

# Marketing Calendar

	2017					2018							
	August	September	October	November	December	January	February	March	April	May	June	July	
<b>Always on</b>	Search Engine Marketing (SEM) , Social media activity (organic and paid), Native advertising and Retargeting (display advertising)												
<b>Campaigns</b>	BRAND: Bris		BRAND: NSW/VIC										
	Digital, Outdoor		Channels TBC										
				Campaign									Campaign
	Junkee Media			TBC									TBC
	Digital												
	TimeOut (Sydney and Melbourne)												
	Digital												
<b>OGTAA activations</b>				Activation							Activation		
				Channels TBC							Channels TBC		
<b>Partnerships &amp; events</b>	TigerAir Bris	Rugby League World Cup						Enlighten					
	Digital	Digital, retargeting						Channels TBC					
		Floriade											
		Digital, retargeting											
		Mamma Mia!											
	TV, regional NSW												