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# July

Raining Content



Monsoon is here and that brings in a very hot and humid July! Participate in conversations around the latest movie releases, the world of sports and a lot more.

Your users are searching for diverse bits of information all the time. Your brand have the enviable opportunity of stepping in and providing them with exactly what they want to know.

#EngageUnfoolishly

# Wash away monsoon worries



Monsoon brings its own share of hair and skin worries. Searches around these keywords go up considerably.

Typically, users are looking for tips on managing hair in monsoons and other beauty related topics. Interest around waterproof makeup also goes up during this time compared to rest of the year.

Write articles like ‘How to keep your hair frizz free’, ‘Best ways to treat/prevent adult acne’, ‘Tried & tested waterproof makeup to look flawless even in the rains’.



# Eid-ul-Fitr



Eid is a time of great celebration as the day marks the end of the month of fasting.

A massive feast and celebrations are a BIG part of the day. People decorate their houses and prepare traditional sweets & festive food.

Topics like traditional recipes, gift ideas, age old traditions, the history of Ramzan Id etc. can be published and broadcasted.



# Where to travel this monsoon?



Traveling during monsoons is quite popular. While Kerala is one of the most sought after monsoon destination, users also search for nearby places they can visit during monsoons.

Searches around weekend destinations or weekend trips start increasing in early July and continue to increase through the month. Some of these are also early planners for 15<sup>th</sup> Aug long weekend.

Articles on ‘Best places to visit during the monsoon season’, and packages for short trips will be much shared and consumed.





# Fashion Fiesta



Each season has its trends and our monsoon in July is no different. People follow blogs and magazines to see what's the latest thing to wear and to get ideas about fashionable yet convenient clothing in the wet and humid weather.

Articles like 'Top 5 Trends of the Season', 'How to Make a Style Statement this Monsoon', and 'How to mix comfort + fashion when it pours' would be useful.



# National Doctor's Day - 1<sup>st</sup> July



National Doctor's Day is celebrated on the 1<sup>st</sup> of July across India to honour the legendary physician Dr. Bidhan Chandra Roy. He was born on 1<sup>st</sup> July 1882 and died on the same date in 1962. Like any other day commemorating a profession, doctor's are given tokens of appreciation and gifts by their patients and loved ones.

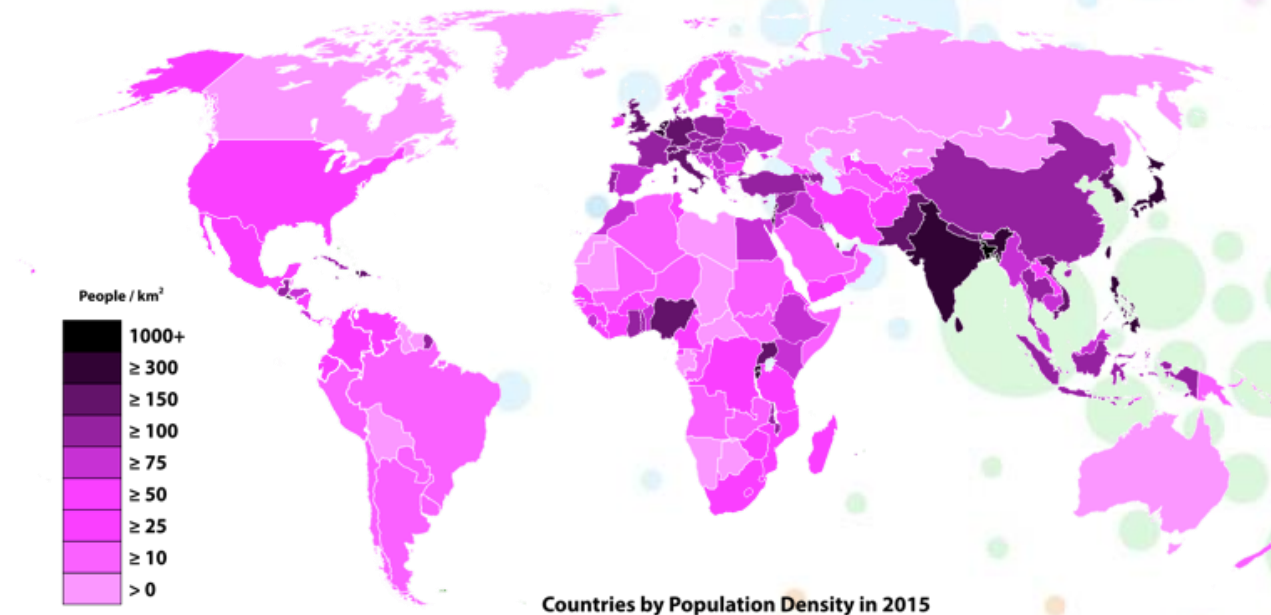
Marketers can help celebrate this day by creating content like '10 tips to healthy living that will make your doctor proud', and 'gift ideas for your favourite physician'.



# World Population Day - 11<sup>th</sup> July



An annual event, the World Population Day occurs on the 11<sup>th</sup> of July every year and seeks to raise awareness about global population issues. It was started in 1987, when the world population reached the 5 billion mark. Articles like ‘dangers of overpopulation’, ‘the state of the world in 50 years’, and ‘curbing extreme population growth’ would work well.





# Kargil Vijay Diwas - 26<sup>th</sup> July



Kargil Vijay Diwas is celebrated to honour the Kargil War heroes that helped India recapture the Kargil outposts from Pakistan. The 60 day war ended on 29<sup>th</sup> July 1999 with India victorious. At the same time ceremonies are held across the country to commemorate this recent historic day.

It's a BIG social media day with conversations around paying homage to our brave defence forces attracting great interest. Brands must treat this day with the respect it deserves and avoid 'tactical gimmicks' and shallow content.



# Global Tiger Day - 29<sup>th</sup> July



Global Tiger Day or International Tiger Day was created in 2010 to raise awareness for tiger conservation. The main aim is to promote global systems for protecting the natural habitats of tigers and help save the tigers. India is home to a lot of species of tigers, and the Tiger is our National Animal.

Articles citing (1) how to make their environment better (2) promoting tiger print, rather than tiger skin in fashion and accessories (3) travel content around sanctuaries will generate positive attention.





# Tennis Wimbledon - 27th June to 10th July



The Tennis Wimbledon is reaching a close in the first half of the month. A lot of interest is generated around the sport and there are also searches around fashion and lifestyle which go up during this tennis season. For example: articles around Kate Middleton Wimbledon dress got popular and shared all over social media

Marketers can serve an ace and put out content like 'Throwback to previous Wimbledon series', 'Who you should root for', 'Our all time favourite players', 'Best dressed of Wimbledon 2016'.



# Pro Kabaddi League: 25/06 - 31/07



Pro Kabaddi League started its 4<sup>th</sup> season in June with 8 existing teams participating. Kabaddi as a sport has been trending in India for a while. The whole month of July will see a surge in the interest in the sport. Searches for Kabaddi and the celebrities associated with the sport go up during this season.

Exploring the origin of Kabaddi in India and how it came to be such a respected sport can be interesting. Commission articles around who is likely to win the tournament, player profiles, reviews and super fans.





# Calendar Events - Important Days



## USA's Independence Day - 4<sup>th</sup> of July

The fourth of July is the Independence Day of the United States. It's a federal holiday commemorating the adoption of the Declaration of Independence in 1776. All of America celebrates on a grand scale.

## Nelson Mandela International Day - 18<sup>th</sup> July

On Nelson Mandela's birthday, we commemorate this great man and his efforts to make the world a better place. The day was declared by the United Nations in 2009. Marketers can honour and promote this day by generating content around the history he created.



# Calendar Events - Fun Days



## Workaholics Day - 5<sup>th</sup> July

A workaholic is a person who is addicted to his/her work. And there's a full day celebration to match them. A lot of content opportunities like “Signs that you are a workaholic”, “Break out of your workaholic routine”, “how to take a break without being a slacker” will work well.

## National Tequila Day - 24<sup>th</sup> July

Anything to do with Tequila has to be fun and on National Tequila day. Businesses have a lot of opportunity to explore content around: (a) special tequila cocktails (b) history of tequila etc.





# International Music Festivals



## Ultra Europe - 15th July to 17th July

The #1 Music Festival in the World right now. The Europe edition of Ultra Music Festival takes place in Split, Croatia. Three days of the top DJ's and musicians in the world come together to celebrate at this marvel. Content around the festival, artistes, travel etc. will be music to your customers ears.

## Tomorrowland - 22nd July to 24th July

Possibly the only festival that can rival Ultra, Tomorrowland is well known in the Indian music circuit as well. It takes place in Boom, Belgium and can be worked into articles like “Festivals that should be on your bucket list”



# Sports



## Cycling: Tour De France - 2nd July to 24th July

An annual, multiple stage bicycle racing event, it's held primarily in France but also passes through other countries. This year, extra measures have been taken due to the Paris Attacks. Current events, sports and news update articles can be worked around this sporting event.

## Football: UEFA Euro 2016 Final - 10<sup>th</sup> July

Any football fan worth their salt will care about the UEFA Euro Final which is scheduled to take place in France this year. Content around the final stages, players, trivia and statistics will help your brand score many a goals.





# Major Film Releases



## *Bollywood*

- **Sultan**, 6<sup>th</sup> July, starring: Salman Khan, Anushka Sharma, Randeeep Hooda
- **Great Grand Masti**, 22<sup>nd</sup> July, starring: Vivek Oberoi, Riteish Deshmukh, Aftab
- **Dishoom**, 29<sup>th</sup> July, starring; Varun Dhawan, John Abraham

## *Hollywood:*

- **The Legend of Tarzan**, 1<sup>st</sup> July, starring: Alexander Skarsgard, Margot Robbie
- **The BFG**, 1<sup>st</sup> July, starring: Mark Rylance, Bill Hader, Rebecca Hall
- **Star Trek Beyond**, 22<sup>nd</sup> July, starring: Simon Pegg, Chris Pine, Idris Elba
- **Ice Age: Collision Course**, 22<sup>nd</sup> July, starring: Ray Romano, Jennifer Lopez
- **Jason Bourne**, 29<sup>th</sup> July, starring: Matt Damon, Alicia Vikander, Julia Styles

# Major Celebrity Birthdays



- Tom Cruise, 3<sup>rd</sup> July
- Harbajan Singh, 3<sup>rd</sup> July
- 50 Cent, 6<sup>th</sup> July
- Sylvester Stallone, 6<sup>th</sup> July
- Ranveer Singh, 6<sup>th</sup> July
- Kailash Kher, 7<sup>th</sup> July
- Tom Hanks, 9<sup>th</sup> July
- Sunil Gavaskar, 10<sup>th</sup> July
- Jhumpa Lahiri, 11<sup>th</sup> July
- Malala Yousafzai, 12<sup>th</sup> July
- Vin Diesel, 18<sup>th</sup> July
- Priyanka Chopra, 18<sup>th</sup> July
- Benedict Cumberbatch, 19<sup>th</sup> July
- Naseeruddin Shah, 20<sup>th</sup> July
- Selena Gomez, 22<sup>nd</sup> July
- Daniel Radcliffe, 23<sup>rd</sup> July
- Jennifer Lopez, 24<sup>th</sup> July
- Matt Leblanc, 25<sup>th</sup> July
- Sanjay Dutt, 29<sup>th</sup> July
- JRD Tata, 29<sup>th</sup> July
- Arnold Schwarzenegger, 30<sup>th</sup> July
- Sonu Nigam, 30<sup>th</sup> July



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Thank You!

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