

JANUARY

1 New Year's Day
26 Australia Day
30 School Term 1 Starts

Start Design
 St. Patrick's Day
 ANZAC Day

Market
 Valentine's Day
 Chinese New Year
 Easter Holidays
 World Pride
 IWD

SUMMER

FEBRUARY

SUMMER

10 Chinese New Year
14 Valentine's Day
16 Mardi Gras

Market
 St. Patrick's Day
 Easter Holiday
 World Pride
 Easter
 IWD

MARCH

AUTUMN

17 St. Patrick's Day
29-31 Easter

Start Design
 Mother's Day

Market
 ANZAC Day
 Mother's Day

APRIL

AUTUMN

12 School Term 1 Ends
25 ANZAC Day
29 School Term 2 Starts

Start Design **Market**
 Monarch's Birthday End of Financial Year
 Mother's Day

MAY

AUTUMN

14 Mother's Day

Start Design **Market**
 School Holidays Monarch's Birthday
 End of Financial Year

JUNE

10 Monarch's Birthday

Market
 Winter School Holidays

WINTER

DECEMBER

20 School Break Starts
25 Christmas Day
26 Boxing Day
31 New Year's Eve

Market
 Christmas
 New Year's Eve
 New Year's Day
 Australia Day
 School Returning

Start Design
 Valentine's Day
 St. Patrick's Day
 Easter Holidays

SUMMER

JULY

5 School Term 2 Ends
22 School Term 3 Starts

Start Marketing
 Father's Day

WINTER

AUGUST

Start Design
 School Holidays
 Christmas
 Halloween

WINTER

SEPTEMBER

SPRING

1 Father's Day
27 School Term 3 Ends

Start Design
 Melbourne Cup Remembrance Day Black Friday

OCTOBER

SPRING

14 School Term 4 Starts
31 Halloween

Start Marketing
 Black Friday

Start Design
 Boxing Day Specials
 New Year's Eve

NOVEMBER

SPRING

5 Melbourne Cup
11 Remembrance Day
29 Black Friday

Start Marketing **Start Design**
 Christmas Valentine's Day
 Boxing Day Chinese NY

Event:
Start date:
Promo length:
Problem:
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Solution:
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Offer:.....
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Channels:
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 Facebook Instagram LinkedIn
 TikTok Pinterest Youtube
Budget:
Desired result:
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Result:
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To do list

- Collect assets
- Write copy
- Brief designer
- Design finalised
- Promo loaded
- Test and measure

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