



30 Creative Advertising Ideas

1. Chalk sidewalks or paint snow with food covering (with approval from Assistant Director of Student Life)
2. Make up stickers and distribute
3. 1/4 sheet of paper to be put in mailboxes (with approval from Rhonda Trucott in mailroom)
4. Have an RA on duty spread the word while on rounds
5. Body painting
6. Offer an incentive to students who come out to the event (prize, etc.)
7. Write on something different! (Monopoly money, playing cards, etc)
8. Distribute info during meals (with approval from Sodexo)
9. Signature of your e-mail
10. Send an e-mail to LyndonStudentLife@NorthernVermont.edu to be on The Buzz or Weekly Activities Email
11. Send an e-mail to LyndonSGA@NorthernVermont.edu to be added to lyndonsga.com and their Facebook page
12. Table Tents in the Dining Hall or Hornet's Nest (get approval from Sodexo)
13. Use dry erase markers on mirrors (with approval from Residence Life)
14. Write on the white boards in classrooms
15. Footprints leading to the event
16. Social Media: Facebook, Twitter, Instagram, Snapchat
17. Create a short, consistent hashtag for your event
18. *The Critic* and WWLR
19. Lollipops with a message
20. Write on Frisbees (hand out)
21. Make announcements at other events
22. Use cut-outs or 3D objects to grab people's attention
23. Easel in ATT lobby
24. Leave notes on people's backpacks
25. Take over an entire bulletin board (with approval from Residence Life or Student Life)
26. Cover a resident(s) door
27. Signs in bathrooms (with approval from Residence Life)
28. Find some old t-shirts reverse them, write the info & have students wear
29. Hang the advertisements from beaded or candy necklaces and pass out for people to wear
30. WORD OF MOUTH!