

In the fliers we use the following campaign techniques:

Personal image: portraying Barbara, the presidential candidate, as responsible and a friend to the environment by the way she dresses and the location of her photograph (in nature)

Attention grabbers: using exciting images and wording that makes people curious about the party and happy about the environment. The wording is strong and slightly demanding: "take charge of your situation" so it grabs the attention of the reader.