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# August

Happy Friendship Day

August has something for everyone.

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 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.



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# World Breastfeeding Week - 1<sup>st</sup> to 7<sup>th</sup> 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 infants life.

Nutrition and Mother/Infant care related brands can talk about 'Importance of breast feeding' or 'How does a mother's diet affect her milk' or talk about 'Post pregnancy care for both child and mother '.



# Friendship Day – 7<sup>th</sup> August



Searches around Friendship Day, celebrated on the first Sunday of August, increase around the 20th of July. This is when users search for quotes and images embodying the spirit of the day. Articles about friendship are more likely to show up in these searches.

Brands can highlight the value of friendship in their own way by publishing listicles and guides such as ‘10 activities you must do with your bestie’ and ‘How to travel the whole world with your best friend- on a budget’. Quizzes such as ‘How strong is your friendship?’ will attract a lot of attention too. E-Commerce websites can create lists such as ‘10 Friendship Day gifts for your geeky best friend’ to promote their products.

Queries	Top Rising	
friendship day images	100	<div></div>
friendship images	100	<div></div>
happy friendship day	90	<div></div>
happy friendship	90	<div></div>
friendship day 2015	45	<div></div>
friendship day quotes	40	<div></div>
friendship quotes	40	<div></div>

# Independence Day - 15<sup>th</sup> 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 will all be par for the course.

E-commerce brands can create content like 'Can you get through this list of tri-colour merchandise without spending Rs. 500?', '5 ways to wear a saree' or 'Have you been wearing the dhoti wrong?' Food brands can publish listicles like '10 Indian dishes that can never be replaced' and Travel brands can publish a listicle about all '15 historical places in India that are more beautiful than the ROW' or 'Last minute travel ideas for the long weekend'.

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



# Summer Olympics - 5<sup>th</sup> to 21<sup>st</sup> August



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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. India is sending one of the biggest Olympic contingents ever.

Articles on ‘Previous Olympic games’, ‘The participation of Indian athletes’ and ‘The Olympian values that we can incorporate in our daily lives’ will be well-consumed. ‘Success stories of the athletes themselves’ and ‘How they can inspire us’ can create some truly share-worthy content, especially as vox-pox videos and documentaries.



# International Youth Day – 12<sup>th</sup> August



Celebrated on 12th August, this day is of particular significance because of the segment it celebrates—Youth. This group is the most active audience for any brand on digital media, so this can be a great opportunity to create a buzz. Content that celebrate youth would pull in more audience and will have great shareability.

Brands can publish fun articles like ‘Why 2016 can be the best year for a 20-something’ Introspective articles like ‘15 things I’d tell my younger self?’ and ‘What can we expect from the millennials at workplace?’ will also generate great interest. Since Independence day would be just around the corner, an article about ‘Young revolutionaries would be a great idea’.



# Raksha Bandhan - 18<sup>th</sup> August



Raksha Bandhan is on 18<sup>th</sup> August this year and is celebrated 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. Equally effective for certain brands could be opinion pieces such as ‘What relevance does Raksha Bandhan hold in today’s day and age?’.

Queries	Top Rising	
	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>



# Dahi Handi - 26<sup>th</sup> 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 particularly fond of curds.

Marketers can put content like 'The history of Janmashtami 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' to engage with users who want to know about the associated traditions.



# Women's Equality Day - 26<sup>th</sup> August



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Women's Equality Day on 26<sup>th</sup> 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.

Content like 'Tips on being a woman in power', 'The most influential speeches about Gender Equality you must hear', '5 Small ways you may not be as Feminist as you think' and 'Things women want men to know', can all strike up the right conversations.

# National Sports Day – 29<sup>th</sup> August



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National Sports Day in India is celebrated on the 29<sup>th</sup> 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. Not much is known about this day, so we can create content informing people about its existence and purpose. Also, content like ‘Non-Cricket sportsmen and women you should know’, ‘These 10 Indian sportspeople prove that nothing is impossible’ and ‘Pro-tips India’s Hockey Team Captain has for you’ would do wonders’.





# US Open - 29<sup>th</sup> Aug to 11<sup>th</sup> September



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The US Open Tennis Championship is a modern version of the US National Championship and it commences on the 29<sup>th</sup> of August this year. The biggest players take part in this tournament and the tournament is followed worldwide.

Marketers can put articles like ‘History of the US Open Tennis Championship’, ‘Who you should be betting on for the US Open’, ‘10 Celebrities you didn’t know were at the US Open’, and ‘Fashion Tips from the top sportsmen and women of the US Open’ would appeal to a variety of audiences- from sports fans to popular culture enthusiasts!.

# Calendar Events - Important Days



## World Humanitarian Day - 19<sup>th</sup> 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. Try content like 'How to be a better global citizen?'.

## International Photography Day - 19<sup>th</sup> August

This is a great chance for brands to celebrate their support of the arts and create share worthy content. '10 Indian photographers causing ripples around the world', '15 photos that will change how you see India', '20 photos of animals that will melt your heart' would all work.





# Calendar Events - Fun Days



## International Beer Day - 5<sup>th</sup> 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’** and **‘10 places to take your beer buddies’** will do well.

## Sister's Day - 7<sup>th</sup> 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 - 8<sup>th</sup> 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. '10 Times cats were cooler than us', 'Cat proofing your home furniture', etc. could get a lot of clicks.

## World Mosquito Day - 20<sup>th</sup> August

First established in 1897, World Mosquito day was created the day they were discovered as the reason for malarial transmission. Create content like '10 Ways to protect your family from Malaria' or 'These 15 facts will make you take Malaria seriously'.



# Calendar Events - Fun Days

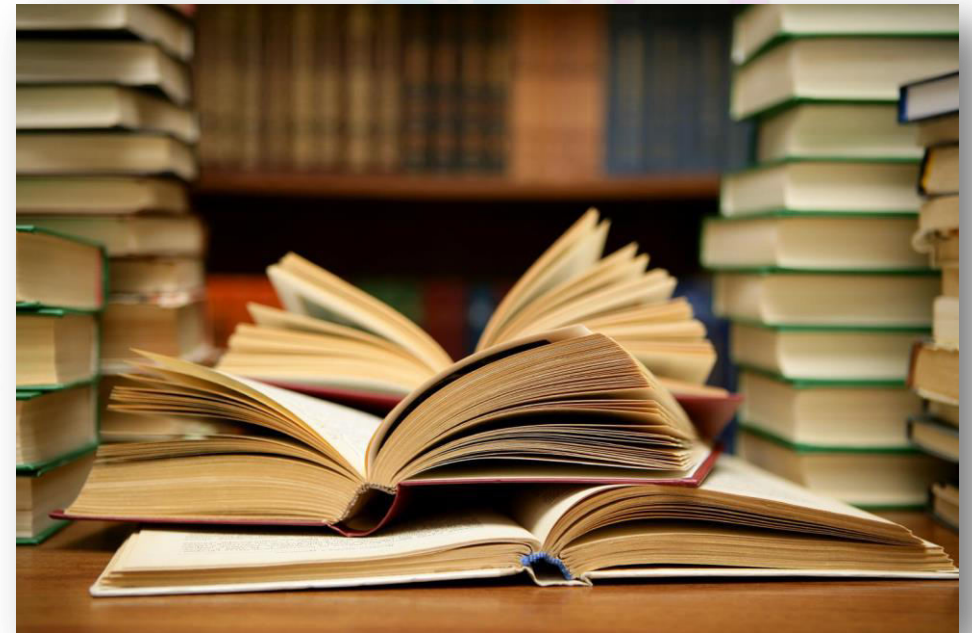


## Book Lovers Day - 9<sup>th</sup> August

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’](#), [‘Books that will change the way you look at life’](#) can do well.

## Left Handers Day - 13<sup>th</sup> 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’](#), [‘5 things that you will understand only if you are a left hander’](#) 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. Articles like **‘Things that only a cricket fan will understand’** will work. You could also do a video series with cricket fans talking about **‘What they are willing to do for not missing watching the match’**.

## Football: Premier League Season begins

The Football Premier League Season will begin this August and fans religiously follow the matches. **‘Why My Team Is The Best’** can be a video where people talk about why their favourite team is the best and engage in friendly banter with the supporters of other teams. **‘Things only a football fan can understand’** will be a good article to go with this theme.



# International Music Festivals



## Sziget Festival - 10<sup>th</sup> August to 17<sup>th</sup> August

This week long festival in Budapest attracts people from all over the world. Articles like ‘Things that happen only at music festivals’, ‘Why the Sziget Festival is THE music festival of the year’ will work.

## Burning Man - 28<sup>th</sup> August to 5<sup>th</sup> 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’ , ‘10 Music festivals you must attend at least once in your lifetime’ would go well.





# Major Film Releases



## ***Bollywood***

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

## ***Hollywood:***

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

# Major Celebrity Birthdays



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



# Thank you!

[www.scatter.solutions](http://www.scatter.solutions)