October 2016

We have compiled some #contentmarketing conversation ideas for October, so you don't have to!

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October, like its 11 fellows, is an extremely important month for Content Marketers.

Not only is there a rich variety of important festivals and events, there are a lot of opportunities for brands to engage customers by pledging support for important causes and discussing a range of extremely interesting things they may not otherwise have a logical way of weaving into their marketing communications.

The difficulty will be picking and choosing which days to prioritise. To make the task easier, we've put together for you some essential data and insights about the major content pegs every brand must aspire to create their strategy around this October.

So, read, absorb and execute!

Breast Cancer Awareness Month

Promoted by New York based charity Pink Ribbon Inc., Breast Cancer Awareness Month is a great chance to show your target audience that you care.

The purpose of this month is to help raise awareness about the deadly effects of the disease and the importance of early detection, through regular check ups.

Beauty & healthcare brands can create content like 5 women who are re-defining beauty and 6 things every woman should know about breast cancer. Brands can also create videos like Women who inspire us daily and 1 day in the life of a cancer survivor – a video series.

Pizza Month

Considering that there's no food quite like it, or one which has garnered worldwide fandom, it should come as no shock, that the versatile 'za is celebrated.

While it may not be the best thing for weightwatchers, it is a fantastic opportunity for brands in the food industry to catch the fancy of customers with pizza-centric activities. And in case you need a break from all that Pizza, you can also celebrate **World Pasta Day** on 25th Oct!

Food brands can create articles/listicles like 6 must try pizzas and Most bizarre pizzas served worldwide or quizzes like Do you know your pizza? and Prove that you are the ultimate Pizza lover. Publishers can create DIY pizza videos like 3 step pizza recipes, mac and cheese stuffed pizza rolls are what you've been waiting for and 5 thoughts every pizza lover has had.

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International Day of the Elderly- 1ˢᵗ Oct

Incredibly important, but often forgotten, the elderly, are the very foundation of our society.

Searches revolve around different ways that this very special demographic can be commemorated- be it gift ideas, quotes about their importance, or heart-warming stories about their impact on families, friends and even businesses.

Brands can create content like 5 things you need to teach your Grandparents or 7 times my Grandmother taught me invaluable lessons. Insurance companies can create content around retirement like Did you know there is a senior travel insurance? or 5 things that will make your retirement a luxury. Brands can even create a retirement calculator to help people realise how much they need to save for retirement .

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World Vegetarian Day- 1ˢᵗ Oct

As consumers become more aware of the catastrophic effects of over consumption, more and more people are renouncing meat, even if just for a day.

Food brands and NGO's for animal rights can create content like 5 reasons why vegetarians are winning at life or Things every vegetarian is tired of hearing.

Food channels and pop culture websites can release DIY food recipes like No-bake eggless desserts or The ultimate dinner party menu (vegetarian) and written content like 5 vegetarian restaurants you try or 7 vegetarian dishes every non-vegetarian loves!

Gandhi Jayanti- 2nd Oct

Gandhi Jayanti marks the birth of Mohandas Karamchand Gandhi, the *Father of Our Nation.*

It is celebrated across the world as **The International Day of Non-Violence,** a principle Gandhi Ji preached and practiced.

Brands can create content like 7 lessons from Bapu that are still applicable today or the story behind the 3 monkeys. Popular culture content like 5 movies to watch this Gandhi Jayanti or 6 ways to celebrate Gandhi Jayanti can be used by marketers.
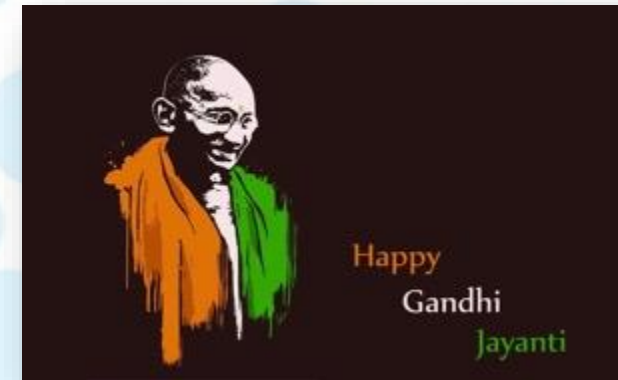
International Day of the Girl Child- 11th Oct

Given the need of the hour, discussion around women's rights and equality for the girl child is extremely important. The discussion does take place in some way or the other on various online forums. From politicians to activists to students and professionals, everybody has something to say and some way to show support.

Brands can create content like 5 reasons why it's amazing to have a daughter or create a series called 'Daughters of India' discussing various women/girls' stories. Brands can also create infographics with data driven content like Women in India 2006 vs 2016 and Have Indian women grown with India.


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Durga Puja & Dussehra- 10th and 11th Oct

Durga Puja starts on **10th Oct** and is a week long celebration of Goddess Kali and her avatars and is huge in the Bengali community.

Dussehra, 11th Oct officially begins the festive season, culminating into Diwali towards the end of the month.

E-commerce websites can create content around fashion and lifestyles like 5 looks to try this Durga Puja, 6 perfect budget gifts for this Dussehra and How to drape a Bengali saree. Food Brands can create videos and written content like 7 dishes Bengali dishes that will make your mouth water and 5 vegetarian dishes you must try this festive season. Articles like Card playing tricks and Poker 101 can also be created.
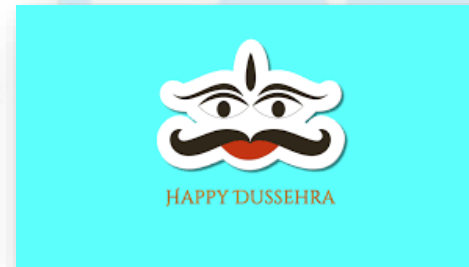
World Food Day- 16th Oct

If all the pizzas and pastas and sweets weren't enough, October also rings in World Food Day.

The reason World Food Day was created was to celebrate the launch of the United Nation's Food and Agriculture Organization.

FMCG brands can create content around the importance of not wasting food like 5 easy dishes you can made from left overs or 7 food habits your 7 year old should have or a data driven infographics on World Hunger like How well is your country fed or personal habits such as How much should I be eating?

Diwali- 30th Oct

Perhaps the most important event for any marketer, Diwali is the most perfect time to promote family, togetherness and general bonhomie.

E-commerce website and fashion brands can create article/listicles like – Dress to impress this Diwali, 8 hairstyles that will complete your Diwali outfit and Tips to decorate your house this Diwali.

Food brands can create content like 5 Must have dishes in your Diwali feast or Easy to make desserts for Diwali.
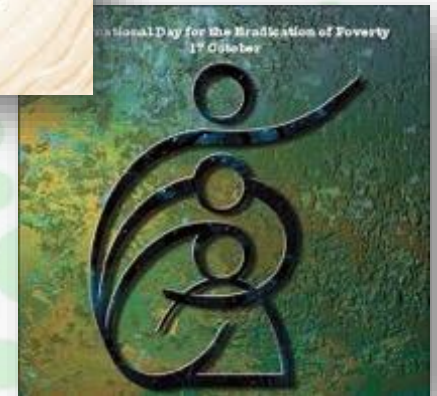
Calendar Events- World Days

World Habitat Day, to be observed on **3rd Oct, 2016**, is a day to reflect on the state of our cities and towns and the basic human right to adequate shelter.
International Day for the Eradication of Poverty, to be observed on **17th Oct, 2016**, is a day to recognize the struggles of those living in poverty and to help them in some way.

Brands can create content that will resonate with their TG. Real estate brands can create content like 7 localities that anyone can afford or 5 upcoming areas that are worth your money.

Brands can create content around spreading awareness like 7 NGOs that are making this world a better place etc.

Calendar Events- Fun Days

National Poetry Day on **6th of Oct** and **Animation Day** on **28th Oct** or the Days of User Generated Content as they should be called, is when content marketers have the chance to really engage users. Brands can also create quizzes like Can you guess the poet etc. or create content like 6 revolutionary Indian poets or how to write the perfect poem.

Techies Day on **3rd Oct** is a good time to celebrate the prized geeks in every family and business alike. Content like Must have Gadget for every Techie or 7 inventions that changed the face of the world or Did you know these Indian tech geniuses?

Quizzes like Are you a tech geek? or Can you recognise this inventor by his/ invention? etc. would do well.

Calendar Events- Fun Days

Meta at its best, **Internet Day** on **29th Oct** gives marketers an entire *world wide web* of content to create. Marking the anniversary of the first usage of the Internet to send a message electronically, way back in 1969, this is a fun day every brand can join in on. Content like History of the internet or Internet then vs internet now (infographic)

Vodka Day on **4th Oct** is the ideal day to raise digital glasses to the world's favourite alcoholic drink. It's a field day for all food and drink brands as well as any others who want to give their consumers a reason and a way to celebrate. Content like 6 vodka cocktails you can whip up in seconds or Can you recognise this Vodka brand? (quiz)

Major Celebrity Birthdays

- **Julie Andrews,** 1st Oct- Oscar winning Hollywood actress of Sound of Music, Mary Poppins fame

- **Sting**, 2nd Oct- Grammy winning English singer, former member of *The Police*

- **Lena Headey,** 3rd Oct- English actress portraying Cersei Lannister in cult TV show *Game of Thrones*

- **Dakota Johnson,** 4th Oct- Hollywood actress of *50 Shades of Grey* fame

- **Kate Winslet,** 5th Oct- Oscar winning Hollywood actress of *Titanic* fame , amongst others

- **Rekha,** 10th Oct- Bollywood 's original diva and one of India's most widely renowned actresses

- **Amitabh Bachchan,** 11th Oct- Bollywood's own Big B, one the of the world's most famous actors

- **Hugh Jackman,** 12th Oct- Hollywood actor of *Wolverine* fame

- **Hema Malini**, 16th Oct- Bollywood actress of *Sholay*, *Seeta aur Geeta* fame, amongst others

- **Kim Kardashian,** 21st Oct- American television and social media personality, actress and model

- **Parineeti Chopra,** 22nd Oct- Bollywood's latest *It Girl*, of *Ishaqzaade* fame

- **Asin,** 26th Oct- Bollywood actress of *Ghajini* fame

Major Film Releases

Bollywood

- **Ae Dil Hai Mushkil,** 28th Oct, starring: Ranbir Kapoor, Anushka Sharma
- **Shuddhi**, 31st Oct, starring: Varun Dhawan, Alia Bhatt

Hollywood:

- **The Girl on the Train,** 7th Oct, starring: Emily Blunt, Justin Theroux
- **Underworld: Blood Wars,** 14th Oct, starring: Kate Beckinsale
- **Jack Reacher: Never Go Back,** 21st Oct, starring: Tom Cruise

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Thank You!