

# Dates that make a difference.

Cause-led calendar dates like **Earth Day** and **LGBT+ History Month** offer timely opportunities to connect with your audience on the things they care about.

Here, we highlight some of the year's key dates, equipping you with the tools needed to create authentic, purposeful campaigns that drive genuine impact.\*

**4-POINT  
CHECKLIST  
INCLUDED**

# Calendar

## Jan to Jun.

<b>JAN</b>	<b>1<sup>ST</sup>-31<sup>ST</sup></b>	<b>VEGANUARY</b>
<b>FEB</b>	<b>1<sup>ST</sup>-28<sup>TH</sup></b>	<b>LGBT+ HISTORY MONTH</b>
<b>MAR</b>	<b>8<sup>TH</sup></b>	<b>INTERNATIONAL WOMEN'S DAY</b>
<b>APR</b>	<b>22<sup>ND</sup></b>	<b>EARTH DAY</b>
<b>MAY</b>	<b>6<sup>TH</sup>-12<sup>TH</sup></b>	<b>DEAF AWARENESS WEEK</b>
<b>JUN</b>	<b>17<sup>TH</sup>-23<sup>RD</sup></b>	<b>REFUGEE WEEK</b>

# Calendar

## Jul to Dec.

<b>JUL</b>	<b>1<sup>ST</sup>-31<sup>ST</sup></b>	<b>PLASTIC FREE JULY</b>
<b>AUG</b>	<b>19<sup>TH</sup></b>	<b>WORLD HUMANITARIAN DAY</b>
<b>SEPT</b>	<b>17<sup>TH</sup>-26<sup>TH</sup></b>	<b>GLOBAL GOALS WEEK</b>
<b>OCT</b>	<b>1<sup>ST</sup>-31<sup>ST</sup></b>	<b>BLACK HISTORY MONTH</b>
<b>NOV</b>	<b>7<sup>TH</sup>-11<sup>TH</sup></b>	<b>ANTI-BULLYING WEEK</b>
<b>DEC</b>	<b>10<sup>TH</sup></b>	<b>HUMAN RIGHTS DAY</b>

Selected purposeful dates for Jul to Dec 2023.

# **4-point checklist for creating authentic campaigns.**



# **#1. Be transparent**

**94% of customers show loyalty to brands offering transparency.<sup>1</sup>**

Boost brand loyalty by making sure the messaging around your green claims is truthful, accurate and honest.

# **#2. Keep it clear**

**Everyone processes information differently – embracing accessibility leaves no one behind.**

Write campaign messages in a way that is easy to understand by all audiences. Break down jargon and keep information specific and definitive.

## **#3. Prove it**


**Did you know 42% of companies exaggerate sustainability claims?<sup>2</sup>**

You need to back up your green claims with up-to-date, credible evidence. Reflect the whole lifecycle of your brand, product, or service and acknowledge where there is always room for improvement.

## **#4. Be fair**

**If you need to compare, you need to be fair.**

Be straightforward and clear when making sustainability comparisons. Focus on products that meet the same needs, or have the same purpose, as yours.



# Are you with us?

We're a **creative agency with a conscience**, working with brands to benefit people and planet.

Get in touch today if you'd like help creating an authentic campaign that makes a real difference.

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**WEB: [CREATUREANDCOAGENCY.COM](http://CREATUREANDCOAGENCY.COM)**





# **\*Disclaimer**

**Genuinely purposeful campaigns only,  
no tokenism permitted.**

Please don't use cause-led calendar moments  
as an opportunity to jump on the bandwagon  
without actually doing anything meaningful.  
That's no help to anyone!

## **Sources**

**#1.** <https://www.inc.com/kenny-kline/new-study-reveals-just-how-important-brand-transparency-really-is.html>

**#2.** [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_21\\_269](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_269)

