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# May

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



May is here and oh dear, it's getting *hot* in here!

As we all scuttle into our air conditioned homes and offices to escape the heat, we have a lot more time to look at our phones and laptops. For brands, that means there is a lot more scope to get some serious traction.

May is a busy month for marketers and there is no dearth of opportunities to strike relevant conversations with users.

Break the clutter with meaningful, entertaining content and you'll do just fine.

To give you a smooth start, we've done for you some *discovering, distributing* and *delighting*. Here is some data and insights about the major content pegs every brand should create their strategy around this May.

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

# The Hotly Awaited Holidays



For the next two months, kids are going to be on holiday from school and college both, so families and young adults alike busy planning vacations!

Searches around summer activities, holiday destinations, travel itineraries, and checklists go through the roof in the last week of April- mostly for domestic locations though, as international trips are already planned by this point.

Content such as "The top 15 destinations every family must visit", "29 Of The Best Vacation Destinations For Couples", "17 forgotten holiday spots hidden away in the hills of India" and "13 things that you do on vacation (that are not cool any other time)" will all stroke the Indian traveller's heightened wanderlust!



# Cricket Fever



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India's heartbeat is measured in runs and it's elevated right now, with the IPL ruling hearts, TV sets and social feeds all over the country. The final will be played on **29<sup>th</sup> May, 2016** in Mumbai.

While there is a lot of buzz around the world cup throughout the tournament, typically, the interest and searches increase around the beginning of the tournament, then drop a little and then surge around the quarter finals and peak during the finals.

Plenty of cricket content such as "Teams to watch out for this IPL 201" is already doing the rounds. In order to stand out, brands would have to innovate and find a way to connect their offering to Cricket, such as "10 health snacks to eat as you sit down to watch the IPL final" or "What Investors and cricket fans have in common".





# Beauty comes to a Boil



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In houses across the country, dusty suitcases are being brought out, emptied, and stuffed with winter clothes. The time is ripe to plan your wardrobe and make up kit for summer.

Searches around summer skin care, summer fashion, and summer health tips surge. "The best foods to keep cool this summer", "10 new fashion trends you must try this summer" and "11 ways to keep your skin fair and moisturised" will work wonders.

Also, more and more people are looking to stay fit. *Au naturel* cures for common cold and other allergies will increase.

This is a great time for brands to jump into relevant conversation and become a great resource for their audience.



# Hot weather, cool food



As the temperatures rise, searches around summer food go up. Summer recipes get searched predominantly from South India. While north India searches more for easy recipes for kids.

Searches around must have foods in summer and seasonal fruits go up. Mango is a clear winner though with searches around aam panna, aam ras etc also increase. Content around summer drinks and coolers get read a lot and are also shared extensively.

So pick up the tab this Summer!





# World Laughter Day- 1<sup>st</sup> May



**World Laughter Day** will be celebrated on **1<sup>st</sup> May 2016**. The first celebration was on January 10, 1998, in Mumbai, India, and was arranged by Dr. Madan Kataria, founder of the worldwide Laughter Yoga movement. It is now celebrated worldwide with the Laughter Yoga movement now counting thousands of Laughter Clubs in more than 105 countries.

Explore content such as “Did you know you can get healthier if you laugh more?” and “Millions of people around the world will be laughing a lot on May 1<sup>st</sup>. Here’s why”. Brands can employ humour to get across their various messages and simply create a relevant hashtag such as #laughwithus or #getlaughinggetliving.



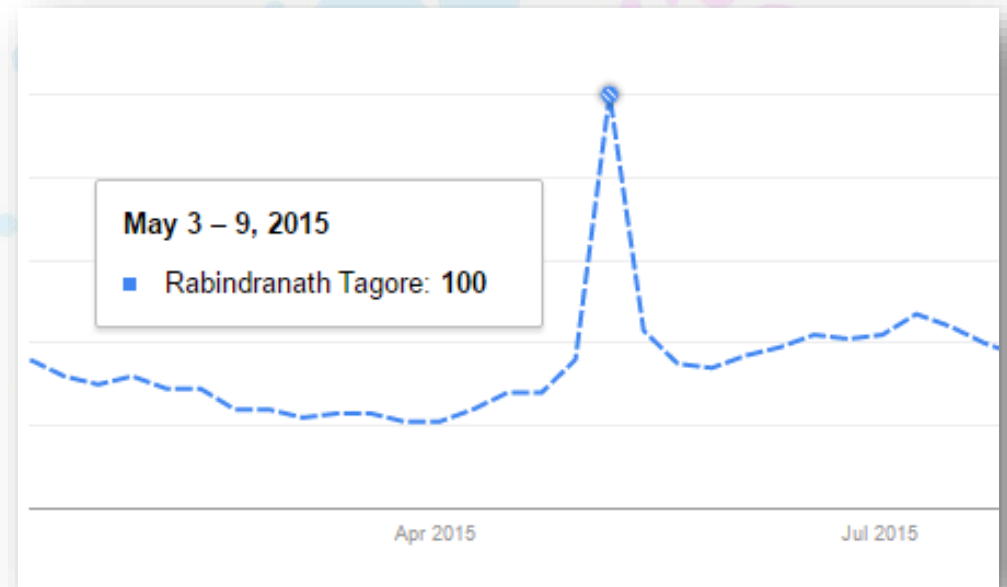
# Rabindranath Tagore Jayanti- 8<sup>th</sup> May



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Rabindranath Tagore was a Bengali polymath who became the first non-European to win the Nobel Prize in Literature in 1913. His compositions were chosen by two nations as national anthems: India's *Jana Gana Mana* and Bangladesh's *Amar Shonar Bangla*.

On the day of his birth, users want to be reminded of his poetry, his contribution to literature and his impact on modern life. "The 5 most startling facts about the man who wrote India's national anthem", "Take this quiz to prove how well you know Rabindranath Tagore", "The 10 most stunningly beautiful writings of Rabindranath Tagore" will all entertain users.





# Mother's Day- 8<sup>th</sup> May



Mother's day is a great opportunity for brands to emotionally connect with the audiences.

Sharing gift and celebration ideas with users is a great way to add value. Contests and quizzes can be a great source of User Generated Content- "We asked 10 people to share what they love most about mom".

If you are an e-commerce player then planning a sale with some great mother-oriented content might be a good way to engage with users- "10 great gifts to buy your mom if he's anything like Claire Dunphy"; "13 ways to show your mom you care this Mother's Day". Brands can also find ways to link their own products with the spirit of the day; for example, "10 lessons about money I learned from my mother".



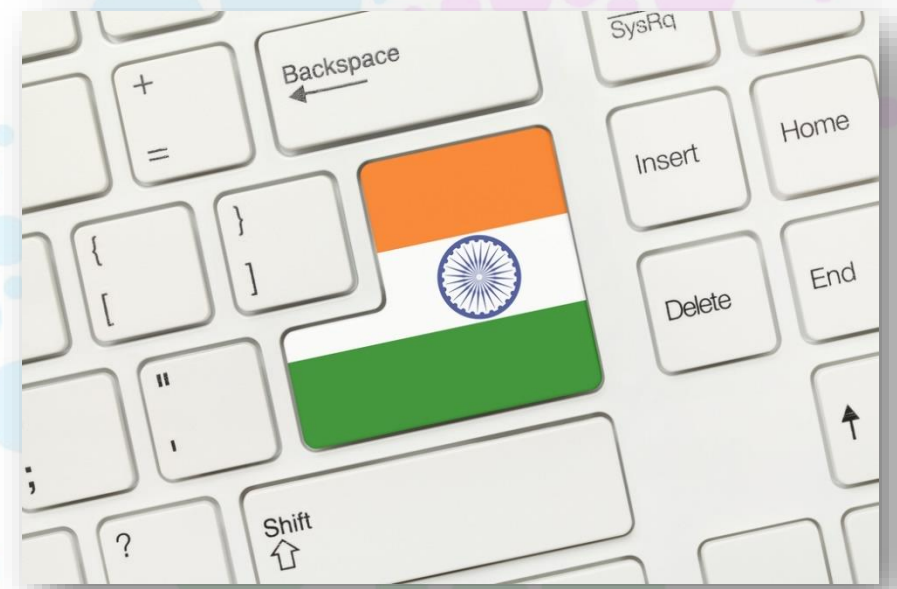
# National Technology Day- 11<sup>th</sup> May



Every year, 'National Technology Day' is observed across India on May 11. This day glorifies the importance of science in day-to-day life and motivates students to adopt science as a career option. It commemorates a number of achievements for India, including the anniversary of the first Operation Shakti (Pokhran-II) nuclear test.

A great opportunity for brands to celebrate technology and everything it makes possible, as well as for product driven companies to toot their own horn.

"10 ways technology changed our lives", "The 15 most important advantages technology driven businesses have", "10 techies making India proud!", "On National Technology Day, here is a product [changing the face of content marketing](#)" would all get clicks.



# Anti Terrorism Day- 21<sup>st</sup> May



All over India, May 21st is observed as Anti Terrorism Day in the memory of former Indian Prime Minister Mr Rajiv Gandhi who passed away on this day.

This day is aimed at spreading awareness about the dangers of terrorism and its effect on people, society and the nation as a whole. Brands need to express solidarity on a day like this, and do whatever possible to contribute positively- be it raising funds or attracting volunteers for charities working with bereaved families of victims of terrorism, or outlining the impact that a regular citizen can have with content such as "How to spot a terrorist on a plane- flight attendants share tips" and "4 ways to recognise signs of terrorist activities".





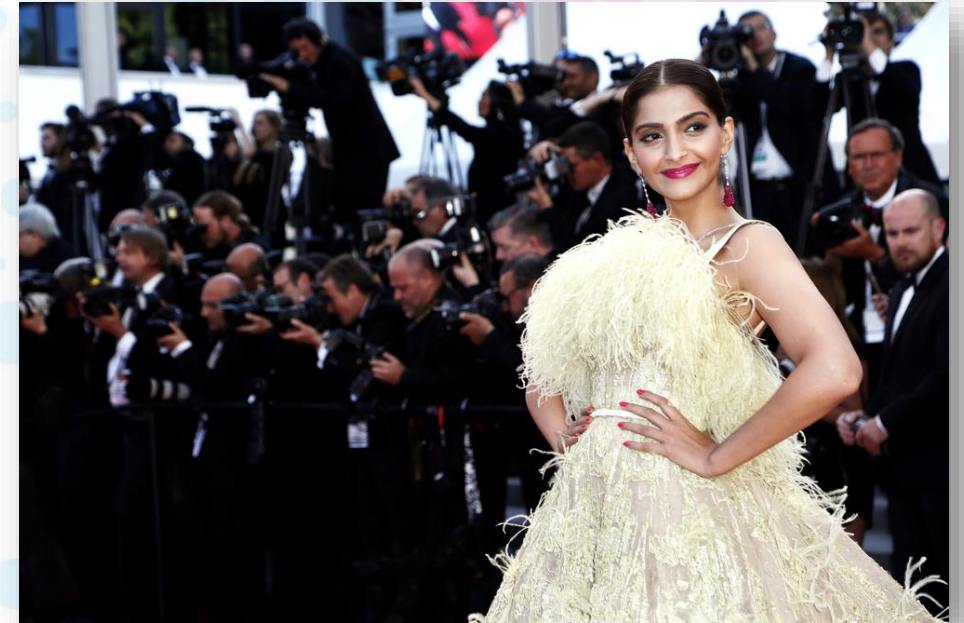
# Cannes Film Festival- 11<sup>th</sup> -22<sup>nd</sup> May



With more and more Indian celebrities attending Hollywood award, it's no wonder that searches around their fashion choices, film performances, random trivia and rumoured romanticisms are on the rise.

Of course, readers are also curious about "The 10 most anticipated films at Cannes 2016" and "11 talented actors who were discovered at Cannes". However, "14 celebrities who absolutely slayed at the Cannes Film Festival" and "15 of the funniest reactions to Sonam Kapoor's fashion choice for Cannes" may gain more traction.

Brands can use this opportunity to promote travel plans for users interested to attend the event.





# World No Tobacco Day- 31<sup>st</sup> May



World No Tobacco Day is commemorated around the world on 31<sup>st</sup> May to encourage a 24-hour period (at the very least) of abstinence from all sorts of tobacco products, be it *beedis* or cigarettes.

Brands can and should take a stand on an important day like this, and can also promote relevant CSR efforts they have undertaken or stringent company policies they are proud of. Content like "17 genius tips to quit smoking (from ex-smokers)", "11 joys only non-smokers experience", "13 super effective ways to help someone you love quit smoking", "14 things you can do instead of smoking a cigarette when you really need one" won't fizzle out. Brands must go beyond being preachy and suggest actual solutions.



# Game of Thrones



Game of Thrones, a TV Series based on the 'A Song of Ice and Fire' book series written by George RR Martin, returned for its 6<sup>th</sup> season on 24<sup>th</sup> April, which will continue till 26<sup>th</sup> June. It is the most pirated TV series in history, one of the most eagerly awaited, and definitely worth following closely.

Brands can be innovative and bank in on the obsession with content such as "10 stark business lessons one can learn from the Starks", "5 billionaires who handle money about as well as Little Finger" and "Game of Thrones: How healthy are you really?" E-Comm players can of course amp up promotion of specific merchandise when the craze is at its peak and fandoms are exploding.



# Major Film Releases



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## *Bollywood*

- **Traffic**, 6<sup>th</sup> May, starring: Manoj Bajpai, Jimmy Shergill
- **Sarbjit**, 20<sup>th</sup> May, starring: Aishwariya Rai Bachchan
- **Phobia**, 27<sup>th</sup> May, starring: Radhika Apte
- **Waiting**, 27<sup>th</sup> May, starring: Naseeruddin Shah, Kalki Koechlin

## *Hollywood:*

- **Captain America: Civil War**, 6<sup>th</sup> May, starring: Chris Evans, Robert Downey Jr
- **The Nice Guys**, 20<sup>th</sup> May, starring: Russell Crowe, Ryan Gosling
- **X:Men Apocalypse**, 27<sup>th</sup> May, starring: Jennifer Lawrence, Sophie Turner

# Major Celebrity Birthdays



- Anushka Sharma, 1<sup>st</sup> May, Bollywood actress
- Aruna Irani, 1<sup>st</sup> May, Indian actress
- Dwayne “The Rock” Johnson, 2<sup>nd</sup> May, Hollywood actor and former WWE star
- Adele, 5<sup>th</sup> may, Multiple Grammy Winning English Singer, Songwriter and Composer
- George Clooney, 6<sup>th</sup> May, Hollywood actor
- Sunny Leone, 13<sup>th</sup> May, Bollywood actress
- Lillete Dubey, 13<sup>th</sup> May, Indian actress
- Waheeda Rehman, 14<sup>th</sup> May, Bollywood actress
- Madhuri Dixit, 15<sup>th</sup> may, Bollywood actress
- Vir Das, 19<sup>th</sup> May, Indian Comedian
- Sam Smith, 19<sup>th</sup> May, Multiple Grammy Winning English Singer Songwriter
- Naomi Campbell, 22<sup>nd</sup> May, American Model
- Karan Johar, 25<sup>th</sup> May, Bollywood Director and Producer and TV personality





# Thank You!

