

Holiday Trigger Worksheet

For holidays, there are some great messaging opportunities. Here are some examples. For holidays it may be useful to also have some visuals depicting the holiday e.g. Thanksgiving, Christmas etc.

Holiday	Start Date	End Date	Tag Line Messaging
Labor Day Pre	8/27/2014	8/31/2014	Here's to the Folks Who Labor to make JW and to those who drink it!
Labor Day of	9/1/2014	9/1/2014	Here's to the Folks Who Labor to make JW and to those who drink it!
Labor Day Post	9/2/2014	9/4/2014	Summer's over, but time off is just around the corner. Take advantage and tailgate JW
Cheese Pizza Day	9/5/2014	9/5/2014	Looking to share that cheese pizza? Start a tailgate with JW and make the crowd come to you
Chocolate Milk Shake Day	9/12/2014	9/12/2014	What's sweeter than a chocolate milk shake? Tailgating with JW
National Cream-Filled Donut Day	9/14/2014	9/14/2014	What's sweeter than a cream-filled donut? Tailgating with JW
International Talk Like a Pirate Day	9/19/2014	9/19/2014	Ahoy! Start a tailgate with JW or you'll be forced to walk the plank!
Miniature Golf Day	9/21/2014	9/21/2014	Finally sunk that elusive hole in one in mini-golf? Start a tailgate with JW and tell everyone all about it
Elephant Appreciation day	9/22/2014	9/22/2014	An elephant never forgets how fun tailgating is, and neither will you if you try JW
National Cherries Jubilee Day	9/24/2014	9/24/2014	What's sweeter than Cherries Jubilee? Tailgating with JW
National Comic Book Day	9/25/2014	9/25/2014	Want to be a real superhero? Go start a tailgate with JW
World Smile Day	10/3/2014	10/3/2014	Put a smile on your face and celebrate the first friday of the month tailgating with JW
National Frappe Day	10/4/2014	10/4/2014	What's sweeter than your favorite Frappe? Tailgating with JW
Do Something Nice Day	10/5/2014	10/5/2014	Do something nice for yourself and start a tailgate with JW
Columbus Day Pre	10/10/2014	10/12/2014	It may not have been brought over by ship, but Columbus would have been happy to discover tailgating with JW
National Angel Food Cake Day	10/10/2014	10/10/2014	What's sweeter than Angel Food Cake ? Tailgating with JW
Columbus Day Of	10/13/2014	10/13/2014	It may not have been brought over by ship, but Columbus would have been happy to discover tailgating with JW

Columbus Day Post	10/14/2014	10/15/2014	If Columbus had discovered tailgating with JW IN America. He would have stayed.
National Dessert Day	10/14/2014	10/14/2014	What's sweeter than your favorite dessert? Tailgating with JW
Halloween Pre	10/17/2014	10/30/2014	Scariest than Ghosts and Witches? Discovering that you've been tailgating without JW.
National Candy Corn Day	10/30/2014	10/30/2014	What's sweeter than Candy Corn? Tailgating with JW
Halloween Day Of	10/31/2014	10/31/2014	Scariest than Ghosts and Witches? Discovering that you've been tailgating without JW.
Halloween Post	11/1/2014	11/5/2014	Scariest than Ghosts and Witches? Discovering that you've been tailgating without JW.
Thanksgiving Pre	11/20/2014	11/26/2014	Not sure what you are thankful for this year? Try tailgating with JW and you'll thank us later
Thanksgiving	11/27/2014	11/27/2014	Remember to give thanks for tailgate and share JW with family and friends
Thanksgiving Post	11/28/2014	12/3/2014	Thanksgiving's over, but there is always a reason to be thankful for tailgate with JW

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