



# April 2016

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



Something important is happening this month.

On the very first day of the month, there's going to be an announcement that will alter the face of marketing forever.

Brands have been speculating about said announcement, publishers whispering with the lights off, but consumers have been completely in the dark.

Are you ready?

**Just kidding.**

While April Fool's Day on April 1<sup>st</sup> 2016 is definitely an important day for brands to strive to get Buzzfeed articles written about their witty campaigns and repartees, there's a lot else you can be tweeting and posting about, that could get you eyeballs.

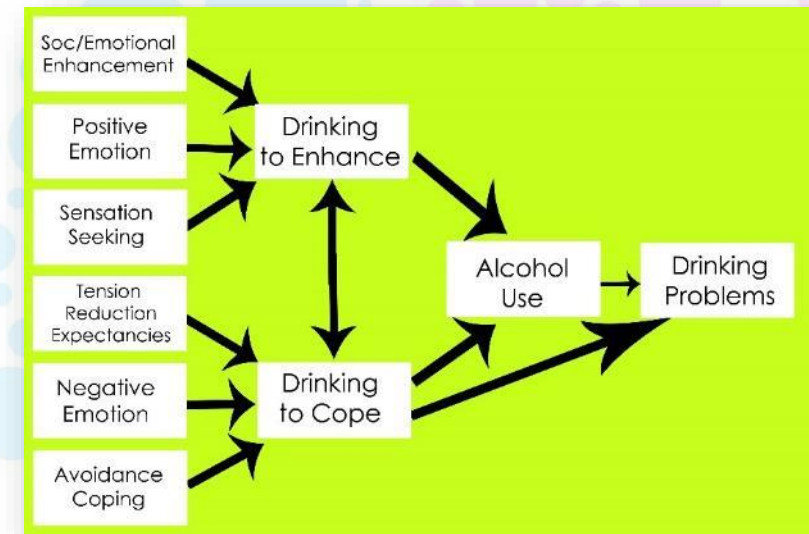
To give you a smooth start to the financial year, we've done for you some *discovering*, *distributing* and *delighting*. Here is some data and insights about the major content pegs every brand should create their strategy around this February.

# Alcohol Awareness Month



Each April since 1987, the NCADD, based in USA, sponsors Alcohol Awareness Month to increase public understanding, reduce stigma and encourage local communities to focus on alcoholism and alcohol-related issues. This year's theme is "Talk Early, Talk Often: Parents Can Make a Difference in Teen Alcohol Use".

Brands can look to offer healthier alternatives to alcohol for celebrations, promote apps and products that can help monitor consumption and diets, discuss how to talk to children about the dangers of alcohol (without scaring them), offers ideas on how to make cars safer against accidents caused by drunken driving, etc.



# Poetry Month

In some parts of the world, April is celebrated as **Poetry Month**, with schools, publishers, libraries, booksellers, and poets celebrating poetry's vital place in our culture.

Brands can be poetic in their communications, organise some employment engagement programs to highlight talent in house, or create content with posts such as "19 culturally rich ways to celebrate NPM", "10 ways poetry makes you a better person" or "5 products every poetry lover needs".

Brands can also organise events or host contests, both of which can be great sources for User generated content, a favourite on Social Media.



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A photograph of a poem written on a piece of aged, yellowed paper. The text is in a dark, serif font and is slightly tilted. The background of the slide features a pattern of light blue and green circles of varying sizes.

I have looked down the saddest city lane,  
I have passed by the watchman on his beat  
And dropped my eyes, unwilling to explain.  
I have stood still and stopped the sound of feet  
When far away an interrupted cry  
Came over houses from another street,  
But not to call me back or say good-by;  
And further still at an unearthly height,  
One luminary clock against the sky  
Proclaimed the time was neither wrong nor  
Have been one acquainted with the night.



# World Health Day- 7<sup>th</sup> April 2016



This year's theme for World Health Day is 'Beat diabetes: Scale up prevention, strengthen care, and enhance surveillance'.

Content should be aimed at spreading awareness about the rise in diabetes, its symptoms, its effects, and preventive measures one can explore, such as better eating habits, more exercise and regulated medication.

Content pieces such as "How much do you really know about Diabetes?", "7 Ways to change your life for the better this World Health Day", "What are your chances of getting Diabetes and how can you reduce it?", "How effective are Diabetes injections?" would hit the **sweet spot**.



# Fashion Weeks

Lakme Fashion week is from 30<sup>th</sup> March to 3<sup>rd</sup> April and The New York Fashion Week (Bridal) will be held between 16<sup>th</sup>-18<sup>th</sup> April, 2016.

Fans want to know what the models are doing backstage, the top fashion trends being revealed that they should now chase after, the celebrity sightings at each of these events and *every. other. little. detail.*

Brands can step in with content such as "The 10 best moments from the LFW", "The best outfits from the MFW we wish we could afford", "Kendall Jenner just killed it at yet another fashion week", will all do well. Brands can also look for sponsorship opportunities and promote ambassadorship programs



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# World Earth Day- 22<sup>nd</sup> April

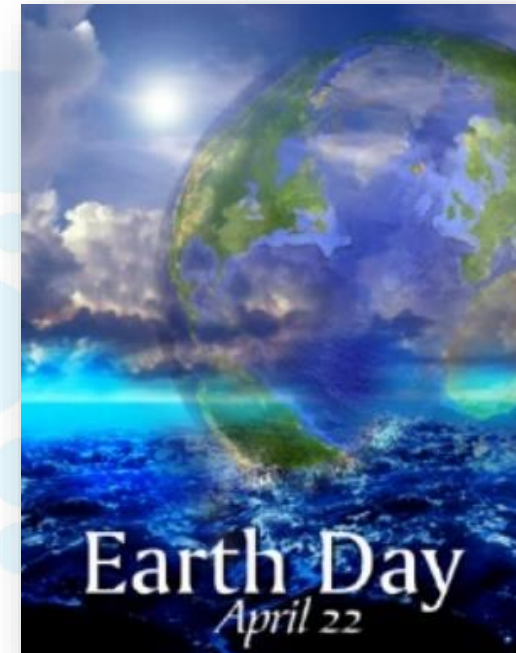


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Each year, Earth Day—April 22—marks the anniversary of the birth of the modern environmental movement in 1970.

As a brand, your goal can be either to Spread Awareness, Invite Action or Celebrate the Earth. Relevant content buckets include Impact of Climate Change, Going Green, Wildlife Conservation & Earth's Wonders.

Content such as "Spend this Earth Day lessening your carbon footprint", "The most eco-friendly gifts to give loved ones", "How going green can save your money", etc., will flourish.



# World Book Day

**World Book Day** on **23rd April** is a symbolic day for world literature and is celebrated to re-ignite the love for reading. Try content along the lines of "50 books you need to read before you die", "10 modern writers who give Shakespeare & Co a run for their money" and "17 book plotlines that will have you ordering online in minutes".

There are some obvious partners to books- a cup of coffee, a warm quilt, great lighting. All these brands can look at doing some cute social content around this day.

E-commerce players can also create content around this day and make their users rediscover the love for reading



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# World Immunisation Week



World Immunization Week –from 24<sup>th</sup>-30<sup>th</sup> April- aims to promote the use of vaccines to protect people of all ages against diseases.

Where messages about immunisation are usually issued in public service, brands can direct their CSR efforts towards this cause and gain some goodwill through relevant, publicised charity.

Explore content such as “You won’t believe the poor state of immunisation in these nations”, “The long list of diseases that can be reduced through immunisation”, or “6 compelling reasons why you must make time for immunisation” to associate your brand with the good in the world.



# World Malaria Day- 25<sup>th</sup> April

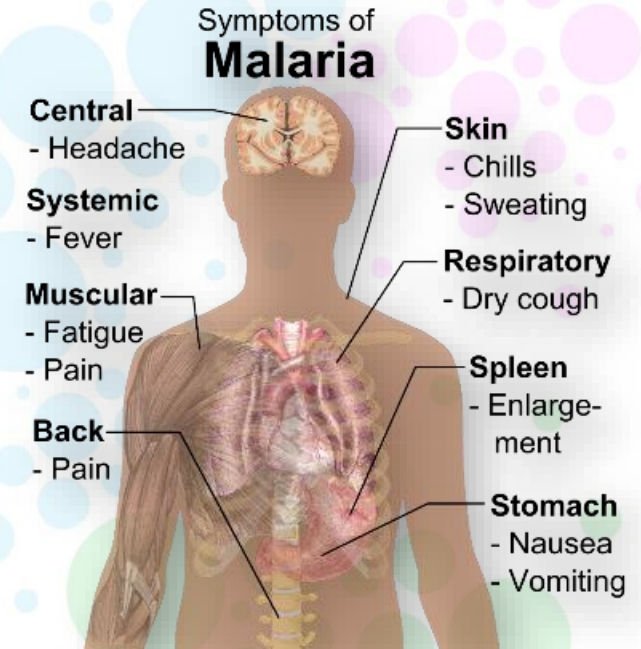


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With more than 1 million cases of Malaria reported in India every year, efforts must be made to spread awareness and promote prevention of Malaria.

Content such as "Top 10 things every Indian must know about Malaria", "How to prevent Malaria in peak summer", "Do you know enough about how Malaria is caused?" and "5 ways to help Malaria patients across the world" will be impactful.

Healthcare and apparel brands can even try content along the lines of "8 things you didn't know were attracting mosquitoes" and "Mosquito bites aren't pretty, here are 10 fashionable ways to keep safe".



# Indian Premier League



Nothing excites Indians more than cricket. And T20 is fast becoming one of the most thrilling formats of the game.

IPL has become an annual extravaganza for all cricket lovers across the world where 8 teams compete with each for the coveted trophy.

There will be tons of content already doing the rounds such as "Most valuable players in the tournament" or "Teams to look out for" etc

Therefore, brands would have to carve a niche for themselves by associating their offerings in a unique way with the sport. E.g. "What does cricket and financial planning have in common?" or "Tell us who is in your T20 dream team and we'll tell you if you'll retire rich"



# Calendar Events- Significant Days



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**International Jazz Day** on 30<sup>th</sup> April intends to raise awareness in the international community of the virtues of jazz as an educational tool, and a force for peace, unity, dialogue and enhanced cooperation among people. Definitely worth making some noise about.



**World Veterinary Day** on 30<sup>th</sup> April, celebrates Vets all over the world, who save the lives of billions of animals each year, whether they are captive, wild or our pets at home. Brands can create content such as “10 ways to do something nice for your Vet on their special day”, “Looking for a way to help animals? Help their healers”.





# Calendar Events- Fun Days



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**Beer Day** on 7<sup>th</sup> **April** is the ideal day to raise digital glasses to one of the world's favourite alcoholic drinks. 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 Tax Time or just a regular Friday.



**Wear your Pyjamas to Work Day** is on 16<sup>th</sup> **April** is the day when you don't have to worry about the blue shirts and high heels. It is a day when you can come to office in your nightwear and no one will bat an eyelid. Unfortunately, April 16<sup>th</sup> is a Saturday! How about you start a movement to move it to April 15<sup>th</sup> for the greater good?



# Calendar Events- Religious Days



**Rama Navami** on **15<sup>th</sup> April** is a Hindu festival, celebrating the birth of the god Rama.

**Mahavir Jayanti** on **19<sup>th</sup> April** is observed by Jains as birth anniversary of sage Mahavir.

**Gudi Padwa** on **8<sup>th</sup> April** is celebrated as the first day of the year by Maharashtrians and Konkanis

Content suggestions include "The most beautiful sights you see on Rama Navami", "5 ways to celebrate Rama Navami", "10 gift ideas for Rama Navami", "A lesson in tradition: what you must know about Mahavir Jayanti", "Where can you go to experience Mahavir Jayanti celebrations?", "10 things you must know about Jainism on the birth of its founder", etc.



# Calendar Events- Sports



3 <sup>rd</sup> April	World Twenty20 finals (men and women) in India
7 <sup>th</sup> to 10 <sup>th</sup> April	2016 Masters Golf Tournament in USA
8 <sup>th</sup> to 10 <sup>th</sup> April	Men & Women's Artistic British Championships, Liverpool
9 <sup>th</sup> April onwards	Indian Premier League
15 <sup>th</sup> to 17 <sup>th</sup> April	Formula 1 - Chinese Grand Prix, Shanghai
16 <sup>th</sup> April to 2 <sup>nd</sup> May	Snooker - World Championship, England

**Searches** around players, past matches and broadcast schedules surge, creating a lot of online buzz. There's also an increase in searches around **fashion and lifestyle** since users are interested to know about celebrity sightings at matches, their fashion and fitness choices, etc. **Feature content** like "Will these players make a comeback?" or "Why you need to spend time watching Snooker" as well as **live updates** and **post-match analyses** will be greatly appreciated by the millions of Indian Sports Fans.



# Major Film Releases



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## *Bollywood*

- **Ki and Ka**, 1<sup>st</sup> April, starring: Kareena Kapoor, Arjun Kapoor
- **One Night Stand**, 8<sup>th</sup> April, starring: Sunny Leone
- **Fan**, 15<sup>th</sup> April, starring: Shahrukh Khan

## *Hollywood:*

- **Finding Dory**, 1<sup>st</sup> April, starring: Ellen DeGeneres
- **Jungle Book**, 15<sup>th</sup> April, starring: Neel Sethi, Bill Murray, Scarlett Johansson
- **Star Trek: Beyond**, 22<sup>nd</sup> April, starring: Charlize Theron, Jessica Chastain



# Major Celebrity Birthdays



- Eddie Murphy, 3<sup>rd</sup> April, American actor and comedian
- Robert Downey Junior, 4<sup>th</sup> April, American actor and director
- Jackie Chan, 7<sup>th</sup> April, Hong Kong martial artist, actor, film director, producer, stuntman, and singer
- Kristen Stewart, 9<sup>th</sup> April, American actress
- Aamir Khan, 14<sup>th</sup> April, Bollywood actor and director
- Emma Watson, 15<sup>th</sup> April, British actress, model, and activist
- Leonardo Da Vinci, 15<sup>th</sup> April, Italian inventor, painter, sculptor, architect, scientist and musician
- Shahid Kapoor, 18<sup>th</sup> April, Bollywood actor
- Kourtney Kardashian, 18<sup>th</sup> April, American reality television personality, actress, socialite, businesswoman and model
- Miranda Kerr, 20<sup>th</sup> April, Australian model
- Akshay Khanna, 20<sup>th</sup> April, Bollywood actor
- Queen Elizabeth II, 21<sup>st</sup> April, Queen of the UK, Canada, Australia, and New Zealand, and Head of the Commonwealth
- Kangana Ranaut, 23<sup>rd</sup> April, Bollywood actress
- Al Pacino, 25<sup>th</sup> April, American actor



# Thank You!

