



# Media Calendar



QUARTER 1 - 2017

QUARTER 2 - 2017

QUARTER 3 - 2017

QUARTER 4 - 2017

## MEDIA RAMP-UP

Social media campaign focused on seasonal moments for customer engagement (see below)\*

## APRIL - HARD CONSUMER LAUNCH

Broadcast PSA/Video (earned, YouTube boosting, digital advertising)\*\*

Retail / Manufacturer Co-Marketing POP\*\*\*

Influencer Partnership (e.g., IZEA)

## OCT – 2<sup>ND</sup> MEDIA FLIGHT

National Media Partnership (e.g., HGTV)

Retail Event Activation\*\*\*\*

\* Social media assets available **January 2017**

\*\* Video assets available **February 2017**

\*\*\* Building blocks for POP and other creative available **December 2016**

\*\*\*\* Retail event activation toolkit available **April 2017**

## SEASONAL MOMENTS FOR SOCIAL MEDIA

JAN / FEB / MAR

- Family gatherings/cozy evenings
- Kids' sleepovers
- Valentine's Day
- Super Bowl parties
- St. Patrick's Day
- March Madness

APR / MAY / JUNE

- Earth Day
- Bringing home new baby
- Kids indoor on rainy day
- Getting ready for graduation
- Prom date pick-up

JULY / AUG / SEPT

- Outdoor lighting
- Parent putting bandage on a kid's knee
- First day of school
- College move-in day

OCT / NOV / DEC

- Halloween
- Daylight saving time
- Thanksgiving dinner
- Holiday party
- New Year's Eve