

**SIDDHANT REDKAR**  
**EDITORIAL CALENDARS FOR FINAL**  
**PR 478 – PROF. LE VEQUE**

**petco**

Date	Day	Event	Rationale	Messaging & Visuals	Existing Assets
04/11/2023	Tuesday	National Pet Day	As the "official" calendar-designated day to celebrate our furry friends, National Pet Day is a great opportunity to celebrate the bond between parents and pets while showcasing the products on offer.	As Petco provides for the needs of a variety of pets, the message should drill down on how it is a "One-stop shop" for pet needs.  It can engage pet parents by asking them to post pictures of the unique ways they celebrate National Pet Day. Once it has enough engagement, it can organize a limited giveaway for parents who celebrate in unusual ways. Through the subsequent user-generated content, it can highlight how Petco comes through on every need.	NA
04/18/2023	Tuesday	National Exercise Day	Exercise is just as important for pets as it is for us.  While most brands will focus on the aspect of "human" exercise, Petco can break free of the clutter by advocating for "animal" exercise and educating its audiences on its importance.	Petco should try to drive home the message that "exercise is for everyone."  It can create an infographic on five simple exercises for different pets - dogs, cats, fish, rodents, and birds - and how these exercises benefit these particular pets.	<a href="#">EXERCISE AND PLAY FOR A LONG, HAPPY LIFE</a>
04/23/2023	Sunday	National Lost Dog Awareness Day	Petco has a non-profit initiative called Petco Love Lost which attempts to reunite lost pets with their families.  This day is important to draw attention to educate the public on the steps they can take if they have lost their pet and the support resources provided by Petco.	It must emphasize that Petco Love Lost is a free, fast, and hassle-free initiative with proven results in reuniting pets with parents.  Petco can share touching stories of the pets it reunited with their families via the Love Lost initiative, along with a link to the "existing asset" in the adjacent cell, which provides in-depth information on what can be done if one has lost a pet.	<a href="#">How to Find a Lost Pet</a>
04/29/2023	Saturday	World Veterinary Day	After pet parents, vets are probably the second-most important people in the lives of pets. It is only right that we celebrate their dedication to keep our friends healthy and happy at all times	Besides celebrating vets, Petco can focus on the importance of regular veterinary checks to keep our pets healthy and happy.  Petco can showcase various vets under the theme "A Day in the Life of Dr. ...." This video will also feature the doctors discussing what keeps them going and who is their "funniest" patient.	NA
04/30/2023	Sunday	National Pet Parents Day	A great occasion to once again showcase the sacred bond between parents and pets.  Pet parents love talking about their "children," and this is a great occasion for them to do just that.	To stand out Petco can flip the script over here.  It can ask all "pets" to post a picture with their parents or siblings. The pets can discuss their parents' quirks and why they love them even more for these quirks.	NA
Days to Look Out For					
04/10/2023	Monday	National Farm Animals Day	TBD		
04/10/2023	Monday	National Siblings Day			
04/22/2023	Saturday	Earth Day			
04/26/2023	Wednesday	National Kids and Pets Day			
04/28/2023	Friday	National Hairball Awareness Day			

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05/03/2023	Wednesday	National Specially-Abled Pets Day	By engaging its audiences on this day, Petco can position itself as a genuinely inclusive brand.	Petco can repeat its message from National Pet Day - on how it is a "One-stop shop" for pet needs.  It can ask pet parents of specially-abled animals to post photos of their pets doing the one thing they love the most. Petco can utilize this user-generated content to drive audience engagement.	NA
05/04/2023	Thursday	Bird Day	The selling of birds as pets constitutes an important source of revenue at Petco stores.  While birds are kept as pets, they are not as popular as dogs or cats.  Bird Day is an opportunity for Petco to throw light on an "underrepresented" category of pets.	It should focus on creating awareness of birds as great pets.  It can share a video on the number of birds as pets in the US, the most popular breeds, along with clips of pet parents having a blast with their feathery friends.	NA
05/06/2023	Saturday	National Fitness Day	While the theme sounds similar to National Exercise Day of the previous month, this day is another one which Petco can tap for user-generated content	It can talk about the importance of exercise for both - the pet and pet parent - and suggest ways to bring the two together through a blog post.  It can also ask its audience on social media to share clips of how their pets play a vital role in their exercise regimen.	NA
05/14/2023	Saturday and Sunday	National Dog Mom Day and Mother's Day	National Dog Mom Day and Mother's Day are followed by one another. Given how much more expressive women are in talking about their pets, this day is the perfect occasion for Petco to engage with and spotlight pet moms.	Petco can ask all pet moms to submit pictures with their "children" and can ask them what their "child" has gifted them for Mother's Day.	NA
05/20/2023	Saturday	National Rescue Dog Day	By promoting content on this day, Petco can position itself as an advocate for animal welfare and a staunch supporter of rescue organizations and responsible pet ownership.	Petco can highlight select shelters that it has worked with and the success stories over the years via short, impactful videos.	<a href="https://petcolove.org/put-your-love-into-action/learn-about-adoption/adopt-at-petco/">https://petcolove.org/put-your-love-into-action/learn-about-adoption/adopt-at-petco/</a>
Days to Look Out For					
05/19/2023	Friday	National Endangered Species Day		TBD	

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06/04/2023	Sunday	National Hug Your Cat Day	<p>National Hug Your Cat Day was established to promote the well-being of cats.</p> <p>By promoting this day to the right audience - cat owners in particular and people who are fond of animals in general - and by providing them with the right resources, Petco can position itself as a pet care brand that genuinely wants to improve the lives of cats and their parents.</p>	<p>The message should focus on "providing for our feline friends so that they can live to the fullest."</p> <p>Petco can release a series of videos that discuss the following -</p> <p>Diseases and conditions that affect cats            Tips on interpreting cat behavior            How to train cats in basic behaviors            Advice on nutrition and feeding</p>	NA
06/08/2023	Thursday	World Pet Memorial Day	<p>On World Pet Memorial Day, people across the US remember pets that have passed on.</p> <p>By commemorating this day and supporting those coping with the loss of their pets, the brand can set itself apart as a compassionate one that cares for and provides for the needs of pet parents, even after the loss of their beloved pets.</p>	<p>As pets want their parents to be eternally happy - even after they've passed on - Petco should run with the message of "self-care."</p> <p>It should provide links to resources such as places where they can seek therapy and online forums and communities of people who are similarly grieving.</p>	NA
06/11/2023	Sunday	Children's Day	<p>Pets make wonderful companions to children.</p> <p>On the occasion of Children's Day, Petco should advocate for more children to grow up with pets as it improves their physical and mental well-being. Without directly targeting children, any efforts to promote this day could potentially expand the brand's target audience.</p>	<p>The brand should run with the message that adopting animals creates a kinder and more compassionate world.</p> <p>It can release a series of blog articles that discuss the numerous benefits of having pets.</p> <p>On a lighter note, it can also promote movies and books that prominently feature a strong bond between children and pets.</p>	NA
06/21/2023	Wednesday	National Selfie Day	While not directly related to pets or animals, this day is a wonderful opportunity to engage its target audience and build brand awareness and social media presence.	Petco can once again add a twist by suggesting that pet parents call out their pet's favorite words and then take an unfiltered selfie of their pet's candid reaction.	NA
06/23/2023	Friday	National Take Your Dog To Work Day	Another opportunity for Petco to place itself at the forefront as an advocate of animal rights.	<p>Petco can ask its audience to take a picture of themselves and their pets while at work and tag Petco and the employer.</p> <p>Petco can then pick up on these posts by commending the progressive policies of these employers and asking them the other ways in which they support employees who are also pet parents.</p>	<a href="#">As Employers Return to Offices, Petco Encourages Adding "Pet-Friendly" Employee Benefits</a>
Days to Look Out For					
06/05/2023	Monday	World Environment Day		TBD	
06/18/2023	Sunday	Father's Day			
06/27/2023	Tuesday	National PTSD Awareness Day			



Date	Day	Event	Rationale	Messaging & Visuals	Existing Assets
04/01/2023	Saturday	National Handmade Day	Celebrated on the first Saturday of April, Cutwater Spirits can emphasize the care and craftsmanship with which it produces its cocktails for customers spread across the country.	Cutwater should instill the message that "if it's a cocktail you're craving, nothing surpasses the craftsmanship of Cutwater."  Cutwater can post reels featuring a bartender preparing and garnishing different Cutwater cocktails.	NA
04/03/2023	Monday	World Party Day	Celebrated on April 3rd each year, World Party Day is dedicated to promoting joy, unity, and celebration across the globe. As a brand, Cutwater is associated with enjoyment and socializing. The strong brand alignment makes this day an obvious choice.	The brand's message should be "Cutwater is the only cocktail you need to get the party started."  Cutwater can share an infographic on party-themed cocktails or pairings of drinks for parties.  It can also curate a special playlist for the day and ask its followers to party to this music along with a Cutwater product. Followers can tag Cutwater in their videos.  The brand can offer discounts on subsequent purchases to those fans whose videos garnered the most or a certain number of likes.	NA
04/06/2023	Thursday	National Alcohol Screening Day	Cutwater should leverage this day to position itself as a brand that promotes responsible drinking and one that is genuinely invested in the well-being of its customers.	The key message should be "Drink Responsibly."  It should promote content that describes the risk of excessive alcohol consumption, signs of alcohol dependency, and the resources to deal with this dependency.	NA
04/24/2023	Monday	National Bucket List Day	As a brand, Cutwater encourages its customers to live and enjoy life to the fullest. Cutwater can use this day to engage its audiences in meaningful conversations about what they intend to accomplish in life and what truly makes them happy.	The key message should be "Live life to the fullest, always."  Cutwater can showcase select customers who've accomplished an important event off of their bucket list in 2023 and then ask its followers what do they hope to achieve this year.	NA
04/27/2023	Thursday	National Tell A Story Day	A day dedicated to storytelling, this is a great occasion for Cutwater to encourage creativity and engagement by uniting its stakeholders through the power of stories.	Cutwater should promote a series of articles on the "Origins of Mixology" along with an infographic for quick consumption.  It can also ask its audiences to share the time they had their first cocktail, which one it was and what did the experience feel like,	NA

Date	Day	Event	Rationale	Messaging & Visuals	Existing Assets
05/06/2023	Saturday	National Beverage Day	As an upcoming distillery and craft beverages brand, Cutwater should make full use of this occasion to promote brand awareness, showcase its products and engage with customers and tipplers across the country	<p>The message should focus on the variety of spirits and how Cutwater has something for each person's unique taste.</p> <p>The brand can run a series of posts that showcase its products and which personality types are likely to consume which products.</p> <p>For greater traction, it can enlist popular influencers. Once the influencers reveal their personality type and favored drink, the brand and the influencers can ask their followers to reveal which Cutwater product matches their personality.</p>	NA
05/13/2023	Saturday	National Fruit Cocktail Day	Cutwater is one of the fastest-growing sellers of canned cocktails in the US. This day is a great way for the brand to follow up and double down on the awareness created during National Beverage Day.	<p>The same message as the one used on National Beverage Day should be adopted.</p> <p>Cutwater can release reels that show the best snacks to pair with the different cocktails it sells.</p> <p>It can ask its audience to share pictures of snacks they love to consume while having cocktails and to tag the brand's accounts in their response.</p>	NA
05/20/2023	Saturday	National Streaming Day	<p>While not directly related to the brand, National Streaming Day is an opportunity for Cutwater to grow brand awareness and engage audiences on a topic outside of its core business.</p> <p>It also allows the brand to position itself as a drink that pairs well with one's favorite shows.</p>	<p>It can play off of Netflix's iconic tagline by using something like "Sip, Stream, and Chill."</p> <p>It can curate lists of shows across genres and promote them to its audience.</p>	NA
05/22/2023	Monday	World Paloma Day	Cutwater sells a canned Paloma. The brand should utilize this day to market its cocktail to as many people as possible.	<p>The brand should emphasize that its Paloma is the best one can buy.</p> <p>For visuals, nothing fancy, just a great photo of the cocktail and copy that exhorts customers to try the best Paloma on the market.</p>	NA
05/27/2023	Saturday	National Grape Popsicle Day	Cutwater does not sell a grape-flavored popsicle, but it sells a variety of rum and margarita-based popsicles. This day is a good opportunity for the brand to showcase the range of its products and market its popsicles as we head into the summer.	<p>The message should emphasize the range of Cutwater's products and how popsicles are the perfect way to kickstart summer.</p> <p>Cutwater can post a picture of its different popsicles and ask its audience which ones they prefer and why.</p>	NA
Days to Look Out For					
05/04/2023	Thursday	National Orange Juice Day	TBD	TBD	
05/07/2023	Sunday	National Lemonade Day			
05/19/2023	Friday	National Pizza Party Day			
05/26/2023	Friday	National Cooler Day			



Date	Day	Event	Rationale	Messaging & Visuals	Existing Assets
06/08/2023	Thursday	National Name Your Poison Day	As a maker of a variety of "poisons," this day is another fabulous chance to engage audiences and leverage user-generated content	Cutwater can ask its audience what their favorite Cutwater spirit and cocktail are. It can ask people to post a picture and tag the brand. Select posts can be featured on Cutwater's official social channels.	NA
06/14/2023	Wednesday	National Bourbon Day	Cutwater sells two bourbons - Cutwater Devil's Share and Cutwater Bourbon Whiskey. This is the perfect occasion to promote both products and encourage sales.	As a craft distillery, Cutwater should emphasize the distinctiveness of its bourbon from those usually available on the market.  The brand should create a reel that showcases the products and describes why they are unique. These posts should also contain links for potential buyers to purchase the product.	NA
06/18/2023	Sunday	Father's Day	Cutwater should leverage this day by positioning itself as the perfect gifting option.	Cutwater should create limited-edition gifting bundles and promote these on social media.  It can also ask buyers to record their fathers' reactions and post these on its official social channels as user-generated content.	NA
06/19/2023	Monday	World Martini Day	While Cutwater does not market any martinis or martini-based drinks, it markets a host of other cocktails which can be promoted as a great substitute for martinis.	The message should focus on how "you don't need a martini to drive away the Monday blues."  The visuals can focus on a few or the whole range of canned cocktails sold by Cutwater.	NA
06/21/2023	Wednesday	World Selfie Day	A great day for the brand to promote itself and leverage user-generated content.	The brand should ask its audience to take a selfie with their favorite Cutwater cocktail and post it on social media. In exchange, it can give out gift cards.  Cutwater can select a few selfies from the pool of selfies to be posted on its channels. The winning selfies can be determined based on the number of likes, the creativity shown in taking the selfie, etc.	NA
Days to Look Out For					
06/07/2023	Wednesday	World Food Safety Day		TBD	
06/09/2023	Friday	National Movie Night			
06/23/2023	Friday	National Hydration Day			