



Posters

Posters can be used to get people interested in your project, or to interpret a certain feature. They are cheap to produce and can be very effective if they are designed well. You could include QR codes to enhance your interpretation offer.

Strengths

- Use of dramatic imagery can generate a strong sense of place.
- Posters can be displayed in different places to reach many different audiences.

Weaknesses

- May need to constantly encourage outlets to display them.
- Posters can be prone to vandalism.
- Posters may need to be updated and refreshed regularly.

Audience

- All market segments.

Costings

- Cost of printing/laminating minimal
- Potential small fee to display posters.

Planning

- What do you want to achieve?
- Where will you display the posters?
- Discussions with outlets - you may need to pay a small fee.

Content & presentation

- Use maps/bullet points.
- Use images.
- Including directions will encourage people to visit.
- Laminate your poster.

Get your posters out there

- Tourist information.
- Local B&Bs/hotels/pubs.
- Other attractions.