

Poster / billboard



TYPE OF TOOL: **PUBLISHING**



Goals

- ▶ Drawing Attention; Sensitization; Advocacy Call to Action and/or Behavior Change
- ▶ Inform (results of a project, scientific, educational)
- ▶ Announcement of pending event
- ▶ Promote an organization



Targets

- ▶ General Public
- ▶ Communities
- ▶ Funders, Donors, Authorities
- ▶ Specialists, Scientists



Steps for Creating

DESIGN

First, define the objective. Write the main message (Title, Slogan) and then the sub-messages (text); Decide on the size and format (ex. A4, A3 up to 12 m2); Choose the appropriate images to go with the messages and the logo. Before signing finalizing the final draft version, conduct a “30-second” test. Show the draft model to some people who are not connected with the project. Ask them to look at your poster/ billboard model for 30 seconds and then answer the following questions: “What is this talking about?”; “What is the main message?”; “What is the goal?” and “Who created this?”.

PRODUCTION

Give all the required elements to a graphic designer to make the draft model. The composition should be as simple as possible. Avoid use of too many different Font styles; Avoid use of language that is too formal, scientific, or complex; Pay attention to visual effects (shadows, highlights, etc.); If possible, choose a printer who is eco-friendly (inks, varnish, recycled or eco-managed forest paper, etc.).

Points of interest:

Keep it simple not cluttered. Limit the amount of copy (except for specific scientific and technical information) and number of visual images; Do not use date indicators unless required, for example announcing a specific event, so as to extend the poster/billboard lifetime.



Content

The composition should be as simple as possible. The message and the goal should be understood at first glimpse.

MESSAGES

Think about who is the audience for this message and the goal in sharing it. Go for a single message per poster/billboard. For example, “Help us protect the turtles” and not “Help us protect the turtles, reforest the mangroves, and join our association.” The more messages there are, the fewer are retained. Be sure to include contact details of the issuer of the poster/billboard (Name, address, telephone, website, etc.)

IMAGES

A Poster or a Billboard should visually attract people from a distance. Choose the main image carefully. The images should be of good quality (sharpness, framing, presentation, resolution, etc.). Don't use too many images or otherwise the eye will get lost in it.



Distribution

- Posting at the organization's locales, during conferences, seminars, exhibitions, and public spaces;
- Shipping & Handling: Posters should be stored flat and protected or rolled and placed in storage tubes.



Indicators

- Number of posters printed and reprinted
- Number of posters posted vs. the number of posters in stock
- Number of posters read (involves someone to be in charge of “monitoring” the poster during an exhibition, for example, or tracking the number of persons invited to look at the poster and make comments during a guided visit.

Examples



- “Poster: Oceanium “Plant Your Tree” (See the Example Worksheet “Plant Your Tree” as well as the document.
- Poster “Sharks” IBAP.
- Poster “Sharks” PNBA.
- Kawawana Poster.

EXAMPLE Poster

OCEANIUM POSTER "PLANT YOUR TREE"

Context

Oceanium is a Senegalese NGO created in 1984, intervening in Senegal and the bordering countries. Its main mission is the promotion of environmental protection (forest, ocean, city), environmental education, eco-tourism, and underwater diving. For several years now Oceanium has conducted programs about reforestation, in particular promoting mangroves reforestation.

Type of Tool

Publishing

Language

French

Technical Characteristics

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Targets

General Public

Geographic Scope

National

Key Messages

- Plant mangrove trees
- 24 millions of trees have already been planted
- The success achieved so far is due to high mobilization
- The goal is to plant 30 million trees

Usability



Use over time



Replicability*



This tool cannot be replicated for another organization without modification however, the concept and design could be reproduced and used for other reforestation programs. Reprinting cost is fairly high.



Goals

Targets Mobilize to continue planting mangrove trees to reach the goal of planting 30 million trees.

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- The visual is attractive: colors, simple composition, wooden frame
- The message object (the trees) is put forth visually
- Clear messaging

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Contact information for Oceanium is not included on the poster (address, telephone, website). This information should be included in order to make the NGO more widely known.

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