



- The core message is clearly stated "Sharks are part of the biodiversity, let's protect them!"
- The text is concise, with statistics to support the claims.
- Simple model with a good balanced use of text/photos.
- The partners' logos are clearly visible.



No contact details (website, e-mail address...) is provided.

* Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.)