

JANUARY²⁰²⁵

ADINTIME

MON	TUE	WED	THU	FRI	SAT	SUN
		1 New Year 🎆	2	3	4	5
6 Back to school 📚	7	8 CES Las Vegas Technology Exhibition 🧑🏫	9	10	11	12
Epiphany		Winter sales 🇨🇦 until 11/02.				
13 World No Pants Day 🦘	14	15 Men's Handball World Championship (until February 2)	16	17	18	19
20 Blue Monday	21 International Hug Day	22	23	24 Bridal expo International Day of Women in Sport	25	26
27 Community Managers' Day	28	29 Chinese New Year: Year of the Snake	30 Angoulême Comic Strip Festival (until February 2)	31 6 Nations Championship 🏈 (until 03/15)		

NOTES 📢

FEBRUARY²⁰²⁵

ADINTIME

MON

TUE

WED

THU

FRI

SAT

SUN

1

2

Candlemas 🕯️

3

4

5

6

7

8

9

World Cancer Day

Cinema release 🎬
Les Tuche: God
Save the Tuche

School holidays
Zone B (until
February 23)

Super Bowl

10

11

12

13

14

15

16

World Radio Day

Valentine's Day ❤️

School holidays
Zone C (until
March 2)

17

18

19

20

21

22

23

Agricultural exhibition

School holidays
Zone A (until
September 3rd)

24

25

26

27

28

Agricultural exhibition

Pokemon day

50th César Awards
Ceremony

Ramadan (until
March 29)

NOTES 📢

Valentine's Day Advertising plan - Example for a cosmetic brand in Paris.

1. Targeting:

The campaign targets women aged 25 to 45 who are looking for premium beauty products for personal use or as gifts for their partners. It also appeals to men seeking an elegant, sophisticated Valentine's Day gift.

2. Targeted Area:

The posters are strategically placed in high-traffic areas known for a high concentration of luxury and cosmetics stores:

- Champs-Élysées and Avenue Montaigne: Iconic Parisian luxury neighborhoods, ideal for attracting a discerning clientele.
- Le Marais and Saint-Germain-des-Prés: Trendy districts that draw a youthful, stylish crowd for shopping.
- Department store district (Haussmann): Positioned to capture the attention of prospective buyers in search of Valentine's Day gifts.



3. Campaign Duration:

The campaign will run for two weeks, from February 1 to 14, to maximize impact in the lead-up to Valentine's Day and encourage last-minute shopping.

4. Format and Medium:

2m² billboards in carefully chosen neighborhoods to ensure optimal campaign visibility.

Digital displays in metro stations near shopping districts to increase message visibility among commuters.

5. Campaign Objectives:

The primary objective is to boost brand awareness with a sophisticated campaign that captures the romance of Paris for Valentine's Day. This initiative aims to drive both in-store and online sales with a special Valentine's Day offer.

The campaign will be conducted over a two-week period, from February 1st to 14th, to optimize impact leading up to Valentine's Day and to stimulate last-minute shopping.

MARCH²⁰²⁵

ADINTIME

MON	TUE	WED	THU	FRI	SAT	SUN
					1 Agricultural exhibition	2 World Compliment Day Grandmother's Day 🧓
3	4 Mardi Gras	5	6	7	8 International Women's Day	9
10 Mario Day	11	12	13 World Tourism Expo World Sleep Day	14	15	16 Formula 1 World Championship 🏎️ (through December 7)
17 Saint Patrick	18	19 Cinema release 🎬 Snow White	20 Spring	21	22 World Water Day	23
24	25	26	27 International Cheese Day 🧀	28	29	30 Summer time adjustment International Zero Waste Day
31						

NOTES 📢

APRIL²⁰²⁵

ADINTIME

MON	TUE	WED	THU	FRI	SAT	SUN
	1 April Fools' Day 🐸	2 Cinema release 🎬 Fast & Furious 11	3	4	5 School Holidays Zone B (until April 21)	6
7	8	9 World Unicorn Day 🦄	10 International Siblings Day	11	12 School holidays Zone C (until April 27)	13 Paris Marathon 🏃
14	15	16	17	18	19	20
	Bourges Music Festival					
					20 School holidays Zone C (until May 4th)	21 Easter Sunday 🐣
22	23	24	25	26	27	
21 Easter Monday					Japan Expo	
28	29	30				
	International Dance Day	Paris Fair 2025				

NOTES 📢

MAY²⁰²⁵

ADINTIME

MON	TUE	WED	THU	FRI	SAT	SUN
			1	2	3	4
			Paris Fair 2025			
			Labor Day	Baby Day 🍼	World Press Freedom Day	Star Wars Day
5	6	7	8	9	10	11
Paris Fair 2025						
	World Coloring Day		National holiday commemorating May 8, 1945			
12	13	14	15	16	17	18
	Cannes Film Festival					
			International Day of Families		European Night of Museums	
					Eurovision	
19	20	21	22	23	24	25
Cannes Film Festival						Mother's Day
					World Do-It-Yourself Day	Roland Garros (until June 8)
26	27	28	29	30	31	
			Ascension	Neighbors' Day	World No Tobacco Day	

NOTES 📢

JUNE²⁰²⁵

ADINTIME

MON

TUE

WED

THU

FRI

SAT

SUN

1

World Parents' Day

2

3

World Bicycle Day

4

Cinema release 🎬
Ballerina

5

World Running Day

6

7

8

9

Whit Monday

10

11

12

13

14

World Wellness Day
🧘

World Blood Donor
Day

15

Father's Day

16

17

18

19

20

21

22

Paris Air Show

International Sushi
Day 🍣

Summer

Music Day

23

24

25

Summer promotions
(until 07/22)

26

27

28

29

30

NOTES 📢

Advertising plan for the Music Day - Example of a Ginger Beer brand in Marseille

1. Targeting:

The campaign primarily targets young adults aged 20 to 35 who enjoy refreshing beverages and novel taste experiences. This demographic includes festival-goers, music enthusiasts, and those seeking non-alcoholic options that still provide a celebratory feel.

2. Targeted Area:

The campaign will focus on areas with high attendance during the Fête de la Musique (Music Day):

- Old Port: A popular social hub, known for its music and entertainment scene.
- Cours Julien: An artistic, trendy district in Marseille, famous for its bars and eclectic music culture.
- La Plaine and Le Panier: Lively, tourist-friendly neighborhoods ideal for reaching a diverse audience.



3. Campaign Duration:

The campaign will run for two weeks before and during the Fête de la Musique (June 7 to 21) to maximize visibility leading up to the event and create a strong brand association with this celebration.

4. Format and Medium:

- OOH:
 - Posters (2m² and 4m²) will be placed in metro stations, on bus shelters, and along Marseille's main thoroughfares for maximum visibility.
- Radio:
 - Advertising slots on local radio stations (Radio Star, France Bleu Provence) will engage Marseille listeners, especially during peak hours.
- Digital
 - A social media campaign on Instagram and Facebook will engage young adults in Marseille with visual ads and short videos.
 - Google and YouTube ads will drive users to the brand's website or an event page.
- On-site gathering:
 - A tasting booth will be set up at the Old Port on Music Day, offering free samples and signature cocktails with Ginger Beer, inviting festival-goers to try the beverage.

5. Campaign objectives:

To introduce this new Ginger Beer brand in Marseille, associating it with the festive spirit of the Fête de la Musique.

- Encourage festival-goers to try the beverage and share their experiences on social media using designated hashtags.
- Build customer loyalty by promoting freshness and originality for summer events.

JULY²⁰²⁵

ADINTIME

MON	TUE	WED	THU	FRI	SAT	SUN
	1	2 World UFO Day 🛸	3	4 Baccalaureate outcomes	5 Tour de France 🚲 (through July 27) Summer vacation	6 International Kissing Day 💋
7	8	9	10	11 World Population Day	12	13
14 National Day, July 14th 🇫🇷	15	16	17 World Emoji Day 😊	18	19	20
21	22	23 World Dolphin Day 🐬	24 International Cousins' Day	24	26	27
28	29 International Lipstick Day	30 International Day of Friendship	31			

NOTES 📢

AUGUST²⁰²⁵

ADINTIME

MON	TUE	WED	THU	FRI	SAT	SUN
				1 International French Fries and Beer Days	2	3
4	5	6	7	8 International Cat Day 🐱	9	10
11	12	13 International Left-Handers' Day	14	15 Assumption	16	17
18	19 World Photography Day	20	21	22 Women's Rugby World Cup 🏈 (until September 27)	23	24
25	26 World Dog Day 🐕	27	28 World Bow Tie Day	29	30	31 World Blog Day

NOTES 📢

SEPTEMBER²⁰²⁵ ADINTIME

MON	TUE	WED	THU	FRI	SAT	SUN
1 Back to school 🎒	2	3	4	5	6 Lille Braderie World Beard Day	7
8	9 World Teddy Day	10 Cinema Release 🎬 The Conjuring: Last Rites	11	12	13	14
15	16	17	18	19 International Pirate Speak Day 🗣️	20 European Heritage Days	21
22 Autumn International Car-Free Day	23	24	25	26	27	28
29	30					

NOTES 📢

Back-to-school Advertising plan - Example for a residential service enterprise

1. Targeting:

This campaign primarily targets working parents, especially mothers and fathers aged 30 to 50, who juggle professional responsibilities, family life, and household duties, and often feel heightened stress during the back-to-school season.

2. Targeted Area:

The campaign will run nationally, with increased focus in major cities (Paris, Lyon, Marseille, Lille, Bordeaux, Nantes) and residential areas where demand for home services is strong:

- Residential and suburban areas: Posters and flyers displayed in local businesses like bakeries, pharmacies, and convenience stores.
- High-traffic urban locations: Bus shelters and metro stations, especially in commercial districts where many parents work.



3. Campaign Duration:

The campaign will be active for two weeks before and two weeks after the start of the school year (August 15 to September 15) to address the increased need for domestic assistance services at this time.

4. Format and Medium:

- OOH:
 - 2m² and 4m² posters will be displayed in public transport venues, such as metro stations and bus shelters, as well as in residential areas to ensure broad visibility.
- Local and National Broadcasting:
 - Advertising slots during peak times (morning, midday, and evening) on national stations (RTL, Europe 1, France Info) and local stations to reach a wide and diverse audience.
- Digital Campaigns:
 - Targeted ads on Facebook and Instagram featuring visuals of cleaning, ironing, and cooking services tailored for families.
 - A Google Ads campaign using back-to-school-related keywords to engage busy parents searching online for help.
- Newsletter and SMS Marketing:
 - A newsletter sent to current subscribers featuring exclusive back-to-school offers..
 - SMS marketing with discount offers sent to inactive customers to encourage them to use the services.

5. Campaign Objectives:

To support families in organizing their routines for the new school year and simplifying their lives with accessible home assistance services.

Retain families who rely on help with household chores during this busy season by highlighting the services' practicality and flexibility.

Drive registrations through exclusive back-to-school offers that customers can also share.

OCTOBER²⁰²⁵

ADINTIME

MON	TUE	WED	THU	FRI	SAT	SUN
		1 Pink October 🌸	2	3	4	5 Grandfather's Day
6 World Habitat Day	7	8	9	10 World Mental Health Day	11	12
13 World Hamburger Day 🍔	14	15	16 World Food Day	17	18 All Saints' Day holiday period (until 02/11)	19 Godparents' Day
20 World Cooks' Day	21	22 Cinema Release 🎬 The Incredible Shrinking Man	23	24 World Champagne Day	25 World Pasta Day	26 Transitioning to winter time Mother-in-Law Day
27	28	29	30	31 Halloween 🎃		

NOTES 📢

NOVEMBER²⁰²⁵

ADINTIME

MON	TUE	WED	THU	FRI	SAT	SUN
					1 All Saints' Day	2
3 World Kindness Day	4	5 Parents' Day at the Workplace Cinema Release 🎬 Avengers: Secret Wars	6	7	8	9 National Day for Combating School Bullying
10 International Intern Day	11 Armistice World Singles Day	12	13	14	15	16
17	18	19 World Toilet Day 🚽	20 Universal Children's Day	21 World Television Day	22	23 Chicory Celebration
24	25 World Day for the Elimination of Violence Against Women	26	27	28 Black Friday	29 World Buy Nothing Day	30

NOTES 📢

DECEMBER²⁰²⁵

ADINTIME

MON	TUE	WED	THU	FRI	SAT	SUN
1 First day of the advent calendar Cyber Monday	2	3	4	5	6 Feast of Saint Nicholas	7
8 World Climate Day Festival of Lights in Lyon	9	10	11 International Mountain Day	12 World Heavy Metal Day	13 Raclette Day 🧀	14
15	16	17 Cinema release 🎬 Avatar 3	18	19 International Christmas Sweater Day 🧶	20 Christmas holidays (until January 5th)	21 Winter
22	23	24 Christmas Eve	25 Christmas 🎄	26	27	28
29	30	31 New Year's Eve 🎉				

NOTES 📢

Advertising plan for the advent calendar - Example for an online marketplace specializing in organic products.

1. Targeting:

The campaign targets organic and eco-conscious consumers aged 25 to 50 who seek natural products and healthier alternatives for holiday shopping. The audience includes families, young professionals, and individuals committed to well-being and sustainable gifting. The Advent season offers the perfect opportunity for early Christmas shopping, responsible gift-giving, and daily holiday treats.

2. Targeted areas:

- High-traffic zones and organic markets in cities like Paris (Le Marais, Montmartre), Lyon (Presqu'île, Confluence), and Bordeaux (Chartrons district).
- Areas near department stores and shopping centers, aimed at attracting shoppers during the Christmas season.



3. Campaign Duration:

The campaign will run from December 1 to December 24, aligning with the unveiling of Advent calendar surprises, giving consumers a unique offer to discover each day.

4. Format and Medium:

- OOH & DOOH:
 - 2m² posters and signage in high-traffic locations, near Christmas markets and shopping centers, to attract holiday gift shoppers.
- Local and National Broadcasting:
 - Daily radio spots throughout Advent on major stations like France Inter, RTL, and RMC to keep the public informed about daily promotions and engage a wide audience.
- Interactive Digital Initiative:
 - Targeted social media ads (Instagram, Facebook) showcasing daily Advent calendar promotions.
 - A 'countdown' email campaign to inform subscribers of each day's promotion and build anticipation.
 - A dedicated e-commerce page featuring an interactive digital Advent calendar, allowing customers to click each day to reveal the daily surprise.
- Display and Retargeting Advertising:
 - Ads on partner sites and Google Display to remind past visitors of ongoing promotions, encouraging them to return daily for new offers.

5. Campaign Objectives:

To establish daily engagement by offering promotions and surprises that keep customers returning, strengthening loyalty and brand commitment.

Encourage early Christmas shopping with organic, eco-friendly products, highlighting the brand's dedication to well-being and sustainability.

Boost sales by capturing the festive spirit of Advent, while showcasing the variety and quality of organic products available.