



Pharma Marketer's Calendar

.....
**Special Day Campaigns
2019**

2019

Special Campaigns

Digital media have opened up exciting new ways for organizations and their brands to showcase what they stand for, the causes they support and their vision for healthcare.

In this scenario, organizing special digital engagement campaigns on **key occasions** like festivals, health days, and days of scientific importance, assumes great significance for Pharma Marketers.

Docplexus' Special Day Campaigns Calendar is the perfect resource for Marketers looking to **ace their engagement** with physicians.

2019



The International Year of the Periodic Table of Chemical Elements

The United Nations General Assembly declared 2019 as 'International Year of the Periodic Table of Chemical Elements' as it coincides with the 150th anniversary of the discovery of periodic table by famous Russian scientist, Dimitry Mendeleev.

This is aimed to create awareness on how chemistry provides solutions to global challenges in education, health, energy and agriculture.

Special Day Campaigns Calendar

JANUARY

2019

SUN	MON	TUE	WED	THU	FRI	SAT
		 1	2	3	4	5
6	7	8	9	10	11	12
13	 14	15	16	17	18	19
20	21	22	23	24	25	 26
 27	28	29	30	31		

- 1 New Year
- 14 Lohri/Makar Sankranti/Pongal
- 26 Republic Day
- 27 Anti Leprosy Day

★ Festivals + Health Days ▲ Other Notable Days

FEBRUARY

2019

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 + 	5	6	7	8	9
10	11 + 	12 + 	13 + 	14 + 	15 + 	16
17	18	19	20	21	22	23
24	25	26	27	28 + 		

- 4 World Cancer Day
- 11-15 Sexual & Reproductive Health Awareness Week
- 28 Rare Disease Day
- 28 National Science Day

Special Day Campaigns Calendar

MARCH

2019

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6 	7	8 	9
10	11 	12 	13 	14 	15 	16 
17 	18	19	20 	21 	22	23
24 	25	26	27	28 <small>HOLI</small>	29	30
31 						

- 6 Birth Anniversary of Mahadeva Lal Schroff – Father of Indian Pharmacy
- 8 World Kidney Day
- 11-17 Nutrition and Hydration Week
- 20 World Oral Health Day
- 21 Holi
- 24 World Tuberculosis Day
- 31 Birth Anniversary of India's First Female Doctor Anandi Gopalrao Joshi

★ Festivals + Health Days ▲ Other Notable Days



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Special Day Campaigns Calendar

APRIL

2019

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7 +	8	9	10	11 +	12	13
14	15	16	17	18	19 +	20
21	22 ▲	23	24 +	25 +	26 +	27 +
28 +	29 +	30 +				

- 7 World Health Day
- 11 World Parkinson's Awareness Day
- 19 World Liver Day
- 22 Earth Day
- 24-30 World Immunization Week
- 25 World Malaria Day

★ Festivals + Health Days ▲ Other Notable Days

Special Day Campaigns Calendar

MAY

2019

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
 5	6	 7	 8	9	10	11
 12	13	14	15	16	 17	18
19	20	21	22	23	 24	25
26	27	 28	29	30	 31	

- 5 Global Hand Hygiene Day
- 7 World Asthma Day
- 8 World Thalassemia Day
- 12 International Nurses Day
- 17 World Hypertension Day
- 24 World Schizophrenia Day
- 28 International Women's Health Day
- 31 World No Tobacco Day

★ Festivals + Health Days ▲ Other Notable Days

Special Day Campaigns Calendar

JUNE

2019

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4  +	5  ▲★	6	7	8
9	10	11	12	13	14  +	15
16	17	18	19  +	20	21	22
23	24	25	26	27	28	29
30  ▲						

- 4 National Cancer Survivor's Day
- 5 World Environment Day
- 5 Ramadan
- 14 World Blood Donors Day
- 19 World Sickle Cell Day
- 30 Social Media Day

★ Festivals + Health Days ▲ Other Notable Days



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Special Day Campaigns Calendar

JULY

2019

SUN	MON	TUE	WED	THU	FRI	SAT
	 1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
 28	 29	30	31			

- 1 Doctor's Day
- 28 World Hepatitis Day
- 29 ORS Day

★ Festivals + Health Days ▲ Other Notable Days



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Special Day Campaigns Calendar

AUGUST

2019

SUN	MON	TUE	WED	THU	FRI	SAT
				1 +	2 +	3 +
4 +	5 +	6 +	7 +	8	9	10
11	12	13	14	15 ▲	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

1-7 World Breastfeeding Awareness Week

15 Independence Day

★ Festivals + Health Days ▲ Other Notable Days



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SEPTEMBER

2019

SUN	MON	TUE	WED	THU	FRI	SAT
1	★ 2	3	4	5	6	7
+ 8	9	10	11	12	13	14
15	16	17	18	19	20	+ 21
22	23	24	25	26	27	+▲ 28
+ 29	30					

- 2 Ganesh Chaturthi
- 8 World First Aid Day
- 21 World Alzheimer's Day
- 28 World Rabies Day
- 28 Discovery of Penicillin
- 29 World Heart Day

Special Day Campaigns Calendar

OCTOBER

2019

SUN	MON	TUE	WED	THU	FRI	SAT
		1	 2	3	4	5
6	7	 8	9	 10	 11	12
13	14	 15	16	17	18	19
 20	 21	22	23	 24	25	26
 27	28	29	30	31		

- 2 Mahatma Gandhi Jayanti
- 8 Dussehra
- 10 World Mental Health Day
- 11 World Obesity Day
- 15 Global Handwashing Day
- 20 World Osteoporosis Day
- 21 World Iodine Deficiency Disorder Day
- 24 World Polio Day
- 27 Diwali

★ Festivals + Health Days ▲ Other Notable Days



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NOVEMBER

2019

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
 10	11	 12	13	 14	 15	 16
 17	 18	 19	 20	21	22	23
24	25	26	27	28	29	30

- 10 World Immunization Day
- 12 World Pneumonia Day
- 14 World Diabetes Day
- 14-20 World Antibiotics Awareness Week

Special Day Campaigns Calendar

DECEMBER

2019

SUN	MON	TUE	WED	THU	FRI	SAT
 1	2	 3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	 25	26	27	28
29	30					

- 1** World AIDS Day
- 3** International Day of Persons with Disabilities
- 25** Christmas

★ Festivals + Health Days ▲ Other Notable Days

How Docplexus Leveraged Special Days To Engage Its Physician Community

Click below to view



Docplexus Diwali
Campaign Case Study



Docplexus World Heart Day
Campaign Case Study



PHARMA'S TRUSTED MARKETING PARTNER

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Calendar for Special Day
Campaigns 2019**