



# September 2016

Punctuated by lots of action!



From Eid to Ganesh Chaturthi and Teacher's Day to Oktoberfest, September has all grounds covered.



This is a very opportune moment for any content marketer to attract audience from all fields, beliefs and interests.

It's the time when the atmosphere starts getting festive and people are in the mood for shopping, going out and having fun.

Talk about the right things in the right context and you give your audience exactly what they are looking for this month

So, read, absorb, execute and celebrate!

# National Nutrition Week- 1<sup>st</sup> to 7<sup>th</sup> Sept



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Nutrition Week is the perfect opportunity for brands to leverage health and food trends and re-emphasize the importance of healthy living.

Content about good eating habits, exercises and diet charts have a very high probability of getting bookmarked and revisited.

“The lazy person’s guide to getting healthy”, “A healthy diet is as important as working out” or “10 little changes to lose the extra kilos” are all titles that could do well, be it as articles, videos or infographics.

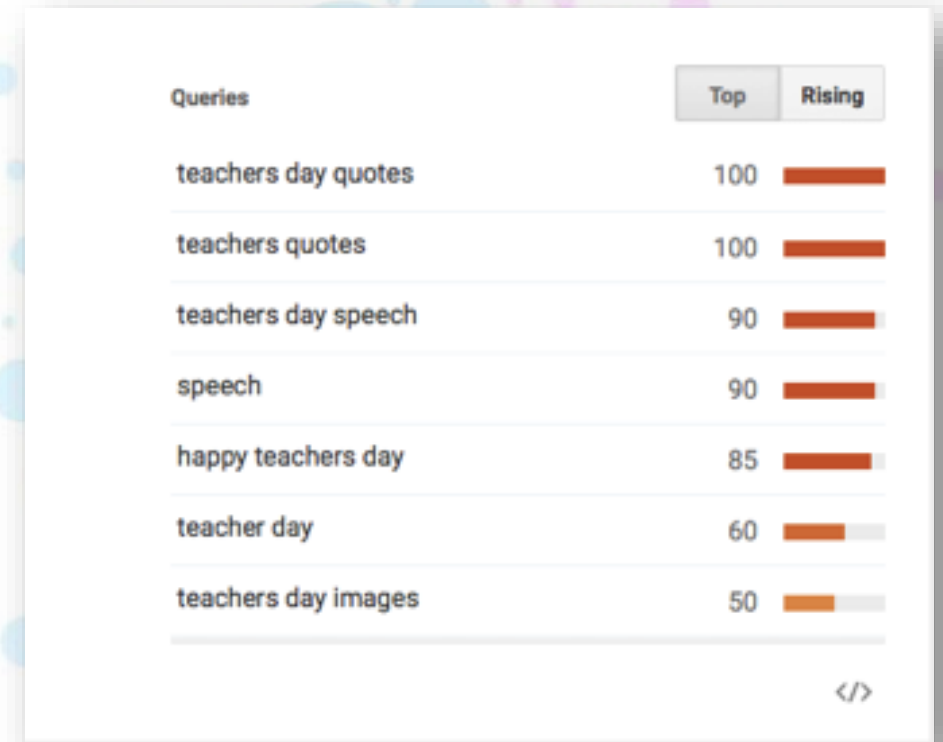


# Teachers' Day- 5<sup>th</sup> Sept

Every single person in the TG has had teachers. A persona associated with such a large number of people carries a lot of potential to get audiences talking and reading.

Content about teachers and school tends to make one reminisce and thus works on an emotional level, while content about inspirational people inspires action.

Listicles such as '10 things every Indian teacher says' and '5 times your teacher predicted your future accurately' or even a quiz such as 'Which kind of teacher did you have?' will work really well around this time.



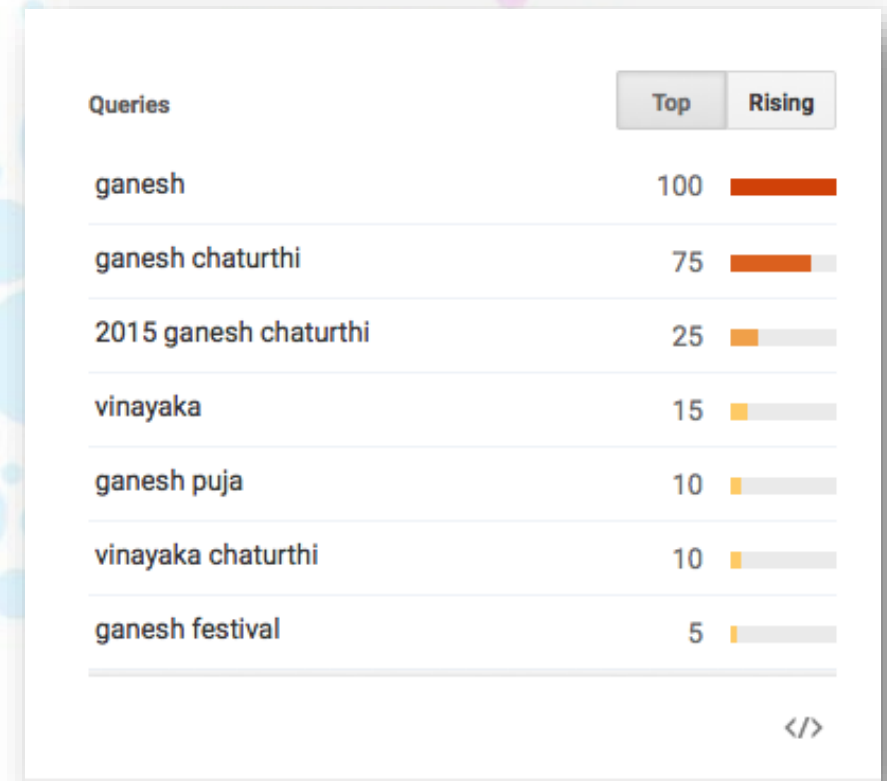


# Ganesh Chaturthi- 5<sup>th</sup> Sept.

**Ganesh Chaturthi** is perhaps the largest festival in Western India. This is a great time to tie-in the festivities with social media campaigns, DIYs, tutorials and recipe ideas.

Searches around recipes, gifts, messages etc. for the festival goes up about a week or two prior.

Whereas an e-commerce brand can suggest '**10 best decorations for your home**' a fashion brand can talk about '**old fashion-trends coming back this festival season**'. '**5 easy DIY home decor**', '**must-eat list for festival season**' and the likes would do great with readers too.



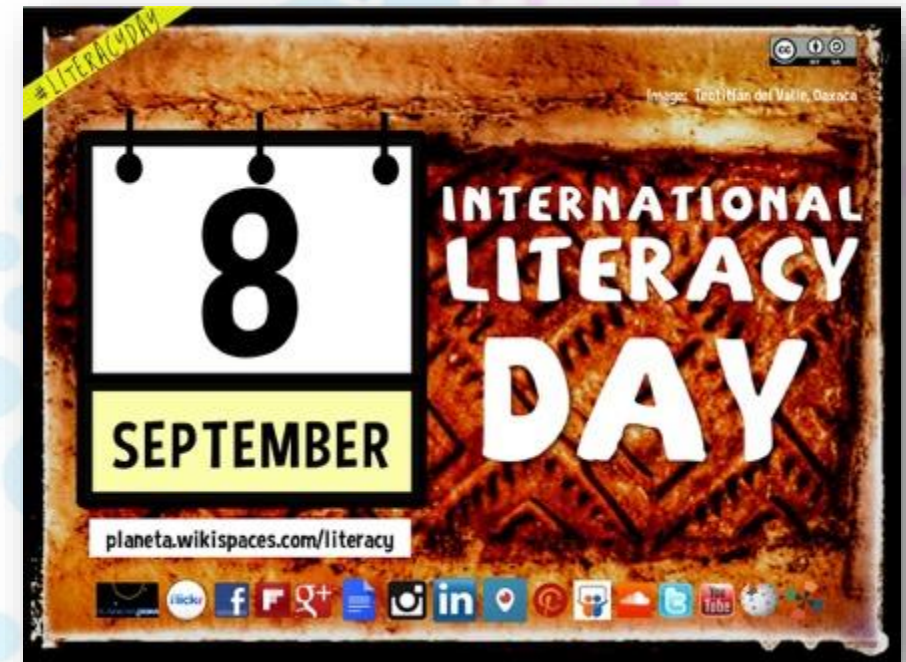
# International Literacy Day- 8<sup>th</sup> Sept



Literacy is a matter of great concern worldwide. And with Teacher's day just 3 days before, the two can be clubbed together for a whole week of education related content

This can be a great time for quizzes and polls.

A quiz like 'Are you smarter than the average Indian?' or '10 Little ways you can help spread literacy in India' or '15 People and NGOs who are making a real difference by promoting literacy in India' could get a lot of shares amongst involved citizens.



# Eid al-Adha - 12<sup>th</sup> Sept



Also called the Feast of the Sacrifice, this is the second of two major religious holidays celebrated by Muslims worldwide.

It's a great time to create content around diversity, tradition and solidarity.

Content such as 'Eid dishes you should not miss on', 'Fashion trends this Eid' and 'Top 10 Eid dishes' or a quiz would interest people a lot around this time.



# Wife Appreciation Day- 18<sup>th</sup> Sept



It's an exciting event that gives husbands a chance to demonstrate their love and appreciation for their wives. Marketers can join in by sharing some emotionally stirring or humorous content that honours and appreciates wives.

Topics like '10 thing wives really want husbands to know', 'Best gifts for her under Rs. 1000' and '15 romantic things to do in your city' have a high shareability. Articles about 'How to be a perfect husband' or '10 Women redefining what it means to be a wife' could build intrigue and interest.



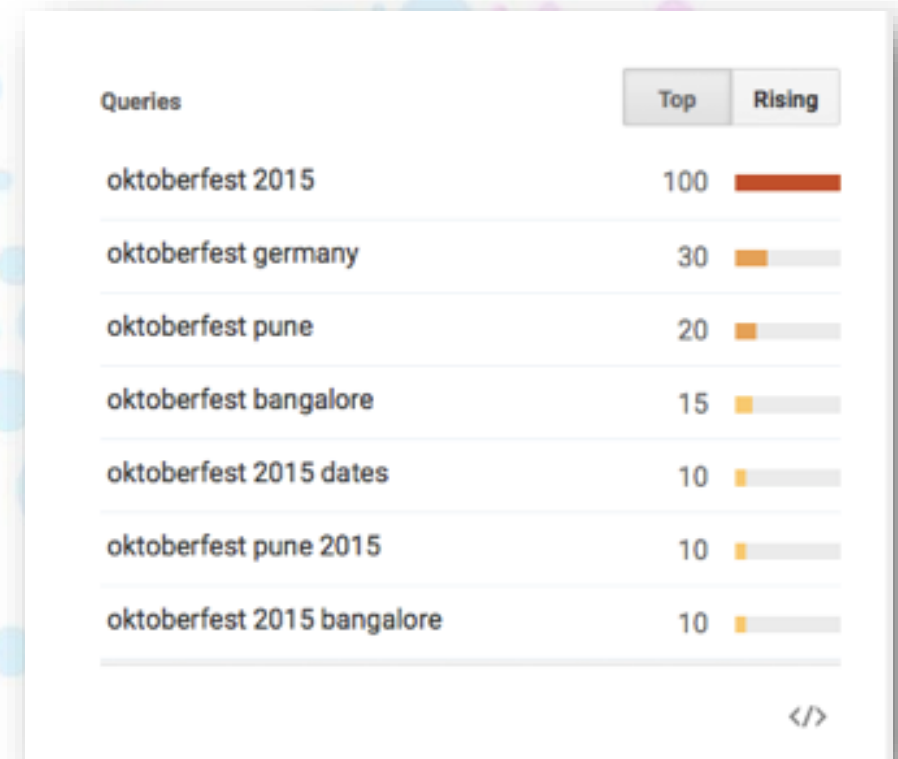


# Oktoberfest 19<sup>th</sup> Sept- 4<sup>th</sup> Oct



Oktoberfest is the world's largest beer festival. Held annually in Germany since 1810, it is a 16-day folk festival and is attended by over 6 million people.

The festival is getting more popular in India, with searches around dates, travels and fun activities skyrocketing in the weeks leading up to it. It is a great opportunity for food and beverage sellers to create content such as ‘**Top 10 breweries in your city**’, ‘**How is your favourite beer made?**’, ‘**Top 10 places in world to have a mug of beer**’ and ‘**7 home remedies that work best on hangovers**’. Apparel brands can jump in with titles such as ‘**10 Fashion hacks to get you Festival Ready!**’



# International Day of Peace- 21<sup>st</sup> Sept



Since 1982, the International Day of Peace has begun with the ringing of the Peace Bell at the United Nations headquarters, New York.

News of war and terror is everywhere and the need and want for peace is stronger than ever.

Content that works around bringing people together and a sense of community would be perfect for this day. Content such as ‘10 Before and after pictures that show the real effects of Peace’ or ‘15 moments that will help you regain your faith in humanity’ will work wonders.

Busy lives and rise in average stress level asks for peace too. ‘10 ways to calm your nerves’ and a poll like ‘What would you do in these stressful situations?’ would be popular on this day.



# World Tourism Day- 27<sup>th</sup> Sept



Travel is a perennial favourite among almost every TG and brands can leverage it with intriguing content about destinations that don't get much spotlight.

Theme of the year: “Tourism for All - promoting universal accessibility”.

Listicles such as ‘20 pocket friendly international destination’ or ‘10 things you shouldn't do in other countries’ go well with the theme.

‘15 tips from an avid traveler’ and ‘You should definitely do this in a new city’ are great examples of buzzworthy content.



# World Heart Day- 29<sup>th</sup> Sept

In an effort to raise more awareness about heart related issues, the World Heart Federation observes this day every year.

Need for heart-care is utmost right now with heart related diseases are on a constant rise.

World heart day is a perfect time for brands related to healthcare, food, sports and general welfare.

Content about ‘Simple things you can do to live longer’, ‘10 foods that your heart will love’ or ‘6 Minor changes in lifestyle to stay healthy’ are some good examples.



September 29



*One World, One Home, One Heart.*



# Calendar of Events



- **Read A Book Day** on 6<sup>th</sup> Sept will spur conversation about upcoming releases and classics alike. Brands can step in to offer listicles like ‘10 novels everybody should read’, ‘5 easy reads for daily commute’
- **Comic Book Day** on 25<sup>th</sup> Sept gives brands an opportunity to use infographics to communicate with their users. Brands can also use comic strips for their purposes. Titles like ‘10 comics we all loved as kids’ would create nostalgia.



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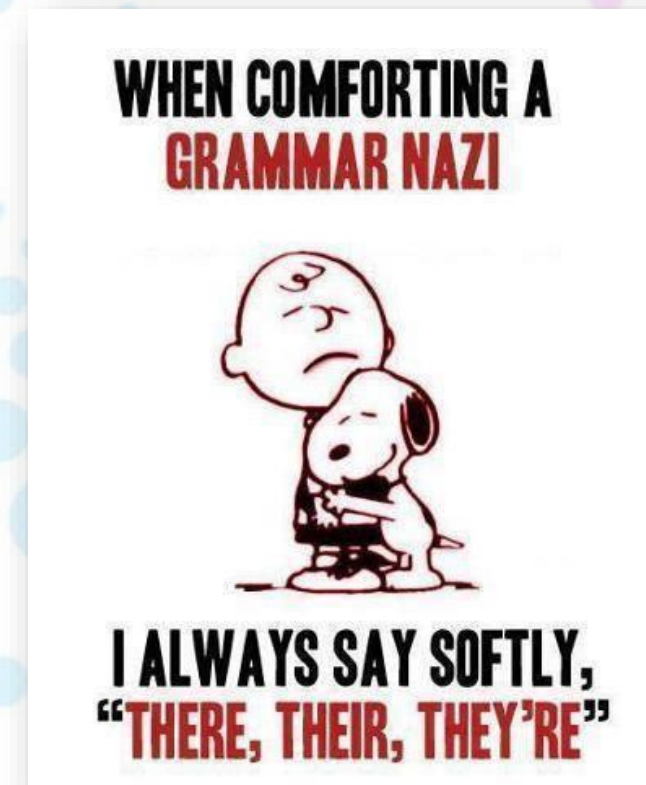


- **Programmers' Day** on 13<sup>th</sup> Sept and **Engineers' Day** on 15<sup>th</sup> Sept are a good time to celebrate the backbone of every organisation's online presence. Brands can focus on content that a programmer would appreciate, such as '10 ways programmers save the company', or a comical piece on 'What would a life be without engineers?'
- The **Autumn Equinox** on the 22<sup>nd</sup> Sept, marks the dawn of Winter, which is ushered in by the Fall. A joyous event, brands can spur conversations around '15 things to do before winters are here'. Health brands can publish articles about 'How to stay healthy this winter'.



# Calendar of Events

**Punctuation Day** on 8<sup>th</sup> Sept will be a field day for marketers who play their cards right. The internet loves wordplay and grammar more than anything and it would be a great time to create memes and launch campaigns on the use of proper grammar and punctuation. Content like ‘**How not to fall prey to grammar nazi**’ or ‘**Do you make these grammar crimes**’ would work well.



# Sports Events



The time leading up to the following events is perfect for marketers to celebrate previous victories, engage sports fans and also support upcoming sports. Searches go beyond the sport itself and into celebrity appearance- from their fashion choices to their arm candy.

- Italian Grand Prix, Monza, 2-4<sup>th</sup> Sept
- World Cup Qualifying begins, 4-5<sup>th</sup> Sept
- British Grand Prix, Silverstone, 4-5<sup>th</sup> Sept
- England v Pakistan Twenty20, Old Trafford, 7<sup>th</sup> Sept
- Champions League group stage starts, 13-14<sup>th</sup> Sept
- Davis Cup semi-finals, 16-18<sup>th</sup> Sept
- Singapore Grand Prix, Marina Bay, 16-18<sup>th</sup> Sept
- Cricket - One-Day Cup final, Lord's, 17<sup>th</sup> Sept
- Cricket - County Championship final round, 20<sup>th</sup> Sept
- Malaysian Grand Prix, Kuala Lumpur, 30 Sept-2<sup>nd</sup> Oct





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# Major Celebrity Birthdays

- **Padma Lakshmi**, 1st Sep- Model, chef and humanitarian, there's nothing this woman can't do!
- **Rishi Kapoor**, 4th Sep- One of Bollywood's most popular actors and a member of the illustrious Kapoor khaandaan.
- **Akshay Kumar**, 9th Sep- Action hero, actor and husband to Ms. Funny Bones, he's the hunk with a heart!
- **Anurag Kashyap**, 10th Sep- Firestarter, ballsy director and someone who insists on going against the grain.
- **Narendra Modi**, 17th Sep- Controversy courter, Politician and current Prime Minister, an amazing journey from chai-wallah to Prime Minister.
- **Kareena Kapoor**, 21st Sep- Inimitable, outspoken and a box office favorite.
- **Manmohan Singh**, 26th Sep- Brilliant Economist, silent Prime Minister, he may have received some flack, but that doesn't diminish his contribution to Indian politics.
- **Ranbir Kapoor**, 28th Sep- One of the younger members of the Kapoor dynasty, from salesman of the year, to an Indian, he's played them all!
- **Lata Mangeshkar**, 28th Sep- The original 'Nightingale of India,' needs no introduction.

# Major Film Releases



## Bollywood

- **MS Dhoni: The Untold Story**, 2nd Sep, starring: Fawad Khan, Kiara Advani, Anupam Kher
- **Baar Baar Dekho**, 9th Sept, starring: Siddharth Malhotra, Katrina Kaif
- **Pink**, 16th Sept, starring: Amitabh Bachan, Taapsee Paanu
- **Manmarziya**, 23rd Sept, starring: Ayushman Khurana, Bhumi Pendekar
- **Akira**, 23rd Sept, starring: Sonakshi Sinha, Konkona Sen Sharma, Mithun Chakrobarty
- **Rangoon**, 30th Sept, starring: Shahid Kapur, Kangana Ranaut, Saif Ali Khan

## Hollywood

- **Solace**, 2<sup>nd</sup> Sept, starring: Anthony Hopkins, Colin Farrell
- **Sully**, 9<sup>th</sup> Sept, starring: Tom Hanks, Laura Linney
- **Snowden**, 16<sup>th</sup> Sept, starring: Shailene Woodley, Joseph Gordon-Levitt
- **Bridget Jones' Baby**, 16<sup>th</sup> Sept, starring: Renee Zellweger, Patrick Dempsey, Colin Firth
- **The Magnificent Seven**, 23<sup>rd</sup> Sept, starring: Denzel Washington, Chris Pratt



# Thank You!

