

Campaign Planning

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



01 JANUARY

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

EVENTS

New Year's Day
January 1

02 FEBRUARY

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

EVENTS

Grammy Awards
February 4

Chinese New Year
February 10 – February 24

Valentine's Day
February 14

NBA All-Star Game
February 18

Presidents Day (Washington's Birthday)
February 19

03 MARCH

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

EVENTS

International Women's Day
March 8

Academy Awards
March 10

St. Patrick's Day
March 17

Major League Baseball Opening Day
March 28

Easter
March 31 (May 5 – Orthodox)

04 APRIL

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

EVENTS

April Fools' Day
April 1

Earth Day
April 22

05 MAY

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

EVENTS

Eurovision Song Contest
May 7 – May 11

Mother's Day
May 12

Cannes Film Festival 2024
May 14 – May 25

06 JUNE

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

EVENTS

International Children's Day
June 1

USA Flag Day
June 14

Father's Day
June 16

07 JULY

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

EVENTS

USA Independence Day
July 4

Summer Olympic Games, Paris, 2024
July 26 – August 11

International Day of Friendship
July 30

08 AUGUST

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

EVENTS

09 SEPTEMBER

	MO	TU	WE	TH	FR		
35							1
36	2	3	4	5	6	7	8
37	9	10	11	12	13	14	15
38	16	17	18	19	20	21	22
39	23	24	25	26	27	28	29
40	30						

EVENTS

USA Labor Day
September 2

2024–25 UEFA Champions League
September 17, 2024 – May 31, 2025

Oktoberfest
September 21 – October 6

10 OCTOBER

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

EVENTS

Halloween
October 31

11 NOVEMBER

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

EVENTS

Black Friday
November 29

Thanksgiving
November 28 (October 14 – Canada)

12 DECEMBER

	MO	TU	WE	TH	FR		
48							1
49	2	3	4	5	6	7	8
50	9	10	11	12	13	14	15
51	16	17	18	19	20	21	22
52	23	24	25	26	27	28	29
53	30	31					

EVENTS

Cyber Monday
December 2

Christmas Eve
December 24 – 25
(January 6-7 – Orthodox)

New Year's Eve
December 31

01

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5	29	30	31				

02

FEBRUARY

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5				1	2	3	4
6	5	6	7	8	9	10	11
7	12	13	14	15	16	17	18
8	19	20	21	22	23	24	25
9	26	27	28	29			

03

MARCH

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

04

APRIL

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

05

MAY

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

06

JUNE

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

07

JULY

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

08

AUGUST

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

09

SEPTEMBER

	MO	TU	WE	TH	FR		
35							1
36	2	3	4	5	6	7	8
37	9	10	11	12	13	14	15
38	16	17	18	19	20	21	22
39	23	24	25	26	27	28	29
40	30						

10

OCTOBER

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

11

NOVEMBER

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

12

DECEMBER

	MO	TU	WE	TH	FR		
48							1
49	2	3	4	5	6	7	8
50	9	10	11	12	13	14	15
51	16	17	18	19	20	21	22
52	23	24	25	26	27	28	29
53	30	31					