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Political Sign â€“ Advantages and Limitations by James Blee

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Signs are essential to depict any message as well as to indicate anything. These signs play a major role in political campaigns as they are used to convey a message to the masses. Made using various color combinations and in different sizes these signs are able to create an impact on the voters. Political sign is an effective tool as it delivers the information in a proper manner with the minimum use of words. Widely used by politicians for political purposes these signs work wonders in winning the elections. These are easy to display anywhere and act as a party symbol that is well recognized by individuals.

It is with the help of these signs that the political leaders can easily approach the masses and target voters that may otherwise be unable to reach. These signs can easily be identified and associated with the political party or leader irrespective of their political views. But it is essential to understand the proper use of these signs so that they prove to be a successful advertising tool. A proper plan should be formulated regarding the design of these signs as their layouts can be customized based on the requirement and usefulness.

In order to make the campaign a success it should be taken care that these signs are advertised much in advance prior to elections to create a hold over the masses through their effectiveness. High traffic areas like shopping malls, store fronts and busy intersections should be selected for placing these signs so that they are easily noticed by each and every individual. The volunteers and the staff need to be fully aware regarding the various regulations related to the sign placements to ensure that they remain in place throughout the campaign period.

These signs are an effective medium to propagate the ideas and motto of the political parties but there are certain factors which should be kept in mind with regards to advertising of these signs during campaign. It should be noted that no political signs should be displayed or affixed on public property or utility pole or on traffic posts, directional signs, advisory signs and traffic signalized intersections to cause obstruction for any vehicle.

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