

Giga Marketing China Marketing Calendar July 2014

Day	Festivals & Memorials	Description
1	Tue Communist Party of China Foundation (1921) Transfer of the sovereignty of Hong Kong (1997) School summer vacation FIFA World Cup Soccer (cont'd)	July 1st, Tuesday Communist Party of China Foundation (1921) (建党节) Communist Party of China was founded in July 1st, 1921. In May 1938, Mao Zedong mentioned "This July 1st will be the 17th anniversary of the foundation of the Communist Party of China" in a publication. Since then, July 1st is celebrated the foundation of the party. Major media covers ceremonies around the country.
2	Wed	
3	Thu	July 1st, Tuesday Transfer of the sovereignty of Hong Kong (1997) (香港回归纪念日)
4	Fri	United States of America Independence day On July 1st. 1997, Hon Kong was return to China from Great Britain, and became a Special Administrative Region of China.
5	Sat	Major media air special TV programs to celebrate the return.
6	Sun	
7	Mon	July 7th Incident (aka Lugou Bridge Incident, 1937) XiaoShu (Small Hot) Beginning of July to End of August School summer vacation Summer vacation start at the beginning of July for most of schools in China
8	Tue	Boosts for travel and leisure consumption is expected and many stores launch summer bargain.
9	Wed	Back to school campaign will start from August.
10	Thu	
11	Fri	July 7th, Monday July 7th Incident (aka Lugou Bridge Incident, 1937)
12	Sat	The incident was the official start of the Second Sino-Japanese War.
13	Sun	FIFA World Cup Soccer Final Since it was happened in July 7th., It is usually called July 7th. Incident in China.
14	Mon	Silver Chinese Valentine's Day Anti Japanese sentiments are easily worsened by major media covering stories and special programs about Sino-Japanese Wars.
15	Tue	Japanese brands should be careful in marketing and public relations.
16	Wed	
17	Thu	July 7th, Monday XiaoShu (Small Hot) (小暑)
18	Fri	The 11th of the Chinese traditional 24 solar season, when the Sun reaches the celestial longitude of 105 degrees.
19	Sat	It represents the start of really hot summer season and people eat dumplings in some region.
20	Sun	July 13th, Sunday FIFA World Cup Soccer Final
21	Mon	Soccer is a very popular sports in China, and many soccer fans are waiting for to watch the final on TV.
22	Tue	Consumption boost in sports goods are expedited before the match.
23	Wed	DaShu (Big Hot)
24	Thu	July 14th, Monday Silver Chinese Valentine's Day (银色情人节)
25	Fri	A festival inspired by Valentine's Day and known mainly among younger generations.
26	Sat	It is said to be a good day to introduce your love one to parents and send gifts made from silver.
27	Sun	
28	Mon	July 23rd, Wednesday DaShu (Small Hot) (大暑)
29	Tue	The 12th of the Chinese traditional 24 solar season, when the Sun reaches the celestial longitude of 120 degrees.
30	Wed	It represents really hot summer season.
31	Thu	

Consumption Motivations for July

FIFA World Cup => Soccer goods & apparel, Bar & restaurants  
 School summer vacation => Travel, Leisure goods & apparel  
 Silver Chinese Valentine's Day => Flowers, Silver jewelry & accessories

Consumption Motivation for August

School summer vacation => Travel, Leisure goods & apparel  
 Back to school => Stationaries, apparel