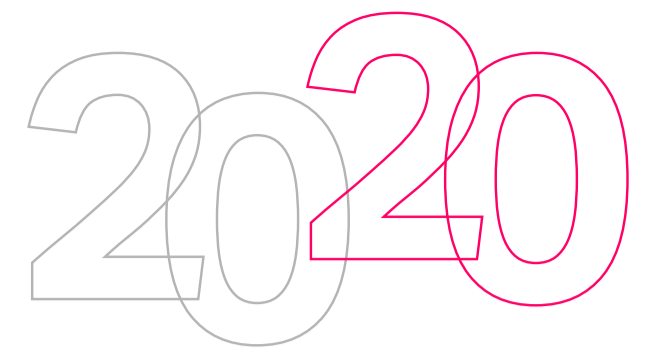



Campaign Planning

A simple cheat sheet to help with campaign & creative planning to stay ahead of your competition



JANUARY




	MO	TU	WE	TH	FR	SAT	SUN
01			1	2	3	4	5
02	6	7	8	9	10	11	12
03	13	14	15	16	17	18	19
04	20	21	22	23	24	25	26
05	27	28	29	30	31		

EVENTS

- New Year's Day
January 1
- Christmas Eastern Orthodox
January 7
- Chinese New Year
January 25 - February 8

FEBRUARY




	MO	TU	WE	TH	FR	SAT	SUN
05					1	2	
06	3	4	5	6	7	8	9
07	10	11	12	13	14	15	16
08	17	18	19	20	21	22	23
09	24	25	26	27	28	29	

EVENTS

- Valentine's Day
February 14

MARCH




	MO	TU	WE	TH	FR	SAT	SUN
09						1	
10	2	3	4	5	6	7	8
11	9	10	11	12	13	14	15
12	16	17	18	19	20	21	22
13	23	24	25	26	27	28	29
14	30	31					

EVENTS

- International Women's Day
March 8
- St. Patrick's Day
March 17

APRIL




	MO	TU	WE	TH	FR	SAT	SUN
14			1	2	3	4	5
15	6	7	8	9	10	11	12
16	13	14	15	16	17	18	19
17	20	21	22	23	24	25	26
18	27	28	29	30			

EVENTS

- April Fools' Day
April 1
- Pesach
April 8
- Easter (Orthodox)
April 19
- Easter
April 12
- Earth Day
April 22

MAY



	MO	TU	WE	TH	FR	SAT	SUN
18					1	2	3
19	4	5	6	7	8	9	10
20	11	12	13	14	15	16	17
21	18	19	20	21	22	23	24
22	25	26	27	28	29	30	31

EVENTS

- Mother's Day
May 10
- Eurovision Song Contest
May 12 - May 16
- Cannes Film Festival 2020
May 12 - May 23

JUNE




	MO	TU	WE	TH	FR	SAT	SUN
23	1	2	3	4	5	6	7
24	8	9	10	11	12	13	14
25	15	16	17	18	19	20	21
26	22	23	24	25	26	27	28
27	29	30					

EVENTS

- International Children's Day
June 1
- Father's Day
June 21

JULY




	MO	TU	WE	TH	FR	SAT	SUN
27						1	2
28	3	4	5	6	7	8	9
29	10	11	12	13	14	15	16
30	17	18	19	20	21	22	23
31	24	25	26	27	28	29	30

EVENTS

- Summer Olympic Games
July 24 - August 9
- International Day of Friendship
July 30

AUGUST




	MO	TU	WE	TH	FR	SAT	SUN
31						1	2
32	3	4	5	6	7	8	9
33	10	11	12	13	14	15	16
34	17	18	19	20	21	22	23
35	24	25	26	27	28	29	30
36	31						

EVENTS

- 2020 UEFA Super Cup
August 12
- 2020 Summer Paralympics
August 25 - September 6

SEPTEMBER




	MO	TU	WE	TH	FR	SAT	SUN
36						1	2
37	3	4	5	6	7	8	9
38	10	11	12	13	14	15	16
39	17	18	19	20	21	22	23
40	24	25	26	27	28	29	30

EVENTS

- Octoberfest
September 19 - October 4
- Rosh Hashana (Jewish New Year)
September 19

OCTOBER




	MO	TU	WE	TH	FR	SAT	SUN
40						1	2
41	3	4	5	6	7	8	9
42	10	11	12	13	14	15	16
43	17	18	19	20	21	22	23
44	24	25	26	27	28	29	30
	31						

EVENTS

- World Mental Health Day
October 10
- Halloween
October 31

NOVEMBER




	MO	TU	WE	TH	FR	SAT	SUN
44							1
45	2	3	4	5	6	7	8
46	9	10	11	12	13	14	15
47	16	17	18	19	20	21	22
48	23	24	25	26	27	28	29
49	30						

EVENTS

- Diwali
November 14
- Black Friday
November 27
- Cyber Monday
November 30

DECEMBER



	MO	TU	WE	TH	FR	SAT	SUN
49							1
50	2	3	4	5	6	7	8
51	9	10	11	12	13	14	15
52	16	17	18	19	20	21	22
53	23	24	25	26	27	28	29
	30	31					
01							

EVENTS

- Hanukkah
December 10 - 18
- Christmas Eve
December 24 - 25
- New Years Eve
December 31