



November 2016

We have compiled some conversation ideas for November, so you don't have to!



With the weather finally cooling down, the remainder of the year is mostly geared towards eating, drinking and celebrating, much to all of our collective delight.

With sporting events, festivals, assorted holidays and travel plans popping up, customers are focused more on pleasure and less on business.

But for brands, it's business as usual. Every brand wants to step in to the ring and have their celebration idea be The Chosen One through a mix of contests, social media posts and excellent deals. But how do you ensure yours emerges victorious?

You fight harder!

To give you a fighting chance of getting your customers' attention this festive season, we've put together all the major conversation topics for the month of November, so you can execute some flawless *Discovering*, *Distributing* and *Delighting*.

Bhai Dooj- 1st Nov



Bhai Dooj is a celebratory festival that usually causes quite a happy stir across social media. Searches around recipes, gifts, cards and Whatsapp messages go up about two weeks prior to the festivals.

On this day, sisters pray for a long and happy life for their brothers, by performing the Tika ceremony but in contrast to Raksha Bandhan, sisters present gifts to their brothers.

Content ideas like "Top 10 gifts for your older/younger brother," "5 DIY ideas for this Bhai Dooj", "Chocolate recipes every loving sister knows", "Top 10 funniest sibling fails," "10 lessons about money only an elder sister could teach you" etc. are not only relevant, but also fun and interactive.



World Diabetes Day- 14th Nov



Celebrated on 14th Nov each year, World Diabetes Day is always a very talked about event on Social Media. Stories on managing it, overcoming it and avoiding it are all incredibly relevant.

It's a great opportunity to share statistics, healthy recipes, exercise and fitness stories and other relevant information.

Content like "Top 10 diabetic friendly ingredients to cook with", "Tips to manage diabetes", "How to live a normal life with diabetes", "Desserts for diabetics", etc.



world diabetes day

14 November

Children's Day- 14th Nov



Also known as Bal Diwas, this day is dedicated to the young boys and girls of our nation, and is celebrated every year on the birthday of Pandit Jawaharlal Nehru, India's first Prime Minister, lovingly called Chacha Nehru, on 14th Nov.

After all, today's children are the leaders, marketers, artists, politicians and scientists of tomorrow. This special day is thus dedicated to them and the joy of having them in our lives!

Marketers can suggest ideas such as '[10 Fun ways to make this Children's day special for your children](#)', '[Fun ways to give your child's room a makeover](#)', activities and games parents can enjoy with their kids, healthy ways to make delicious foods, gifts families can give their young loved ones and innovative ways kids can be challenged and educated. Of course, there's also the added aspect of "[how to plan for your children's future](#)" which can involve health, finance, education, etc.



Entrepreneur's Day- Nov 17th



We all know them, some of us are them, but the way the world is now would not have been possible without brave men and women who had the madness in them to make things happen.

This is a great opportunity to not only celebrate founders, but employees, mentors and everyone else who has made the journey possible.

Marketers can suggest ideas on '5 Ways to do to celebrate the founders in your life', 'Here's how to start a business of your own', 'How 5 start-ups challenged the way businesses work'. Perhaps, if a brand is feeling particularly adventurous, then they can also host an event, for aspiring businesses and fund the ones they believe in most, which throws up the opportunity for some User Generated Content in the form of #IWasThere tweets and event reviews.



World Heritage Week- 19- 25 Nov



Indian heritage is rich and diverse and is a result of an amalgamation of several cultures; it spans across the Indian subcontinent and has been influenced by a history that is several millennia old. World Heritage Week is a great time to shine light on some of the lesser known heritage sites, and entice users to travel to undiscovered properties and destinations within the country.

Brands can create content around the history of various things- from the city they are in to the product they sell.

For example, "Ten Heritage Sites You've Never Heard Of", "Off the beaten track: A walk through our Heritage", and "Lesser known facts about famous monuments"



World Television Day- 21st Nov



World Television Day on 21st Nov, is a time to rewatch and relive some of the greatest moments of television that helped changed the direction of furniture in people's homes, and their outlook on life. Plus, with most large brands doing a large chunk of their advertising on TV, it's a time to be meta!

Some interesting content ideas could be, "10 TVs so fancy we're going to start saving up for them", "How well do you know your 90s sitcoms?", "Good looking people in the 80s vs 2000s explained with TV characters", "16 quotes from TV shows that proves FRIENDS was the best show ever", "Tips on throwing a TV party nobody will forget" and everything in this realm will really click.



Delhi Queer Pride Parade- (TBA)



Delhi Queer Pride Parade is held by members of the Delhi LGBT community on the last Sunday of every November since 2007.

The queer pride parade is a yearly festival to honour and celebrate lesbian, gay, bisexual and transgender people, and their supporters. The parade usually runs from Barakhamba Road to Tolstoy Marg to Jantar Mantar.

Some content ideas could be '10 Pictures that prove that love doesn't care about gender', '5 LGBTQ couples that are giving us relationship goals', '5 Perfect gifts for the LGBTQ couple in your life' and so on.



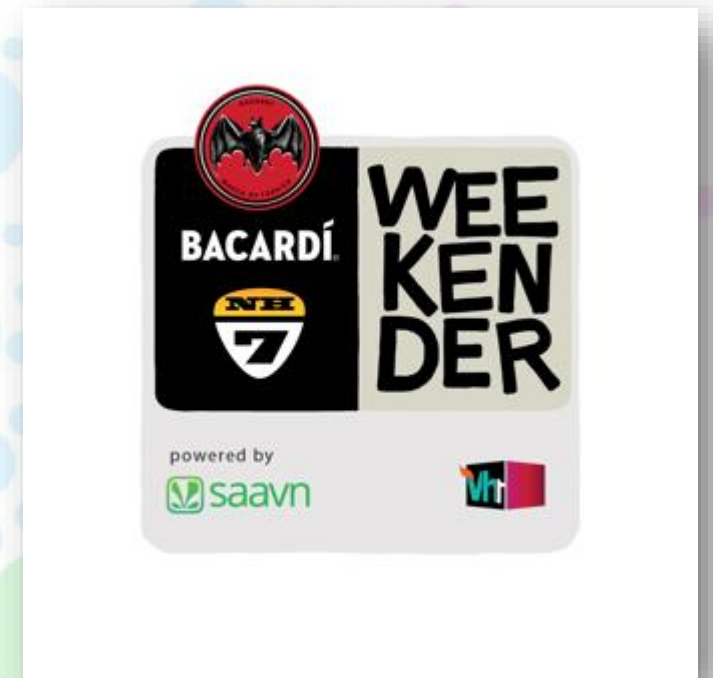
Bacardi Weekender NH7- TBA



Bigger and better, the Bacardi Weekender is perhaps the best time to grab eyeballs, especially among the 25-35 age group.

This year, Bacardi and Only Much Louder will bring you the sixth edition of the festival featuring more than 100 bands across five stages in five cities with its signature festive spirit.

Some content ideas around this could be '10 Reasons why NH7 Weekender should be on your bucket list this year', '5 Indian music festivals that will blow your mind', 'How I managed to attend every major music festival without going broke', and so on.



Calendar Events- Festivals



Guru Nanak Jayanti is the birthday of the first Sikh Guru, Guru Nanak, and one of the most sacred festivals in Sikhism. Guru Nanak Jayanti is usually a three day festival; two days prior to the birthday, Akhand Path is held in the Gurudwaras. Where the Guru Granth Sahib is read for 48 hours, non-stop.

Celebrated with great gusto in Punjab, this is a fantastic opportunity to also appeal to minorities and educate the masses on the significance of this day in modern times with content ideas such as 'Facts you did not know about Guru Nanak Jayanti' or '5 Ways to Adopt Guru Nanak's philosophy in every day life' and so on.



Calendar Events- Fests



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The Pushkar Camel Fair on 20th – 22nd Nov, is an annual camel and livestock fair held in the town of Pushkar in the state of Rajasthan, India, which has become quite a tourist attraction, with competitions like "matka phod", "longest moustache", "bridal competition" and even local cricket matches being quite the hit. We can suggest content ideas such as '[5 Things to check out at the Pushkar Camel Fair](#)' or '[The Dummy's Guide to Attended a Local Fair](#)' etc.



The Pushkar Balloon Festival from 14th-23rd Nov is a grand celebration full of hot air balloons and adventure. Take in the vistas of Rajasthan, hundreds of feet, above ground and discover Rajasthan, like you've never seen it before! We can suggest content ideas around it such as '[5 Pictures that prove that the Pushkar Balloon Festival is the most beautiful festival in the country](#)' etc.



Calendar Events- World Days



World Toilet Day on 19th Nov is a yearly campaign to motivate and mobilize millions around the world on the lack of basic sanitation that most developing countries still lack.

We can suggest content ideas around this such as "We bet you didn't know these facts about your toilet", "Toilet Tales: A story of how the modern toilets came about" or "6 Reasons why Sanitation needs to be declared an international emergency", and so on.



Calendar Events- Fun Days



International Tongue Twister Day is on 8th Nov.

She may sell sea shells, but you can sell ever more! This day is about fumbling through awkward collections of words in an attempt to improve enunciation and just have a good laugh. This is a good opportunity for content like '10 **Tongue twisters that will leave you in splits**' and Contests like '**We bet you can't say any of these tongue twisters more than once**' and so on.

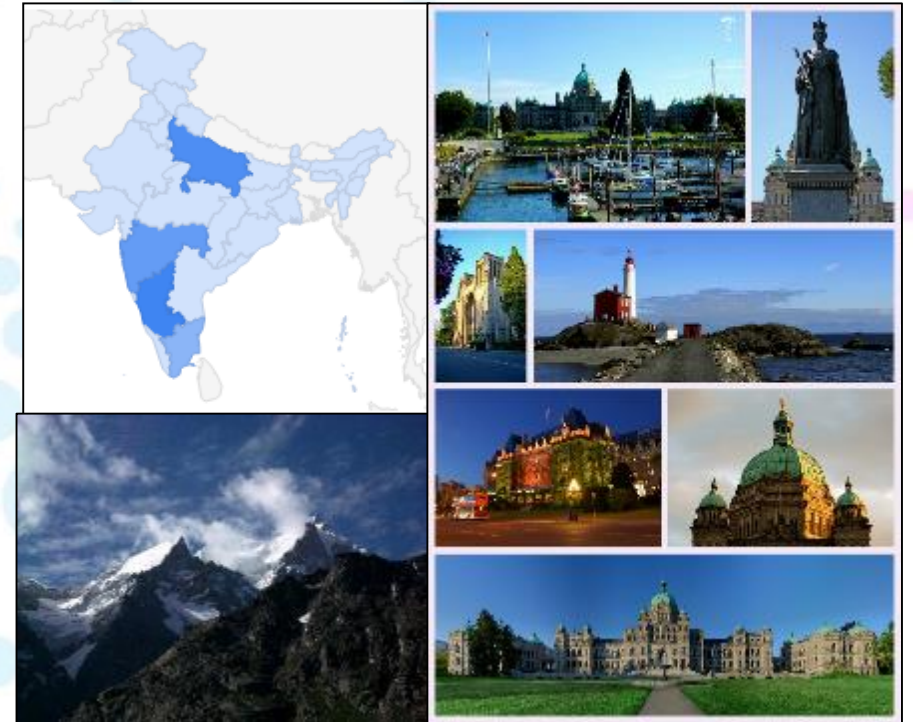
Cake Day on 26th Nov is when marketers can have their cake and eat it too! It's the perfect chance to be playful and creative. We can suggest content ideas such as '**3 4-ingredient cakes that you should try right now**', '**10 Beautiful cakes that prove that baking is nothing short of an art**' and so on.



And away we go!

This is the time when people start planning their December holidays. We can suggest content ideas such as '[Places to visit in Winter](#)', '[5 Things to do in Rajasthan](#)' and '[Incredible Beach Destinations that will give you vacation goals](#)' and so on.

Also, this would be a good time to tell your users about those "[Amazing winter treks that you must go on at least once](#)" or "[What to wear this winter](#)". So if you're selling a product that has a unique usage opportunity for Winter, start telling people about it!



Here Comes the Bride...

Finally, the much awaited bridal season is almost here. From stunning ghagra-cholis to glittery jewelry, sangeet preparations to honeymoon destinations, the bridal season demands all of this and more.

So help prep up your users' wardrobe with "Fashion trends for the bohemian bride," "Offbeat locations for destination weddings," "Food trends for this bridal season.", 'How to have the Great Indian Wedding without sacrificing your future' and so on.



Major Celebrity Birthdays



- Aishwariya Rai Bachchan, 1st Nov
- Shahrukh Khan, 2nd Nov
- Kendall Jenner, 3rd Nov
- Tabu, 4th Nov
- Matthew McConaughey, 4th Nov
- Virat Kohli, 5th Nov
- Emma Stone, 6th Nov
- Kamal Hassan, 7th Nov
- Lorde, 7th Nov
- David Gueta, 7th Nov
- Leonardo Di Caprio, 11th Nov
- Ryan Gosling, 12th Nov
- Anne Hathway, 12th Nov
- Juhi Chawla, 13th Nov
- Charles, Prince of Wales, 14th Nov
- Sania Mirza, 15th Nov
- Rachel Mcadams, 17th Nov
- Sushmita Sen, 19th Nov
- Calvin Klein, 19th Nov
- Scarlett Johansson, 22nd Nov
- Miley Cyrus, 23rd Nov
- Arjun Rampal, 26th Nov
- Jimi Hendrix, 27th Nov
- Ben Stiller, 30th Nov

Major Film Releases



Bollywood

- **Rock On!! 2**, 11th Nov, starring: Farhan Akhtar, Arjun Rampal, Shradha Kapoor
- **Kahaani 2**, 25th Nov, starring: Vidya Balan, Arjun Rampal

Hollywood

- **Doctor Strange**, 4th Nov, starring: Benedict Cumberbatch, Rachel McAdams
- **Trolls**, 4th Nov, starring: Justin Timberlake, Anna Kendrick
- **Shut In**, 11th Nov, starring: Naomi Watts, Tim Post
- **Fantastic Beasts and Where to Find Them**, 18th Nov, starring: Eddie Redmayne, Katherine Waterston
- **Manchester by the Sea**, 18th Nov, starring: Michelle Williams, Kyle Chandler
- **Moana**, 23rd Nov, starring: Dwayne 'The Rock' Johnson



Thank You!

