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# June

Two Sides To Summer



June is the time when half the country is in peak summer and the other half are scurrying around in the monsoon rains trying to keep dry. Everyone likes to get out of the city at times like these whether it's heading up to the mountains for a cool relief or soaking in the early rains.

To help you figure out what's trending during the Summer & Monsoon, we've *discovered* some data & insights about the major content pegs. Go ahead and commission and/or syndicate great content this June.

Dive into the *melting pot* of ideas and take your pick!

# Mountain Vacations



June is the month when most families pack and head to the mountains to get away from the heat. Aligned with the children's summer vacations, it's the perfect time for a break. Searches like 'best vacation spots in India for June', 'family vacation ideas in June' are common this month.

Marketers can put out ideas like 'Best places to keep cool this summer', and 'Music festivals in the mountains this June', to reach a wide consumer base.



# Back to School!



This is also the time when most schools & colleges begin a new semester. School kids need bags, uniforms, shoes, raincoats etc. College students search for latest trends to sport once they are back.

Articles on ‘budget buys to look fabulous when you’re back to school/college’, ‘the urban dictionary for the college student’ and ‘latest trends to follow’ would attract curiosity and attention.





# Get That Summer Bod Ready!



A little extra weight can be hidden under winter layers but come summer it's imperative to be fit. A lot of beach parties and pool parties happen during this peak summer season and people want to look their best! Google searches for things like 'easiest ways to get fit fast' are common during this time.

New fitness methods, fun sports and group activities which require physical exercise, special diets, super foods, and any methods to get fit will do really well with consumers during the summer seasons. Articles around the same can be sponsored by gyms and nutritionists.



# Advancing Monsoon



The Monsoon rumbles early in June. Across the South and much of the western coast of India, people are trying to stay dry, smelling the wet earth after a rain shower, and eating comfort food like Maggi / pakoras and drinking chai. Car check ups, potholed city roads and water borne diseases are a primary concern during this time.

Articles like ‘How to prepare yourself for the Monsoon’, ‘Perfect recipes for the rainy season’, and ‘How to take care of your car in the rains’ will all be useful.



# World Environment Day – 5<sup>th</sup> June



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World Environment Day is celebrated on the 5<sup>th</sup> of June each year to raise global awareness and to take positive environmental action to protect nature & our planet. It's organized and run by UNEP (United Nations Environment Programme).

Campaigns like 'Easy Ways to Help your Planet' can help people make a difference in a small but impactful way. Simple things like planting One tree, or using recycle bins to dispose different kinds of waste, are easy to do - yet can help in a big way.





# Ramadan – 6<sup>th</sup> June to 5<sup>th</sup> July



Ramadan is the 9<sup>th</sup> month of the year according to the Islamic calendar and is followed by Muslims worldwide.

It's a full month of fasting to commemorate the first revelation of the Quran.

Articles like 'Healthy ways to fast during Ramadan', and 'How to keep your energy up during the Ramadan fasts' will be helpful for people fasting this season. The end of the month will see content strike a more celebratory tone.



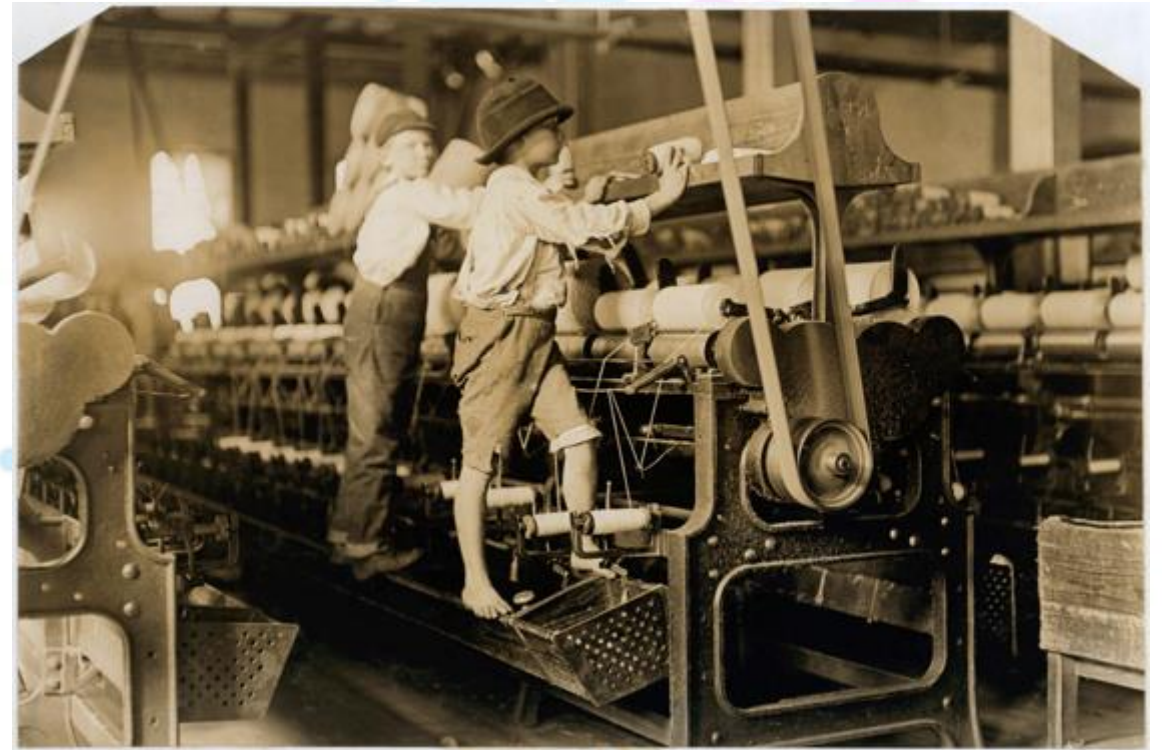


# World Day Against Child Labor - 12<sup>th</sup> June

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Child labor is a reigning issue in India. Even the most educated and upper class societies fail to understand or realize that some of the servants they employ are underage and hence what they are doing is illegal. More drastically, factories employ hundreds of children for potentially harmful work and not much is being done about it.

Companies can launch initiatives to provide perks and education for the children of their employees and organize drives to raise funds for the cause. Articles like '[Are you aware of the Child labour laws in India?](#)' can also be helpful.

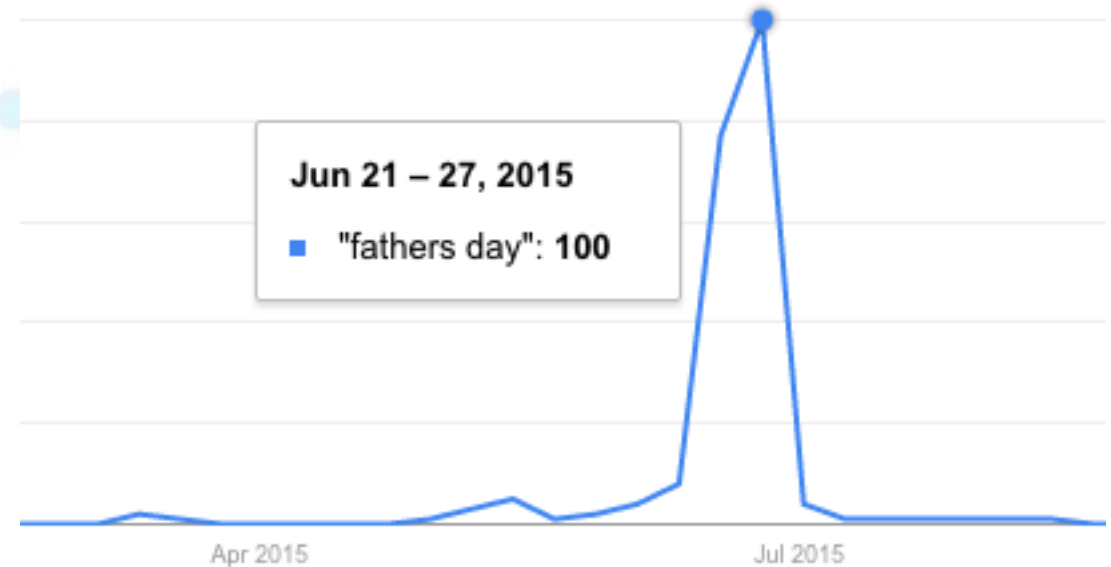


# Father's Day – 19<sup>th</sup> June



Father's day is usually celebrated on the 3<sup>rd</sup> Sunday of June, but it varies in many countries. It was created to appreciate the role of men in society and applaud them for their efforts!

Last year's google trends suggest searches for 'fathers day' peaks around this time in June. Ideas like 'Creative father's day gifts to buy' and 'Where to take your father on this special day' would do well during this time.



# Summer Solstice – June 21



The summer solstice signals the beginning of summer in the Northern Hemisphere.

Searches for the night sun, **the longest day**, and the meaning and significance of the the solstice pop up during this time.

Detailed articles about the Summer Solstice and some fun ways to celebrate would make for good content.





# World Music Day - 21<sup>st</sup> June



The concept of World Music Day or Make Music Day originated as *Fete De La Musique* in France and later spread to over 120 countries. It's an annual, all day music celebration on the days of the solistice because Every Sound Matters.

Updating viewers with what is currently trending in the music world would be helpful. Ideas like 'Indian artists that are making us proud internationally', 'musical events to attend in your city', or 'how to get your child interested in music', are good and positive attention grabbers.



# World Yoga Day - 21<sup>st</sup> June



The International Day of Yoga is celebrated by several people world over.

Yoga and other fitness activities are a popular way to stay fit. So promoting yoga and its benefits always attracts a lot of attention.

Marketers can organize mass yoga classes, source highly qualified teachers in addition to creating great content.

Content outlining **the different postures and types of yoga and their benefits for each individual** will be much shared and consumed.





# The Wimbledon - 27th June to 10th July



The Wimbledon is something a lot of people follow with a great deal of interest. This assembly of the best players of the sport is steeped in rich tradition.

Content around playing the game like **'How to perfect your tennis serve'** and content around the tournament like **'Top tennis players of all time'** and the likes of **'predictions for Wimbledon 2016 winners'** would be of great interest.





# UEFA Euro - 10<sup>th</sup> June to 10<sup>th</sup> July



The 2016 UEFA European Championship will be the 15<sup>th</sup> edition in the men's football championship. There are 24 teams taking part and the football fever will soon take over India.

Sports fans love to share content and this could be bonanza time for your brand. Player and team searches peak at this time. **Match reviews, predictions and polls, stories around football stars lives** etc. are much in demand. Score a goal with great content this Euro Cup!



# Pro Kabaddi League - 25th June to 31st July

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Pro Kabaddi League will be back this June for it's fourth season, with 8 existing teams participating. Kabaddi as a sport has been trending in India for a while and there are even talks of a Kabaddi World Cup in the works.

Exploring **the history of Kabaddi** in India and discussing **the greatest players of all time** can be of interest to consumers. **How Kabaddi became a national sporting event** is also useful.





# F1 Grand Prix - 12th June and 19th June



There are 21 Formula One races scheduled for 2016 and June hosts 2 of them. The Canadian Grand Prix will take place on the 12<sup>th</sup> of June in Montreal, and the European Grand Prix will take place on the 16<sup>th</sup> of June in Baku, Azerbaijan which is a new entry this year.

With the Formula One fans watching the races eagerly, you can appeal to them by writing articles like ‘10 high end cars which will make you feel like an F1 racer’, ‘Winner predictions and last year’s stats’, and ‘Places around the country where you can drive on a good track’.





# Calendar Events - Important Days



## Cancer Survivor's Day - 5<sup>th</sup> June

Though mainly celebrated in the United States, Cancer Survivor's Day is a secular holiday maintained on the first Sunday in June. It is growing in popularity in other countries. Cancer Survivors need encouragement and good cheer and brands can help. Sharing survivor stories and organizing rallies in support of cancer patients can be done.

## International Olympic Day - 23<sup>rd</sup> June

The goal of this day is to promote participation in different sports regardless of age, gender, or athletic abilities. In the past couple of decades, Olympic Runs have been organized all over the world on this day and brands can do marathons or half marathons for a cause. India's prospects and achievements in the Olympics can also be highlighted.



# Calendar Events - Fun Days



## National Doughnut Day - 3<sup>rd</sup> June

This day was first celebrated in America on the first Friday in June each year in 1938 to honour those who served doughnuts to soldiers during World War I. A lot of popular doughnut shops offers free. Krispy Kreme, Dunkin Donuts, Mad Over Donuts: Are you listening?

## National Camera Day - 29<sup>th</sup> June

This day celebrates photography, the camera, and it's invention. An irreplaceable tool which records memories & people. Marketers can leverage much given that a camera is now in almost every pocket





# Glastonbury Festival - 22<sup>nd</sup> to 26<sup>th</sup> June



The Glastonbury Festival is a contemporary 5 day music festival that takes place in Somerset, England annually since the 1970's. It promotes a lot of hippie culture and draws artists from all over the world to play at the festivals.

Travel brands can touch upon International Festivals that people can go for within a specific budget from India. They can even organize packages and deals for people to visit International music festivals. A lot of the younger audience has started travelling for music festivals and this will be a great market to capture.





# Major Film Releases



## *Bollywood*

- Jagga Jasoos, 3<sup>rd</sup> June, starring: Ranbir Kapoor, Katrina Kaif
- Houseful 3, 3<sup>rd</sup> June, starring: Akshay Kumar, Abhishek Bachchan, Nargis Fakhri
- Raman Raghav 2.0, 24<sup>th</sup> June, starring; Nawazuddin Siddiqui

## *Hollywood:*

- Teenage Mutant Ninja Turtles: Out of the Shadows, 10<sup>th</sup> June, starring: Megan Fox, Stephen Amell
- The Conjuring: 2, 10<sup>th</sup> June, starring: Vera Farmiga, Patrick Wilson
- Finding Dory, 17<sup>th</sup> June, starring: Ellen DeGeneres

# Major Celebrity Birthdays



- **R. Madhawan**, 1<sup>st</sup> June
- **Sonakshi Sinha**, 2<sup>nd</sup> June
- **Mani Ratnam**, 2<sup>nd</sup> June
- **Anil Ambani**, 4<sup>th</sup> June
- **Mahesh Bhupathi**, 7<sup>th</sup> June
- **Shilpa Shetty**, 8<sup>th</sup> June
- **Dimple Kapadia**, 8<sup>th</sup> June
- **Sonam Kapoor**, 9<sup>th</sup> June
- **Kiran Bedi**, 9<sup>th</sup> June
- **Kirron Kher**, 14<sup>th</sup> June
- **Mithun Chakraborty**, 16<sup>th</sup> June
- **Imtiaz Ali**, 16<sup>th</sup> June

- **Leander Paes**, 17<sup>th</sup> June
- **Amrita Rao**, 17<sup>th</sup> June
- **Lisa Haydon**, 17<sup>th</sup> June
- **Salman Rushdie**, 19<sup>th</sup> June
- **Rahul Gandhi**, 19<sup>th</sup> June
- **Vikram Seth**, 20<sup>th</sup> June
- **Joseph Vijay**, 22<sup>nd</sup> June
- **Karishma Kapoor**, 25<sup>th</sup> June
- **Satish Shah**, 25<sup>th</sup> June
- **Arjun Kapoor**, 26<sup>th</sup> June
- **P.T. Usha**, 27<sup>th</sup> June



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Thank You!

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