



# BRANDS AR MADE

2019 Quarterly Marketing Planner

# 01 JANUARY 2019

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

# 04 APRIL 2019

Su	Mo	Tu	We	Th	Fr	Sa
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28	29	30				

# 07 JULY 2019

Su	Mo	Tu	We	Th	Fr	Sa
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21	22	23	24	25	26	27
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# 10 OCTOBER 2019

Su	Mo	Tu	We	Th	Fr	Sa
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20	21	22	23	24	25	26
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# 02 FEBRUARY 2019

Su	Mo	Tu	We	Th	Fr	Sa
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24	25	26	27	28		

# 05 MAY 2019

Su	Mo	Tu	We	Th	Fr	Sa
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19	20	21	22	23	24	25
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# 08 AUGUST 2019

Su	Mo	Tu	We	Th	Fr	Sa
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# 11 NOVEMBER 2019

Su	Mo	Tu	We	Th	Fr	Sa
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

# 03 MARCH 2019

Su	Mo	Tu	We	Th	Fr	Sa
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24	25	26	27	28	29	30
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# 06 JUNE 2019

Su	Mo	Tu	We	Th	Fr	Sa
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# 09 SEPTEMBER 2019

Su	Mo	Tu	We	Th	Fr	Sa
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22	23	24	25	26	27	28
29	30					

# 12 DECEMBER 2019

Su	Mo	Tu	We	Th	Fr	Sa
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22	23	24	25	26	27	28
29	30	31				

## 2019 PUBLIC HOLIDAYS/MARKETING CALENDAR

- 1 Jan: New Year's Day
- Jan: Back-to-school
- 5 Feb: Chinese New Year
- 14 Feb: Valentines Day
- 7 Mar: World Book Day
- 8 Mar: International Women's Day
- 17 Mar: St Patrick's Day
- 21 Mar: Human Rights Day
- 1 Apr: April Fool's Day
- 7 Apr: World Health Day
- 19 Apr: Good Friday
- 22 Apr: Easter Monday
- 22 Apr: Earth Day
- 27 Apr: Freedom Day
- 1 May: Workers' Day
- 5 May: Cinco de Mayo
- 11 May: World Fair Trade Day
- 12 May: Mother's Day
- 30 May - 14 Jul: Cricket World Cup
- 1 Jun: Champions League Final
- 5 Jun: World Environment Day
- 7 Jun - 17 Jul: Women's FIFA World Cup
- 15 Jun - 13 Jul: African Cup of Nations
- 16 Jun: Youth Day
- 16 Jun: Father's Day
- 17 Jun: Public Holiday
- Jul: Christmas in July
- 6 - 28 Jul: Tour de France
- 18 Jul: Mandela Day
- 9 Aug: National Women's Day
- 1 Sept: Spring Day
- 20 Sept - 2 Nov: Rugby World Cup
- 24 Sept: Heritage Day
- Oct: Breast Cancer Awareness Month
- 31 Oct: Halloween
- Nov: November
- 25 Nov - 10 Dec: 16 Days of Activism
- 29 Nov: Black Friday
- 2 Dec: Cyber Monday
- 16 Dec: Day of Reconciliation
- 25 Dec: Christmas Day
- 26 Dec: Day of Goodwill

**NB: The national and provincial General Election is on 8 May.**

# 2019 QUARTERLY PLANNER

Q1	Month - Month	Brand/s	
Issues/Opportunities	Objectives	Tactics	
	Milestones		
Monthly budget		Quarterly budget	

Q2	Month - Month	Brand/s	
Issues/Opportunities	Objectives	Tactics	
	Milestones		
Monthly budget		Quarterly budget	

# QUARTERLY PLANNER 2019

<b>Q3</b> Month - Month		<b>Brand/s</b>		
<b>Issues/Opportunities</b>	<b>Objectives</b>	<b>Tactics</b>		
	<b>Milestones</b>			
<b>Monthly budget</b>		<b>Quarterly budget</b>		

<b>Q4</b> Month - Month		<b>Brand/s</b>		
<b>Issues/Opportunities</b>	<b>Objectives</b>	<b>Tactics</b>		
	<b>Milestones</b>			
<b>Monthly budget</b>		<b>Quarterly budget</b>		

**AUTONOMOUS  
REPUBLIC** 

*An independent creative advertising & integrated marketing agency*