



HOW TO

Brand Your Campaign



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This guide will help show you how to market your election campaign. It will cover:

- Brand, values and identity
- Taglines
- How to use social media effectively

Your Election campaign is crucial, and you need a strong brand to communicate with your audience- the voters effectively!

#1 Clarifying your key campaign messages

- Which role are you running for?
- Who will you be representing?
- Who will be your audience?
- What issues are most important to your audience? (Now, and in the future)

Thinking about the answers to all these questions will help to shape your campaign and messages.

#2 Brand

Not just a logo, your brand is also about the values you hold, how you want people to feel when they recognise you or your campaign. A good brand is instantly recognisable but takes time to build. For your campaign, you want something which will catch your eye, make people smile, and most importantly, be memorable and result in students voting for you.

#3 Values

Your values are who you are and what you stand for. It should be consistent and something you want students (and voters) to align with. As a student leader, you should embody these values. Values should be:

- Memorable
- Unique
- Actionable
- Meaningful
- Clear and defined

#4 Campaign Colours

Sounds like a simple decision, but you want something which will stand out and catch people's attention. Are there any colours which link to your name, items of clothing which represent you, or simply your favourite colour!

#5 Campaign Slogan

You will probably decide on a campaign slogan to accompany your personal statement and to bring your campaign together. Examples from global politics include:

- Make America Great Again
- Vote for Change
- For the many, not the few

Some examples from Exeter:

- Let's be Frank
- Back Jack
- Rely on Bry
- Get busy with Izzy

#6 Your Message

A key element to any successful campaign is the message behind it - how you tell students about your skills and ideas and persuade them to vote for you.

#7 Taglines

A catchy tagline, like a message sums up you and your campaign in a few words. Think about how companies use effective tag lines and hashtags for big campaigns. Examples from global brands:

- Taste the rainbow
- Just do it
- Taste the feeling

Some examples from Exeter:

- Make the Guild Great again
- Rebuild the Guild

It's important that once you have decided on the visual identity of your brand, you keep this consistent across all platforms you are using, from stickers and t-shirts to social media posts and videos.

#8 Using social media effectively

Social media is a brilliant tool for raising awareness of you and your campaign. You can use free options or use some of your budget towards paid ads to get a better reach.

#9 Platforms

Where are your audience? You can create amazing content, but if it's on a platform where students won't see it, it won't be effective.

We recommend you pick a few platforms you are most familiar with and focus on those.

#10 Video

One of the best methods to share short form content now is through videos. TikToks, Instagram reels and YouTube shorts are where you can produce quick, fun content, use trending audio and reach your target audience.

Tips:

- Most platforms are now designed so that you can create content on the go, without spending a lot of time and money on editing software.
- Remember, your videos don't have to look polished, as long as they reflect you and your campaign values you will get your message across.
- If you're using images found online, please check the copyright. Using images without the rights can be an expensive mistake!
- Unsplash is a good resource if you need images.
- Canva is brilliant for designing and editing content.

11 Making your content accessible and inclusive

- Subtitles (closed captions) in videos
- Alt text / using screenshots as tweets
- Captions for images
- When using graphics or imagery, think about who might be viewing and how accessible it might be to them e.g., fonts, colourways etc.
- Keep it simple and short.
- Pause and think about the piece of content, is it inclusive or diverse? How could you make it more so?

#12 Using your campaign budget for social media ads

You can use your budget for ads, however, please be aware that ads can take 24-28 hours to be approved, so you will need to factor this into your plans.

- Facebook regulations mean you cannot use the word vote in ads, so consider your wording, or your ad might get rejected.
- Instagram Ads – you will first need to change your account to a professional account. You can do this in settings > account> switch to professional account. Once you have a professional account, you will be able to boost posts, and set up ads.

Good luck with your campaign!