

CONTEXTUAL MARKETING
CAMPAIGNS
TO DRIVE
CUSTOMER ENGAGEMENT
(ANNUAL CAMPAIGNS)

JANUARY

Date	Events	Proposed Campaign
Jan 01	New Year's Day	Bring in the new year with a bang! Avail exciting discounts and offers on downloading our official app DOWNLOAD NOW!
Jan 10	Laughing Day	Smile and the world smiles with you! Post a picture of you and your friends on this laughing day at our "LOL wall" and stand a chance to win a round trip to paris! :D
Jan 12	National Youth Day	The youth is the voice of the future, tell us how you're contributing and stand a chance to win gift vouchers worth Rs 2000!
Jan 25	National Voter's Day	The only place where "showing the finger" can get you discounts! Click a selfie with your inked finger and get 20% off on all nail paints
Jan 26	India's Republic Day	Dress yourself in Indian traditional wear, and share with your friends on the fan wall to receive a 20% discount

Country specific events

Country	Events	Proposed Campaign
Scotland	Up Helly Aa Fire Festival	
China	The Harbin festival- Snow festival	

FEBRUARY

Date	Events	Proposed Campaign
Feb 04	World Cancer Day	This 4th feb, create awareness, burst myths about cancer and become our "gold" loyalty card holder b us how you made a difference telling
Feb 07	Rose Day	This rose day, plant a rose instead of plucking one! Post a picture of you doing the same and win exciting offers!
Feb 14	Valentine's Day	He that plants a tree loves others beside him, on this valentines day give back to the nature. Plant a tree and stand a chance to win a round trip to Switzerland.
Feb 28	National Science Day	Scavenger hunt! clues via push notifications from our official mobile app!

Country specific events

Country	Events	Proposed Campaign
Pingxi, Taiwan	Lantern Festival	
Brazil, Rio De Janario	Carnival	

MARCH

Date	Events	Proposed Campaign
Mar 08	International Women's day	Celebrate women's day with us and get 40 % off on all Products @ Mac, What makes a women Beautiful, get 60 % off on all Products only on women's day@ Mac
Mar 15	World Disabled Day	
Mar 21	International Day for the Elimination of Racial Discrimination	
Mar 23	World Meteorological Day	

Country specific events

Country	Events	Proposed Campaign
India	Holi	On this festival of colours buy any products worth Rs,1500 from our store and get a 10% off plus a colour packet free
New Orleans	Mardi Gras	

APRIL

Date	Events	Proposed Campaign
Apr 1	April fool Day	Share your April fool's prank and the best prank every hour gets a special discount
Apr 07	World Health Day	On this world health day, put that new year resolution to work. Book an appointment with us and get 10% discount on the next facility
Apr 18	World Heritage Day	Our past shapes our identity. Share how you maintain and protect our heritage in less than 100 words and win_____.
Apr 22	Earth Day	We do not inherit the earth from our ancestors , we borrow it from our children. Tell us how you're making the earth a better place to live in for your children in less than 100 words and get free parking
Apr 29	World Dance day	Dance is the hidden language of the soul. Upload a 2min video of you dancing and stand a chance to win a dance scholarship.

Country specific events

Country	Events	Proposed Campaign
USA	Easter day	Share us on fb, tweet abut us and win a basket of easter eggs!
Chiang Mai, Thailand	Songkran Water Festival	
Hong Kong	Ching Ming Festival	

MAY

Date	Events	Proposed Campaign
May 01	International Labor Day	
Second Sunday of the month	Mother's Day	Celebrate Mother's Day with your mom. Take a picture of you and your mom and she receives a 25% discount on the services.

Country specific events

Country	Events	Proposed Campaign
Gloucester, England	Cooper Hill's Cheese Rolling Festival	

JUNE

Date	Events	Proposed Campaign
Second Sunday of the month	Father's Day	Celebrate with your hero, post a selfie with your dad on our "selfie wall" and stand a chance to win 2 tickets to _____
June 21	World Music Day	Where words fail, music speaks! Showcase your singing qualities by uploading a snippet of your music on our "nightangle wall" and stand a chance to play live in our store/bar.

Country specific events

Country	Events	Proposed Campaign
Boom, Belgium	Tomorrowland	
San Francisco	Gay Pride Parade	
Glastonbury, England	Glastonbury	

JULY

Date	Events	Proposed Campaign
July 01	Doctor's Day	
July 04	USA Independence Day	

Country specific events

Country	Events	Proposed Campaign
Pamplona, Spain	Running of the Bulls	

AUGUST

Date	Events	Proposed Campaign
Aug 3	International Friendship day	Celebrate friendship day with all your friends at..... And get 50% off on total bill
Aug 15	India's Independence day	Wear a Flag and get a discount of 20% off at....
Aug 29	National sports Day	Never Back down till last ,Shop worth Rs.2000 @ nike and get 25% off

Country specific events

Country	Events	Proposed Campaign
Spain	La Tomatina-Bunol	
Black Rock City, Nevada	Burning Man	

SEPTEMBER

Date	Events	Proposed Campaign
Sept05	Teacher's Day	Celebrate teacher's day with us... Get 60%off by showing your school/ college id proof

Country specific events

Country	Events	Proposed Campaign
Spain	Baza Festival	
Munich Germany	Oktoberfest	

OCTOBER

Date	Events	Proposed Campaign
Oct 02	Gandhi Jayanti	Gandhi quiz! A week long Gandhi quiz, via push notifications ;maximum answers win an exciting prize
Oct 16	World Food Day	Celebrate the love of food. Share your food with the ones who need it, and share it on our fan wall to spread the message
Oct 31	Hallowell	Post a picture of yourself in your out of the box costume on our "Halloween wall" and get free candies!

Country specific events

Country	Events	Proposed Campaign
Hong Kong	Chung Yeung Festival	
India	Diwali	Celebrate the festival of lights, sweets and crackers @ Beech Club and get 25% off on all beverages
India	Dusshera	

NOVEMBER

Date	Events	Proposed Campaign
Nov 14	Children's Day	Shop worth Rs.500 from our website and get a Cool toy free@ E-toy.com

Country specific events

Country	Events	Proposed Campaign
USA	Black Friday	Get 60-70% discount on all electronic goods
USA, Canada & Europe	Dia de los Muertos	

DECEMBER

Date	Events	Proposed Campaign
Dec01	World Aids Day	HIVAIDS has no boundaries. Tell us ways in which you increased awareness and stand a chance to meet the CEO
Dec 25	Christmas Day	Celebrate this Christmas with snow and with your family n Friends and get 30 % off on total Bill
Dec 26	Boxing day	Do you know why is boxing day celebrated? Share your views with us on our wall and the best one will get a voucher
Dec 31	New Year's Eve	Celebrate New Year's night @ Hard Rock Cafe& Club and enjoy the world of poker with us

Country specific events

Engage with your fans using such techniques



WORLD'S FIRST SELFIE CONTEST !



Click your selfie and post it on our **"Selfie wall"**



Tell us why you love us in less than 40 words.



Your picture then gets shared on facebook .



Best entry of the day wins exciting gifts and vouchers!

Run contextual campaigns like “Valentine’s Week” Spl



Get 14% Off this Valentines!



Click a selfie with your special one this valentine.



Post it on our “Selfie wall” with a caption.



Your picture then gets shared on facebook



Best entry of the day gets 14% off on all merchandise!