

# 2018

## EXPLORE

# Your Promotional Opportunities

**Explore key customer moments** for next quarter's marketing plan

**Find inspirational themes** for your last-minute sales boosting campaign

**Discover important regional events** to help boost your international sales

A collection of 2018's most important events, to help you find the best opportunities to grow your business this year.

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# EXPLORE

Q1

## Your Promotional Opportunities

### 01 | JANUARY 2018

Mo	Tu	We	Th	Fr	Sa	Su
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	01	02	03	04
05	06	07	08	09	10	11

- 01** **New Year's Day**  
Feast of the Holy Family / ES  
New Year Holiday Week (2.-5.) / RU
- 02** 2<sup>nd</sup> January / SCT
- 03** **Festival of Sleep Day**
- 06** **Three Kings Day**
- 07** Christmas Day / RU
- 10** 6 Weeks of Official Sale Period / FR
- 12** **Marzipan Day**
- 14** Retail's Big Show (14.-16.) / USA
- 15** Australia Open (15.-28.)  
Martin Luther King, Jr. Day / USA
- 20** **Cheese Lovers Day**
- 24** **Compliment Day**
- 25** **Winter X Games Aspen (25.-28.)**  
Burns Night / SCT
- 28** **Data Privacy Day**

### 02 | FEBRUARY 2018

Mo	Tu	We	Th	Fr	Sa	Su
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	01	02	03	04
05	06	07	08	09	10	11

- 02** **National Wear Red Day** / USA
- 04** **World Cancer Day**  
Super Bowl Sunday
- 05** **World Nutella Day**
- 07** **Send a Card to a Friend Day**
- 08** **NY Fashion Week (8.-16.)**
- 09** **Winter Olympics (9.-25.)**
- 11** **Make a Friend Day**  
Pure London (11.-13.) / UK
- 12** Rosenmontag / DE
- 13** **Carnival/Shrove Tuesday**
- 14** **Valentine's Day**  
Ash Wednesday
- 16** **Chinese New Year**  
Innovation Day  
London Fashion Week (16.-20.)
- 19** President's Day / USA
- 21** **Milan Fashion Week (21.-27.)**
- 22** **World Thinking Day**
- 23** Defender of the Fatherland Day / RU
- 27** **Paris Fashion Week (27.2.-6.3.)**  
Special Operations Forces Day / RU
- 28** **UCI Track Cycling World Cup (28.2.-4.3.)**

### 03 | MARCH 2018

Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	01
02	03	04	05	06	07	08

- 07** Retail Week Live (7.-8.) / UK
- 08** **International Woman's Day**
- 09** **Winter Paralympics (8.-18.)**
- 10** **Mario Day**
- 11** Mother's Day / UK  
ASD Market Week (11.-14.) / USA
- 16** **Freedom Of Information Day**
- 17** **St. Patrick's Day**
- 19** Father's Day / ES
- 21** **International Day of Forests**
- 20** **International Day of Happiness**  
1<sup>st</sup> Day of Spring
- 22** **World Water Day**  
Goof Off Day
- 25** **Waffle Day**
- 30** **Good Friday**



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## Your Promotional Opportunities

### 04 | APRIL 2018

Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	31	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	01	02	03	04	05	06

- 01** World April Fools' Day  
Fun at Work Day
- 02** Easter Monday
- 04** Commonwealth Games (4.-15.)
- 05** Masters Golf Tournament (5.-8.)
- 07** World Health Day  
Walk to Work Day
- 12** The Grand National (12.-14.)
- 14** Int. Moment of Laughter Day
- 16** Patriots' Day / USA
- 21** Tea Day
- 22** World Earth Day
- 23** Take a Chance Day  
St. George's Day / UK  
Shakespeare Day / UK
- 26** Pretzel Day
- 29** World Wish Day

### 05 | MAY 2018

Mo	Tu	We	Th	Fr	Sa	Su
30	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	01	02	03
04	05	06	07	08	09	10

- 01** International Worker's Day  
The Day of Spring and Labour / RU
- 03** Constitution Day / PL
- 04** Star Wars Day  
IIHF World Championship (4.-20.)
- 05** Kentucky Derby
- 06** Mother's Day / ES
- 08** Eurovision (8.-12.)  
WWII Victory Day / FR
- 09** Victory Day / RU  
Cannes Film Festival (9.-20.) / FR
- 10** Clean Up Your Room Day  
Ascension Day
- 13** Mother's Day / USA, DE
- 17** World Telecommunication  
& Information Society Day
- 18** Pizza Party Day
- 19** FA Cup Final
- 25** Wine Day
- 26** UEFA Champions League Final  
Mother's Day / PL
- 27** French Open (27.3.-10.6.)  
Mother's Day / FR
- 28** Memorial Day / USA  
Spring Bank Holiday / UK

### 06 | JUNE 2018

Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	31	01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	01
02	03	04	05	06	07	08

- 01** International Children's Day  
Say Something Nice Day
- 03** Repeat Day
- 05** World Environment Day
- 07** Running Day
- 08** Best Friends Day
- 12** Loving Day  
Russia Day / RU
- 14** FIFA World Cup (14.6.-15.7.)  
US Open | Golf (14.-17.)
- 15** Flip-Flop Day  
Smile Power Day
- 17** Eat Your Vegetables Day  
Father's Day / FR, UK, USA
- 21** 1st Day of Summer  
Selfie Day
- 23** Father's Day / PL
- 30** Social Media Day

Mid  
Season  
Sale

Summer  
Holiday  
Season

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## Your Promotional Opportunities

### 07 | JULY 2018

Mo	Tu	We	Th	Fr	Sa	Su
25	26	27	28	29	30	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	01	02	03	04	05

- 01 International Joke Day
- 02 Wimbledon (2.t-15.)
- 04 Independence Day / USA
- 06 Kupala Night (6.-7.) / RU  
Running Of the Bulls (6.-14.) / ES
- 07 Global Forgiveness Day  
Tour de France (7.-29.)
- 12 Battle of the Boyne / UK
- 14 Festival Cologne Lights / DE  
Bastille Day / FR
- 19 Summer X Games (19.-22.)
- 20 Rugby World Cup Sevens (20.-22.)
- 21 World Cup Women-Hockey (21.7.-5.8.)
- 22 Parents' Day
- 25 The Feast of St. James / ES
- 29 ASD Market Week (29.7.-1.8.) / USA
- 30 Cheesecake Day

### 08 | AUGUST 2018

Mo	Tu	We	Th	Fr	Sa	Su
30	31	01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	01	02
03	04	05	06	07	08	09

- 01 World Wide Web Day
- 02 European Championships (2.-12.)
- 03 Watermelon Day  
Berlin Beer Festival (3.-5.) / DE
- 06 Summer Bank Holiday / SCT
- 08 Happiness Happens Day
- 15 Relaxation Day
- 16 Tell a Joke Day
- 26 Dog Day  
Franchise Appreciation Day
- 27 Summer Bank Holiday / UK
- 31 Eat Outside Day



### 09 | SEPTEMBER 2018

Mo	Tu	We	Th	Fr	Sa	Su
27	28	29	30	31	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
01	02	03	04	05	06	07

- 01 World Beard Day
- 03 Labor Day / USA
- 07 Buy a Book Day
- 09 Grandparent's Day
- 11 Day of Catalonia / ES
- 13 Positive Thinking Day
- 15 International Dot Day
- 18 Get Ready Day
- 21 International Day of Peace
- 22 White Chocolate Day  
Octoberfest (22.9.-7.10.) / DE
- 23 1st Day of Autumn
- 24 Family Day
- 26 Love Note Day
- 27 Tourism Day
- 29 FIVB Volleyball Women's World Championship (29.9.-20.10.)



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## Your Promotional Opportunities

### 10 | OCTOBER 2018

Mo	Tu	We	Th	Fr	Sa	Su
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	01	02	03	04
05	06	07	08	09	10	11

- 01 International Coffee Day
- 03 Day of German Unity / DE
- 08 Columbus Day / USA
- 11 It's My Party Day
- 12 Hispanic Day / ES
- 13 US Navy Birthday / USA
- 14 Teacher's Day / PL
- 15 World Student's Day
- 25 International Artists Day
- 31 Magic Day  
Halloween  
Reformation Day / DE

### 11 | NOVEMBER 2018

Mo	Tu	We	Th	Fr	Sa	Su
29	30	31	01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	01	02
03	04	05	06	07	08	09

- 01 All Saint's Day
- 02 Men Make Dinner Day
- 04 Unity Day / RU
- 05 Bonfire Night / UK
- 11 Chinese Singles' Day  
Armistice Day / FR, UK  
St. Martin's Day / DE  
Independence Day / PL  
Veteran's Day / USA  
Remembrance Sunday / UK
- 19 International Men's Day
- 21 World Television Date
- 22 Thanksgiving Day / USA
- 23 Day after Thanksgiving / USA
- 24 Black Friday  
Small Business Saturday / USA
- 25 Mother's Day / RU
- 26 Cyber Monday  
Cake Day
- 28 Hockey World Cup (28.11.-16.12.)
- 30 St. Andrews Day / UK

### 12 | DECEMBER 2018

Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	01	02	03	04	05	06

- 01 Eat a Red Apple Day
- 02 1st Advent Sunday
- 03 Make A Gift Day
- 06 St. Nicolas Day  
Constitution Day / ES
- 08 Pretend to Be a Time Traveler Day  
Gingerbread Decorating Day  
Immaculate Conception / ES
- 10 Green Monday
- 17 Free Shipping Day
- 19 St. Nicolas Day / RU
- 20 Games Day
- 21 1st Day of Winter
- 24 Christmas Eve
- 25 Christmas Day
- 26 Boxing day  
"Thank You" Note Day  
St. Stephen's Day  
Kwanzaa (26.12.-1.1.) / USA
- 31 New Year's Eve

Mid Season Sale

Black Friday

Holiday Season Celebration

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