VANGUARD COMPANIES

RETAIL MARKETING CALENDAR 2024

JAN

HOLIDAYS
New Year's Day
Chinese New Year
MLK Day

FLOOR SETUP
Heart Health Month
Valentine's Day
Super Bowl
End of Year Clearance

Begin Planning MAY/JUNE Promotions

FEB

HOLIDAYS
President's Day
Valentine's Day

FLOOR SETUP
Super Bowl
Spring Season Reset
NCAA March Madness
Black History Month
Heart Health Month
Valentine's Day

Begin Planning JUNE/JULY Promotions

MAR

HOLIDAYS
St. Patrick's Day
Mardi Gras

FLOOR SETUP
NCAA March Madness
Easter
Women's History Month
Spring Season

Begin Planning JULY/AUG Promotions

APR

HOLIDAYS
Easter

FLOOR SETUP
Graduation
Mother's Day
Spring Season
Earth Day

Begin Planning AUG/SEPT Promotions

MAY

HOLIDAYS
Memorial Day
Mother's Day
Cinco de Mayo

FLOOR SETUP
Memorial Day
Father's Day
Mother's Day
Cinco de Mayo
Summer Season

Begin Planning SEPT/OCT Promotions

JUN

HOLIDAYS
Father's Day

FLOOR SETUP
Father's Day
Independence Day
Spring/Summer Clearance
Summer Season
Juneteenth
Pride Month

Begin Planning OCT/NOV Promotions

JUL

HOLIDAYS
Independence Day

FLOOR SETUP
Back to School
Spring/Summer Clearance
Independence Day

Begin Planning NOV/DEC Promotions

AUG

HOLIDAYS

FLOOR SETUP
Fall Season
Halloween
Spring/Summer Clearance
Football Season
Back to School

Begin Planning DEC/JAN Promotions

SEP

HOLIDAYS
Patriot Day
Labor Day

FLOOR SETUP
Labor Day
Football Season
Hispanic Heritage Mo.
Fall Season
Halloween
Back to School

Begin Planning JAN/FEB Promotions

OCT

HOLIDAYS
Halloween
Columbus Day

FLOOR SETUP
Thanksgiving
Football Season
Breast Cancer Awareness
Fall Season
Halloween

Begin Planning FEB/MAR Promotions

NOV

HOLIDAYS
Cyber Monday
Black Friday
Thanksgiving
Veteran's Day

FLOOR SETUP
Holiday Season
Veteran's Day
Thanksgiving
MLB World Series

Begin Planning MAR/APR Promotions

DEC

HOLIDAYS
New Year's Eve
Christmas
Kwanzaa
Hanukkah

FLOOR SETUP
Winter Clearance
New Year
End of Year Clearance
Holiday Season

Begin Planning APR/MAY Promotions

In-store pop displays and packaging promotions require careful planning ahead, allowing time for effective marketing strategies, creativity, and avoiding delays.

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