

August

Happy Friendship Day

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



Engage unfoolishly.



August has something for every one.

Virtually every major social group has its own special day this month, offering brands numerous chances to step in and create a following for themselves by saying the right things at the right time.

There are national festivals, family celebrations, sporting events and overall plenty of room to strike great conversations.

Your users are searching for diverse bits of information this month and you have enviable opportunity to know what they're thinking.

Here are some conversation starters for you.

World Breastfeeding Week – 1st to 7th August

World Breastfeeding Week has been celebrated in over 120 countries since 1991 in order to promote exclusive breastfeeding for the first 6 months of an infant's life.

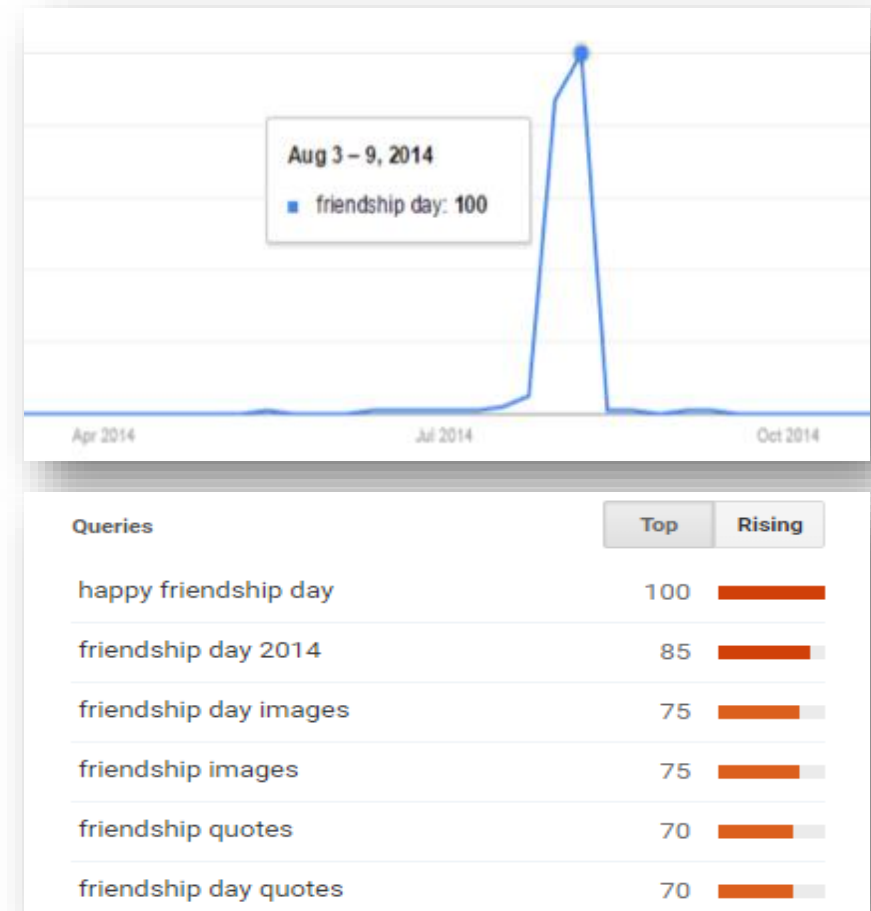
Marketers can promote content like 'What you can do to make your female employees feel special during world breastfeeding week' and they can give out pamphlets promoting the benefits of breastfeeding.



Friendship Day – 7th August

Searches about Friendship Day increase around the 20th of July, which is when users search for quotes and images embodying the spirit of the day, most likely to share with their own friends virtually. It's celebrated on the first Sunday of every August to commemorate our bond with our friends.

Brands can highlight the value of friendship in terms of their own particular offerings; an NGO can ask for a friendly donation, an e-commerce player can plan a sale with friendship themed gifts. Contests on best quotes, best pictures, best stories, etc. do well around this time.



Independence Day - 15th August

Independence day in India is a hugely important occasion because it throws into the limelight everything related with nationalism and patriotism. From Bollywood references to the Prime Minister's Speech to the discussion of national policies and reforms.

Brands can add their voice to the celebration or seek to offer celebration suggestions to users. Apparel brands can create respectful outfits around the day. Confectionaries can make tri coloured food. Articles like 'Things you didn't know about our Independence day' can pique interest.



Indian Independence Day - Holiday	100	<div></div>
Independence Day - 1996 film	60	<div></div>
Independence Day - Holiday	30	<div></div>
Speech - Quotation Subject	20	<div></div>
August 15 - Day Of Year	10	<div></div>
Independence - Quotation Subject	10	<div></div>
Republic Day - Holiday	5	<div></div>

Summer Olympics – 5th to 21st August

A major, international, multi sports event in the tradition of the Olympic Games is due to take place in Rio De Janeiro, Brazil this August. There are over 10,500 athletes performing for 306 sets of medals in 28 different sporting events.

Marketers can promote following the games on TV and put in adverts accordingly. Organisations can have their own mini Olympics. Articles on 'Previous Olympic games', 'The participation of Indian athletes' and 'Sports that we can incorporate in our daily lives' will be useful.



International Youth Day - 12th August



West Bengal	100	<div></div>
Delhi	98	<div></div>
Uttar Pradesh	96	<div></div>
Tamil Nadu	91	<div></div>
Karnataka	81	<div></div>
Maharashtra	67	<div></div>

Celebrated on 12th August, this day is of particular significance because of whom it celebrates: the youth, which is the most active audience any brand can hope to have on social media. Most searches come from metropolitan cities, where the access to the web is much higher.

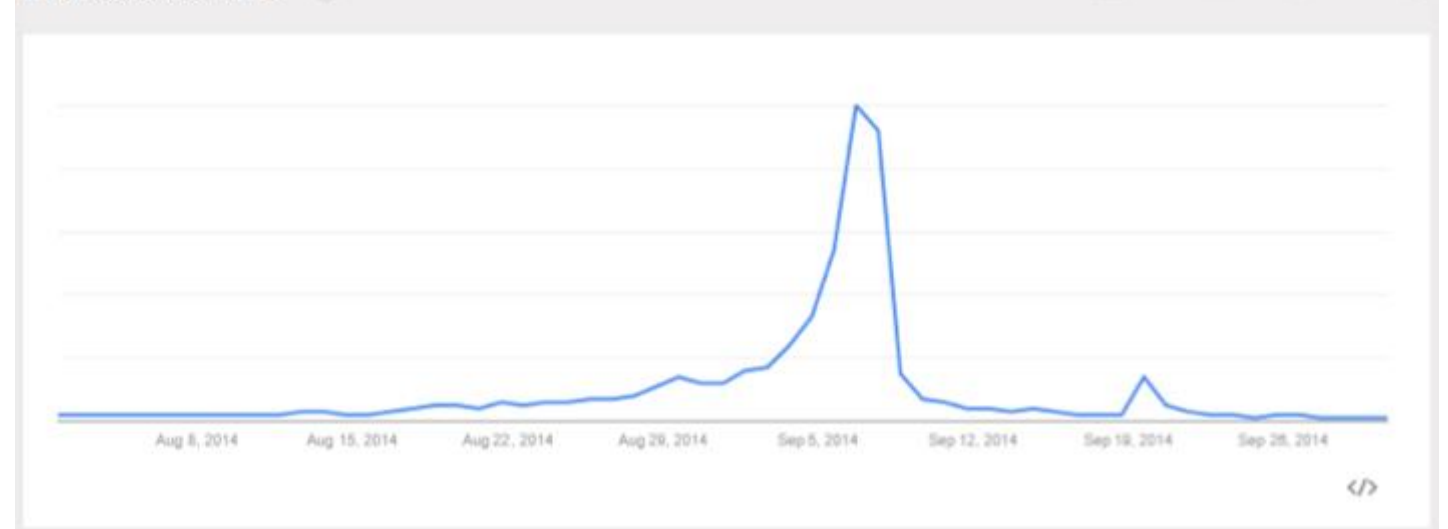
Brands can use this day to celebrate the youth by highlighting their positives - whether they are customers or employees or leaders. Youth Summits and Initiatives can be held. Introspective articles like **‘Where is the youth of today headed?’** and **‘What can we expect from the millennials?’** will generate interest.

Raksha Bandhan - 18th August

Raksha Bandhan is on 18th August this year and it's celebrated throughout the nation to commemorate the bond between sisters and brothers. Searches around recipes, gifts, messages, etc. go up about two weeks prior to the festival. Articles on 'Unique gifts to buy for your sister this Raksha Bandhan' and 'Where to buy the best Rakhis' should do really well during this time.

Queries	Top	Rising
2014 rakshabandhan	100	<div><div></div></div>
rakshabandhan images	50	<div><div></div></div>
happy rakshabandhan	45	<div><div></div></div>
rakshabandhan rakhi	35	<div><div></div></div>
rakshabandhan sms	30	<div><div></div></div>
rakshabandhan quotes	30	<div><div></div></div>
rakshabandhan date	30	<div><div></div></div>

Interest over time



Dahi Handi - 26th August

Dahi Handi is popular sporting event mainly organized in Maharashtra and Goa. It's celebrated the day after Krishna Janmashtami and commemorates the way of living of Lord Krishna, who was very fond of curd and milk products.

Marketers can put content like 'The history of Janmashatmi and Dahi Handi', 'How you can organize a safe and fun Dahi Handi event in your neighbourhood' and 'What is the significance of Dahi Handi in Hindu religion'.



Women's Equality Day - 26th August



Women's Equality Day on 26th August will spur discussion on Gender Equality, Feminism and Women's Rights - all discussions in which brands should aim to tactfully include themselves. With the rising debates and interest in feminism and everything to do with it, equality for women is a very important topic right now.

Discounts and offers to celebrate women, articles on 'How to promote equality for women in the country' and writing about the 'Great women through the ages' is a good strategy.

National Sports Day – 29th August



National Sports Day in India is celebrated on the 29th of August and can help promote a lot of sports and athletics in the country. This day marks the birthday of Dhyan Chand, an athlete who won many gold medals for India. The day is usually celebrated by organizing friendly hockey matches at the Dhyan Chand Stadium in New Delhi. Brands can do ties ups with the stadium for televising and advertising. Articles on ‘The great athletes of our country and their achievements’ can also do well.

US Open Tennis – 29th Aug to 11th September



The United States Open Tennis Championship is a modern version of the US National Championship and it's starting on the 29th of August this year. The biggest players take part in this tournament and it's followed worldwide.

Marketers can put articles like 'History of the US Open Tennis Championship', 'Speculations on who might win this year', and a 'History about the legendary players who are taking part'.

Calendar Events - Important Days

World Humanitarian Day - 19th August

It is a great opportunity for brands to flaunt their CSR and goodwill efforts. It's also a great day to raise money for worthy causes across the globe.

International Photography Day - 19th August

This is a great chance for brands to celebrate their support of the arts and create share worthy content. Photography institutes and photographers can use this day to promote their craft. Photo essays have become popular and are very catchy.



Calendar Events - Fun Days

International Beer Day - 5th August

Celebrated on the first Friday of every August, this is one fun day that our country will surely celebrate happily. Brewers and establishments offering beer can have major offers running for the day. Articles like ‘What beer suits your personality’ will do well.

Sister's Day - 7th August

Like any other day promoting familial bonds, this day too can run on articles like ‘How to make your sister feel special’, and ‘What's the best gift to buy on this sister's day’



Calendar Events - Fun Days

Cat Day - 8th August

With the amount of cute cats and kittens receiving love on the internet right now, it won't be difficult to promote this day. Cat owners and lovers are sure to grab onto any schemes and articles running at this time.

World Mosquito Day - 20th August

First established in 1897, World Mosquito day was created the day they were discovered as the reason for malarial transmission. Promoting prevention and early signs of Malaria is beneficial.



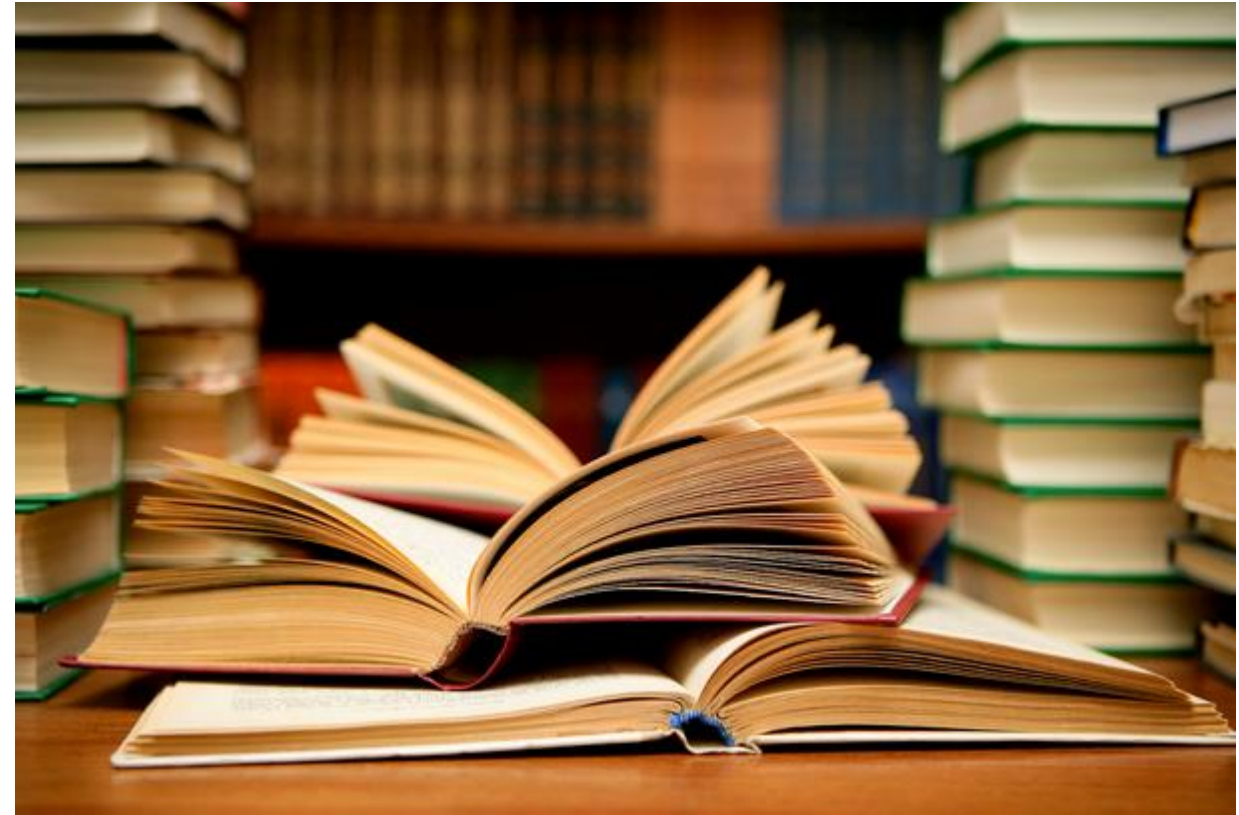
Calendar Events - Fun Days

Book Lovers Day - 9th August

There are a lot of book lovers in the world and this fun day encourages you to kick back and relax with a book. Articles like [‘Iconic books to read this Book Lovers Day’](#) can do well.

Left Handers Day - 13th August

Left Handers Day has been celebrated since a few decades to highlight the issues left-handed people feel in this world designed for right-handed people. Articles like [‘Everyday hacks for left-handed people’](#) can do well.



Sports

Cricket: England vs. Pakistan Test Series

England and Pakistan are 2 countries that cricket lovers have a lot of interest in. The third and fourth test series will take place this month and sports bars can run live screenings and offers.

Football: Premier League Season begins

The Football Premier League Season will begin this August and fans religiously follow the matches. Merchandize supporting different teams can be created and live screening of the matches can be done.



International Music Festivals

Sziget Festival - 10th August to 17th August

This week long festival in Budapest attracts people from all over the world. With 50 venues and 200 performers, it's a musical melting pot. Budget offers and schemes can be organized for people to make trips to Budapest during this time.

Burning Man - 28th August to 5th September

The Burning Man music festival takes place in Nevada since 1986. It used to be an off the grid, underground festival and now it's transformed into a postmodern fantasy land with pyrotechnics and surprise line ups. Articles on '[Exotic festivals around the world](#)' and '[Music festivals you should know about](#)' would go well.



Major Film Releases

Bollywood

- **Phir Hera Pheri 3**, 12th August, starring: Abhishek Bachchan, John Abraham
- **Mohenjo Daro**, 12th August, starring: Hrithik Roshan, Kabir Bedi
- **Rustom**, 12th August, starring; Akshay Kumar, Illeana D'cruz

Hollywood:

- **Suicide Squad**, 5th August, starring: Margot Robbie, Jared Leto, Will Smith
- **Ben Hur**, 19th August, starring: Morgan Freeman, Gal Gadot, Jack Huston
- **Nine Lives**, 5th August, starring: Robbie Amell, Jennifer Garner

Major Celebrity Birthdays

- Barack Obama, 4th August
- Kajol, 5th August
- Robin Van Persie, 6th August
- Charlize Theron, 7th August
- Roger Federer, 8th August
- Anna Kendrick, 9th August
- Kylie Jenner, 10th August
- Chris Hemsworth, 11th August
- John Abraham, 11th August
- Cara Delevingne, 12th August
- Mila Kunis, 14th August
- Jennifer Lawrence, 15th August
- Adnan Sami, 15th August
- Madonna, 16th August
- Saif Ali Khan, 16th August
- Arvind Kejriwal, 16th August
- Bill Clinton, 19th August
- Usain Bolt, 21st August
- Malaika Arora Khan, 23rd August
- The Great Khali, 27th August



Thanks!

Engage unfoolishly.



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