

# PUBLICITY CALENDAR

# INSTRUCTIONS

**TIME:**

1 hour + creative time  
(which may be weeks for a  
comprehensive exploration).

**YOU WILL NEED:**

A highlighter and a pen.



## WHAT'S IT FOR?

Use the calendar to activate your Purpose across the year, making use of the key moments consumers will identify most.



## HOW DO I USE IT?

1. Think about what your Purpose means and which types of moments will be authentic areas to engage in (people or planet oriented, for example).
2. Cross out the ones that are disconnected or unrelated to your Purpose.
3. Highlight the remaining ones that get you excited.
4. Consider picking up to 15 final moments that sit across the year, to then explore further creatively.
5. Plot them on the tiered grid below to prioritise how much scale you want to give your moments.

## JANUARY

**Veganuary**

- 2nd** World Introvert Day
- 4th** World Braille Day
- 18th** Blue Monday (“the most depressing day of the year”)
- 17th** World Religion Day

## FEBRUARY

**USA Black History Month**

- 11th** International Day of Women and Girls in Science
- 15th** Singles Awareness Day
- 17th** Random Acts of Kindness Day
- 20th** World Day of Social Justice

## MARCH

- 3rd** World Wildlife Day
- 8th** International Women's Day
- 18th** Global Recycling Day
- 20th** International Day of Happiness
- 21st** International Day for the Elimination of Racial Discrimination
- 21st** International Day of Forests
- 22nd** World Water Day
- 28th** Earth Hour
- 29th** Good Deeds Day

## APRIL

**Women in the World Summit**

- 2nd** World Autism Day
- 6th** International Day of Sport for Development & Peace
- 7th** World Health Day
- 21st** World Creativity & Innovation Day
- 22nd** Earth Day

## MAY

**Deaf Awareness Week**

- 15th** Endangered Species Day
- 17th** International Day Against Homophobia, Transphobia & Biphobia
- 21st** World Day for Cultural Diversity
- 21st** Global Accessibility Awareness Day

## JUNE

**Pride Month**

- 5th** World Environment Day
- 8th** World Oceans Day, & the **UN Ocean Conference** during the previous week.
- 12th** World Day Against Child Labour
- 20th** World Refugee Day
- 22nd** World Rainforest Day

## JULY

**Plastic Free July**

- 17th** International Justice Day
- 30th** International Day of Friendship

## AUGUST

- 9th** International Day of the World's Indigenous Peoples
- 19th** World Humanitarian Day

## SEPTEMBER

**UNGA Climate Week**

- 5th** International Day of Charity
- 21st** International Day of Peace

## OCTOBER

**UN Biodiversity Conference**

- 10th** World Mental Health Day
- 16th** World Food Day
- 17th** International Day for the Eradication of Poverty
- 24th** United Nations Day
- 31st** World Cities Day

## NOVEMBER

**COP26**

- 13th** World Kindness Day
- 25th** International Day for the Elimination of Violence against Women
- 30th** Giving Tuesday (2020)

## DECEMBER

- 3rd** International Day of People with Disability
- 5th** International Volunteer Day
- 5th** World Soil Day
- 9th** International Children's Day

	<b>TIER 1:</b> <b>HEADLINE GRABBERS</b> <small>(popular moments that will catapult your brand Purpose into the spotlight during busy times)</small>	<b>TIER 2:</b> <b>PRE-ESTABLISHED MOMENTS</b> <small>(moments that shouldn't be left out but are secondary to your Purpose)</small>	<b>TIER 3:</b> <b>DIFFERENTIATORS</b> <small>(less well trodden moments that align directly with your Purpose)</small>
<b>JAN</b>			
<b>FEB</b>			
<b>MAR</b>			
<b>APR</b>			
<b>MAY</b>			
<b>JUN</b>			
<b>JUL</b>			
<b>AUG</b>			
<b>SEPT</b>			
<b>OCT</b>			
<b>NOV</b>			
<b>DEC</b>			