



# Hello December

## December is the weekend of the year!

We know it can get difficult to grab your social followers' attention. With the festive season marked by a rush to prepare for the upcoming holidays, vacations, end-of-year obligations, and New Year parties - your digital engagement levels might dwindle a bit.

But fret not, we've got you covered with ideas and insights. *These content pegs will make even the busiest bee sit up and take notice.*

Truth be told, December is brimming with ideas to give your brand/s a content marketing edge.

Remember to change those ₹ 500 and ₹ 1000 notes before the month runs out. And have a jolly Christmas and a wonderful New Year!

## Chapped Lips, Cracked Heels, Flaky Skin.. Brace Yourself, Winter Is Here

Come winters and there is a sharp increase in search terms like 'skin care', 'moisturizer' and 'best beauty products'.

Besides the season change wreaking havoc on the skin, the upcoming events and parties send your users typing furiously on the keyboard looking for skin care products and beauty buys.

December is also the wedding season in India. Which is perhaps why the search volume for 'make up' goes well into tens of millions. Talking points could be around **skin care regime, makeup tutorials, drugstore alternatives to high-end products, skin care and beauty products celebrities swear by**, etc.





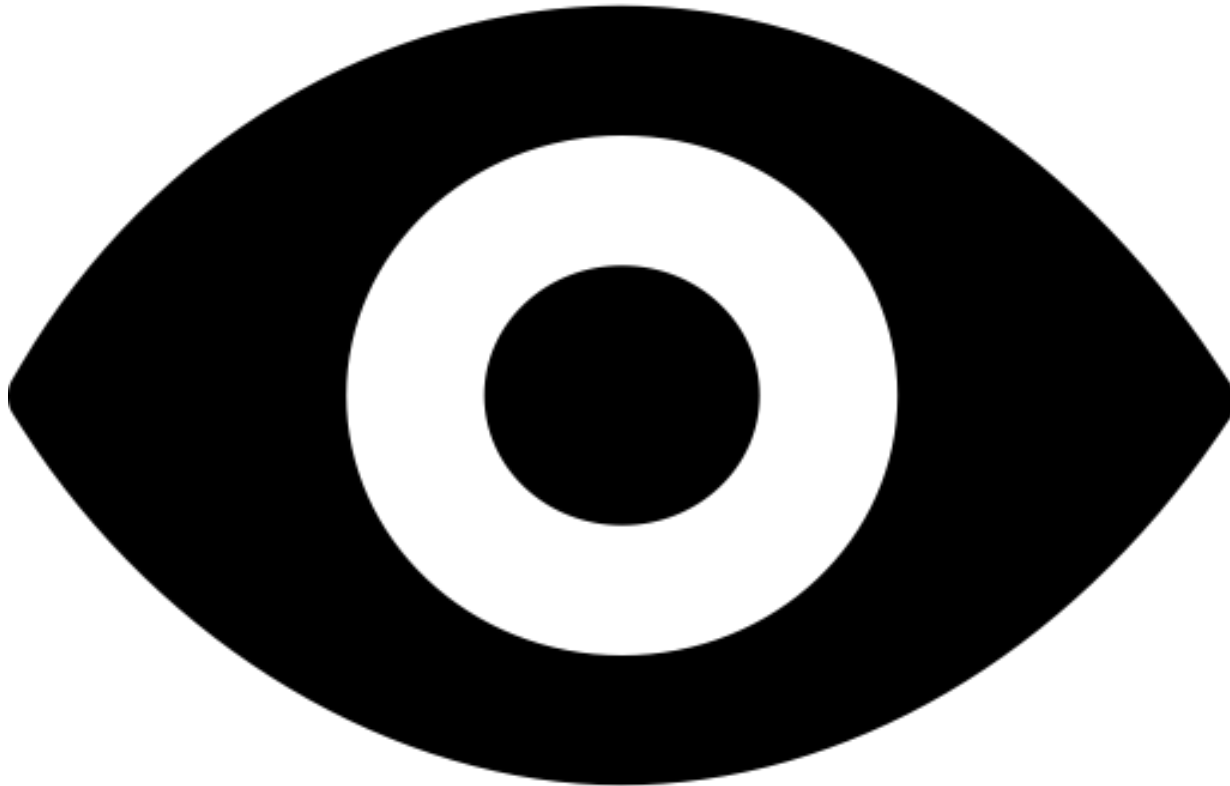
## Year End Listicles

December is also the time when your users are both reminiscing the year gone by and looking forward to the new year. The time is therefore ripe to do a combination of nostalgic posts like **‘10 cutest videos that had us smiling in 2016’** **‘Revisiting the major happenings of 2016’**, etc., and posts that give them insights into what they should look forward to in 2017.

Listicles would be a better pick if you want to talk about the best books, apps, movies, memes, campaigns, celebrity quotes, speeches, etc. of 2016.

Additionally, posts on **starting and keeping resolutions**, **planning trips in advance to save money**, **making healthy eating easy and tasty**, will have your users hooked as these thoughts are top of mind in December.

## Bigg Boss



The television reality show that has Indians across demographics hooked, Bigg Boss, kicked off its tenth season in October and will almost reach its climax in December end with TRPs predicted to soar through the roof.

Popular enough to inspire its own emoji, a good chunk of Bigg Boss content is shared via social media with real-time updates, speculations, and even unaired scenes. Pushing content around Bigg Boss is therefore, a great way to participate in an already buzzing conversation.

Some content suggestions are ‘5 epic Bigg Boss moments that made us go..WHAT?!’ ‘Who’s the Tywin Lannister, Jon Snow, and Arya Stark of Bigg Boss 10?’ ‘How well do you know your favourite contestant?’ etc.

## Demonetization of 500 and 1000 currency notes

In an attempt to crackdown on black money and fake currency menace, Prime Minister Mr. Narendra Modi made a sudden announcement of **demonetization of higher denomination notes - Rs. 500 and 1000** - on the 8<sup>th</sup> of November. This led to a panic among Indians and NRIs alike, and had the entire nation mulling over and reeling from the sudden change. Social media is on fire and the debates are almost exhausting. Brands can do much to quell misinformation (fake news through social media) and help consumers see clearly.

**Publishing content that aims to inform and educate the masses** will be well received. **Infographics, short videos** etc. are preferred formats for quick content consumption.

## World Aids Day - 1<sup>st</sup> December

Observed on 1<sup>st</sup> December, **World Aids Day** is dedicated towards spreading awareness of the AIDS pandemic, unite in the fight against the disease, show solidarity for HIV-positive people and commemorate those who died fighting the HIV battle.

Exploring the different facets of HIV prevention, the **2016 Hands Up for #HIVprevention** campaign spoke about prevention vis-à-vis specific and eclectic groups such as teenage girls, people living with HIV, etc. This year, the talk revolves primarily around HIV prevention and equal access.

The talking points could be (a) **promoting safe sex** (b) **sex education oriented content targeting teenagers** (c) **How to fight the stigma against HIV-positive people** and (d) **attitudinal barriers towards specific groups** - like sex workers, transgenders, etc - infected with HIV. Brands can also show support for the cause by making **changes to their logo and/or social media pages** by including a red ribbon.





## National Pollution Prevention Day - 2<sup>nd</sup> December

This day is observed to **commemorate the human lives lost to the Bhopal Gas Tragedy in 1984** and spread awareness about industrial disasters, pollution prevention methods - by both industries and individuals - and educate people about the pollution control acts.

With pollution levels even worse than China and the Delhi smog level reaching 'severe' level last month - there is a pressing need to tackle and prevent the mounting pollution problem. Some talking points: **Why carpool? A pollution free home is a possibility. Reducing waste disposal around the workplace.**

Additionally, brands can also publish posts along the lines of **"5 ways every individual can help prevent pollution", "Delhi 2030: The day after Diwali"** (wherein they speak about how bleak the situation would be if pollution levels are not controlled) and **"7 creative ways to recycle everyday products"**.



## International Day of Persons with Disabilities - 3<sup>rd</sup> December

The International Day of Persons with Disabilities seeks to create an empathetic understanding of the issues disabled people face, mobilize support, and recognize the dignity and rights they are entitled to.

Brands can push content showcasing their individual CSR initiatives towards the cause. They can also host contests like 'six word essay competitions' or invite their audience to suggest ways to make India a disabled-friendly country, thereby creating more user-generated content and becoming a part of the solution to a global problem.

Brands can extol the various disabled people who've made a mark in different fields - from sports to music

Other Content Ideas A) The path to financial independence for the disabled B) Disabled-friendly cities - a smart city imperative



## Wildlife Conservation Day- 4<sup>th</sup> Dec

Despite synthetic alternatives available, endangered species are still stealthily being slaughtered by widespread and dangerous criminal networks profiting from wildlife trafficking. Add to that, hunting for sport has further dwindled the number of elephants, tigers, rhinos, etc.

With ivory-billed woodpeckers, amur leopards, tigers, and leatherback sea turtles flagged as some of the critically endangered species, the **World Wildlife Conservation Day on 4<sup>th</sup> Dec** is an opportunity for brands to raise awareness and contribute to the conservation and protection of such endangered species.

Some content ideas: ‘**Must-Visit wildlife resorts in India / the world**’, ‘**Wildlife photography tips**’ ‘**Top career options for wildlife enthusiasts.**’

## Human Rights Day - 10<sup>th</sup> December

Human Rights Day is celebrated to honor the **United Nations General Assembly's declaration of the universal human rights in December 1950**. The aim is to reaffirm the basic rights that every living person is entitled to.

The day is an opportunity for brands raise awareness and launch campaigns extending support to social causes such as ensuring that rights of the underprivileged are being respected and fulfilled. Also, **the search for terms like 'literacy' 'humanitarian' and 'Nelson Mandela' goes up during this time**. Brands can therefore create content to the tune of **'5 people who created history fighting for human rights'** an infographic on **'What are the rights covered under the Universal Declaration of Human Rights?'**, etc.

Social media platforms can be turned into a wall, inviting readers to talk about what human rights mean to them and 'crowd seek' solutions.



## Christmas- 25<sup>th</sup> December

Marking the birth anniversary of Jesus Christ, Christmas is celebrated with much fanfare with streets and stores lit up and a festive buzz engulfing some metros.

The search for ‘Christmas sale’ and ‘Christmas gifts’ shoot up during this time. Therefore, some content ideas could be ‘10 quirky gift ideas guaranteed to induce a chuckle’ ‘Delicious cake-in-a-mug recipe for even the most culinarily-challenged’ - note: baking tips and equipment are highly searched for too - ‘5 DIY Christmas gifts that show you care’, ‘10 places that host the best Christmas parties’, and ‘How to create stunning wrapping paper from waste material’.

Brands should also publish topical content like **season-specific gifts and memes** as the search for ‘Christmas memes’ and ‘Christmas messages’ go up as well.



## New Year's Eve- 31<sup>st</sup> December

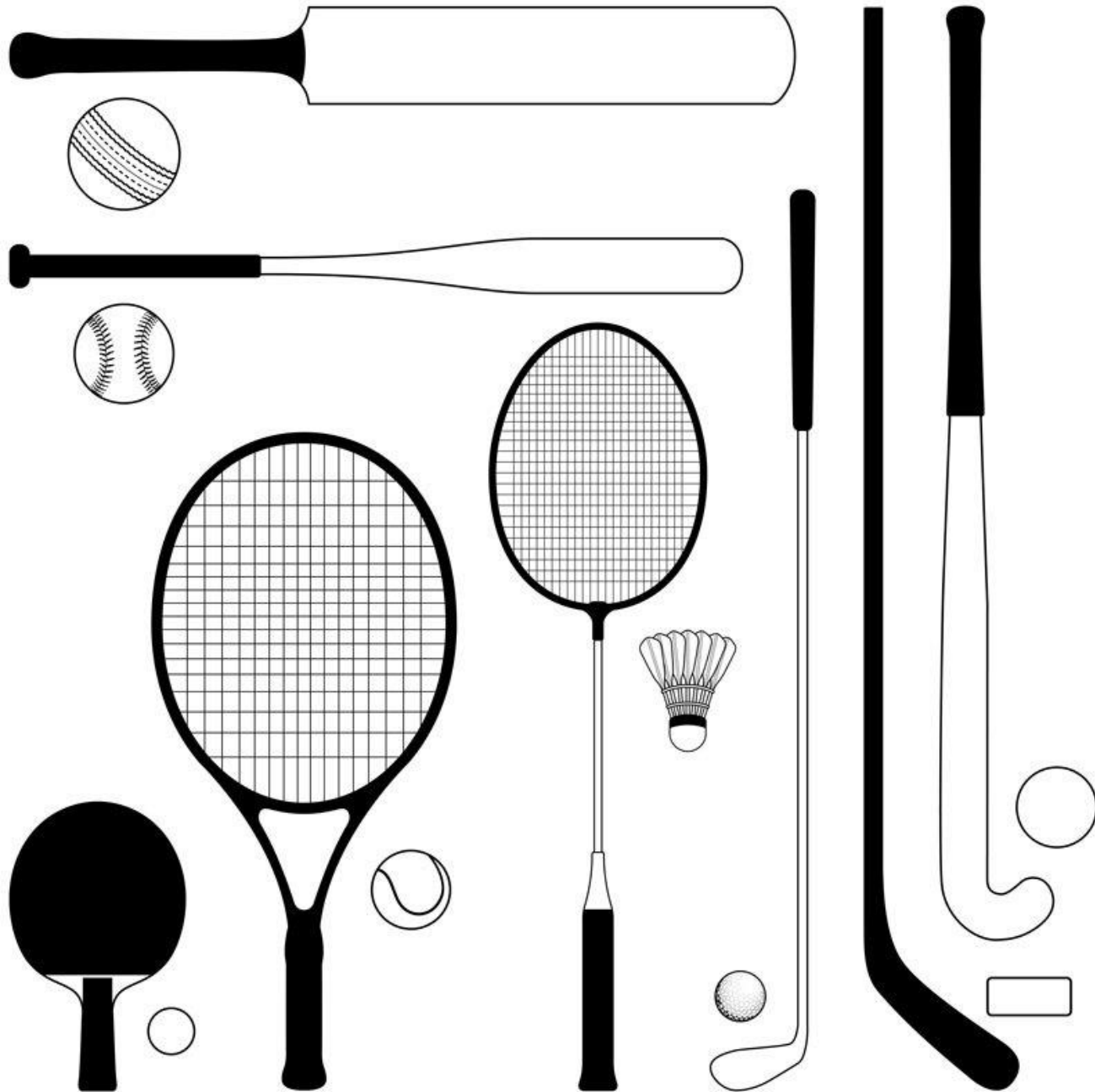


The much-awaited day of December, New Year's Eve is when your users let their hair down and aren't hesitant to spend good cash to celebrate the end of the year. Hopefully they will have some of it by then!

To engage with your users who are late travel planners, content ideas include **'Last-Minute News Year's Eve travel plans? Here are 5 destination that won't cost a bomb'** **'7 destinations that are perfect for travelling solo this NYE'**.

During this time, your users are also searching for **'outfit ideas for NYE'** and **'where to party?'** Therefore, some content suggestions are **'7 hottest NYE party venues in your city'** **'5 tips to beat the chills and look stunning on NYE'** **'3 ways to undo the Christmas binge and fit in that dress by New Year's Eve'** and **'Binge watch these 5 movies that are perfect for New Year's Eve'**.





## Calendar Events - Sports

The eleventh edition of **Men's Hockey Junior World Cup** will be held from **8th through 18<sup>th</sup> December** in **Lucknow**. The **Women's Hockey Junior World Cup** too is on in Chile. It started on November 24<sup>th</sup> and will go on till the 4<sup>th</sup> of December.

England's tour of India for the **India vs England 3<sup>rd</sup> and 4<sup>th</sup> test** is another event to look forward to. The matches will be held in Chennai and Mumbai through the early part of December.

Content like **key match moments**, **player of the day**, **syndicated expert columns** etc. will generate good traction.





## Calendar Events- Festivals

Organized by Odisha tourism, the **Konark Festival** showcases prominent classical Indian dance forms like Kathak, Odissi, Bharatnatyam, Manipuri, and Chau along with fairs showcasing temple sculpture and other crafts. Coinciding with the Konark Festival, the **International Sand Art Festival** sees myriad of national and international artists breathing life into magnificent sand sculptures. Both the festivals are held from **1<sup>st</sup> through 5<sup>th</sup> December** and are a good opportunity for brands to promote and support indigenous art and talent and publish content on **travel tips, destination guides, cuisine ideas, etc.**

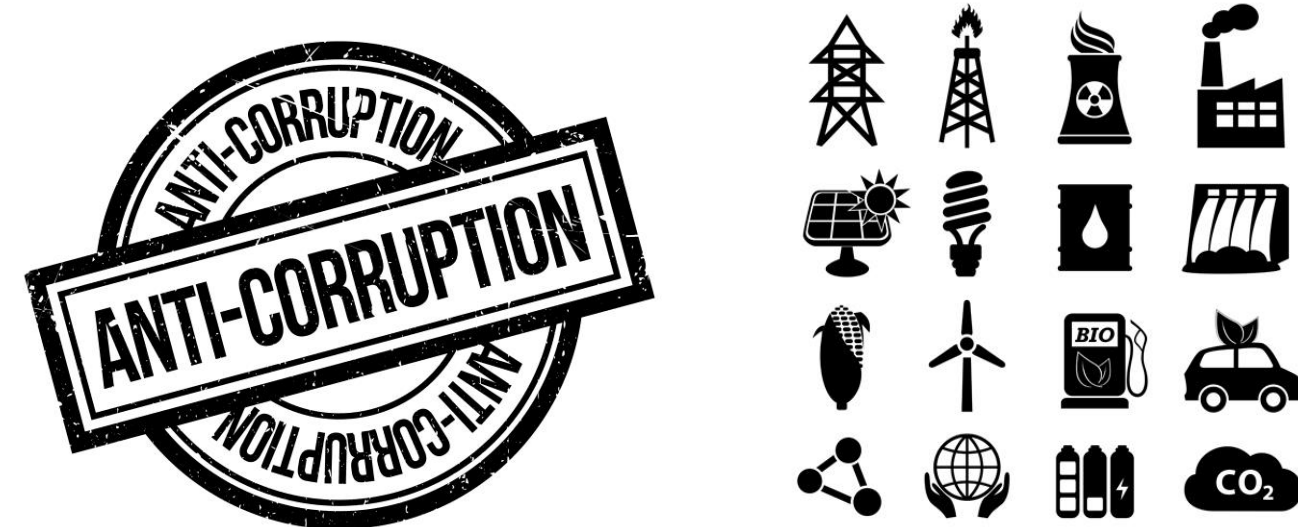
The **Groove Yoga Festival** is a six-day affair (**5<sup>th</sup> through 10<sup>th</sup> December**) celebrating music, movement, and community, and is marked by yoga classes, AcroYoga, bodywork, concerts, and sound classes. Held in Goa and thronged by national and international yoga enthusiasts and experts alike, the talking points could be **yoga tips, travel tips, '5 hidden gems of goa' and 'popular yoga retreats in India'.**

## Calendar Events- World Days

**International Anti Corruption Day** is observed annually on **9<sup>th</sup> Dec** and is a good time for brands to lend support to anti-corruption movements via quotes and images on social media.

**On National Day of Energy Conservation** - observed on **14<sup>th</sup> December** - brands can kick start campaigns on going green. Some talking points could be ‘**How every employee can contribute to a greener India**’ ‘**5 things we unknowingly do that lead to energy wastage**’

Both these days can be used by companies to speak about their CSR activities and win brownie points as well.



## Calendar Events - Fun Days



**Free Shipping Day** celebrated on **16<sup>th</sup> December** this year is the perfect occasion to skyrocket your online sales. E-commerce can wave off their minimum shipping charges and additionally offer discounts too to hike up sales.

**Brownie Day**, celebrated annually on **6<sup>th</sup> December** can create good traction with brands publishing recipes, creative social media posts, hosting contests, organizing in-house brownie-themed parties, and inviting users to share their favourite brownie pictures or recipes.

On **16<sup>th</sup> December**, the world celebrates **Chocolate Covered Anything Day** because really, anything coated in chocolate is pure decadence. Content ideas like '5 bizarre things coated in chocolate that actually taste good' '3 easy DIY chocolate recipes' '5 places in town with lip-smacking chocolate covered items' will work well.

## Major Celebrity Birthdays

- **Britney Spears**, 1<sup>st</sup> Dec- Grammy winning pop singer of *Baby One More Time* and *Toxic* fame
- **Amanda Seyfried**, 3<sup>rd</sup> Dec- Hollywood actress of *Mean Girls* and *Mamma Mia* fame
- **Walt Disney**, 5<sup>th</sup> Dec- Animator, voice actor, and entertainer who founded The Walt Disney
- **Nicki Minaj**, 8<sup>th</sup> Dec- Grammy winning pop singer of *Anaconda* fame
- **Rajnikanth**, 12<sup>th</sup> Dec- Indian film actor, media personality, and cultural icon
- **Taylor Swift**, 13<sup>th</sup> Dec- Grammy winning pop sensation, most followed celebrity on Instagram
- **Pope Francis**, 17<sup>th</sup> Dec- Bishop of Rome and the leader of the worldwide Catholic Church
- **John Abraham**, 17<sup>th</sup> Dec- Bollywood actor and former model of *Jism* fame
- **Brad Pitt**, 18<sup>th</sup> Dec- Academy Award Hollywood actor and producer of *Troy*, *Oceans 11*, *Fight Club* fame
- **Anil Kapoor**, 24<sup>th</sup> Dec- Bollywood and Hollywood actor, one of the most recognisable Indian actors
- **Salman Khan**, 27<sup>th</sup> Dec- Bollywood actor of worldwide fame, sometimes called *The Tiger of Bollywood*
- **Dilip Kumar**, 11<sup>th</sup> Dec - Legendary Bollywood actor of the yesteryears.
- **Sir Alex Ferguson**, 31<sup>st</sup> Dec- Scottish former football player and manager of *Manchester United* (1986-2013)



## Major Film Releases



### Bollywood

- Kahaani 2, 2<sup>nd</sup> Dec, starring Vidya Balan, Arjun Rampal, and Jugal Hansraj.
- Befikre, 9<sup>th</sup> December, starring Ranveer Singh and Vaani Kapoor.
- Dangal, 23<sup>rd</sup> December, starring Amir Khan in the lead.

### Hollywood

- Rogue One: A Star Wars story, 16<sup>th</sup> December, is the first stand-alone Star Wars Anthology film.
- Assassin's Creed, 14<sup>th</sup> December, starring Marion Cotillard and Michael Fassbender.
- Passengers, 21<sup>st</sup> December, starring Jennifer Lawrence and Keanu Reeves



## What Can Trend This December?



**Sunburn**, the EDM festival that couple music with adrenaline-pumping activities like bungee jumping and zorbing draws good crowd from India and abroad. With artists like Afrojack, Armin van Buuren, and Axwell on the line-up, be prepared for Sunburn to take over every social media feed.

**Bigg Boss** will leave social media abuzz as it inches towards its January finale.

Much before 10<sup>th</sup> December, when Nobel Laureates take center stage in Stockholm, **Nobel Prize** became a globally talked-about subject with Bob Dylan receiving the first Nobel Prize for literature.

**Winter Solstice**, on 21<sup>st</sup> December, is also the shortest day of the year. Informative content around it as well as memes are a good way to jump in the conversation.

**New Year New Me.** Towards end December, people start setting resolutions and hashtags like #newyearnewme trend a lot.



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#EngageUnfoolishly