

NBF & Bed Advice UK's 2024 Marketing Calendar

Dates of significance to link your sales & marketing activities to

January	February	March
Winter sales period: new year, new bed/mattress? Share bed-buying tips alongside any sales promo.	1 st Feb - Time to Talk Day: a good opportunity to highlight the connection between our sleep and mental wellbeing.	National Bed Month: keep an eye out for the downloadable marketing toolkit on the Marketing Support page .
1 st - 31 st - Veganuary: the demand for vegan-friendly mattresses is growing - do any of yours cater for this demographic?	5 th - 11 th - Apprenticeship Week: a prime opportunity to promote any apprenticeships you offer and the benefits they bring. Read more about careers in beds .	1 st March - National Unplugging Day: 24hr respite from technology
1 st - 31 st Jan - Get Organised Month: a good opportunity to clean and tidy the bedroom and carry out a Bed MOT	14 th Feb – Valentine’s Day: share the ways to create a romantic bedroom or the benefits of sleeping in separate beds.	7 th March - World Book Day
3 rd Jan - Festival of Sleep Day		10 th – 16 th - USA's National Sleep Awareness Week
10 th Jan - Houseplant Appreciation Day: share the benefits of having houseplants		11 th March - National Napping Day
		15 th March - World Sleep Day
		18 th March - Global Recycling Day: highlight the importance of recycling old mattresses and promote any take-back schemes you offer.
		20 th March International Day of Happiness First Day of Spring / March equinox
		29 th March - 1 st April: Easter Bank Holiday weekend and sales opportunity
		31 st March - BST begins, clocks go forward: share sleep and wind-down routine tips as we lose an hour of sleep.

April	May	June
<p>Stress Awareness Month: highlight the connection between stress and our sleep quality.</p> <p>National Pet Month</p>	<p>MAY Be Time for a New Mattress campaign - keep an eye out for the downloadable marketing toolkit on the Marketing Support page.</p>	<p>Begin sharing advice on how to sleep better during the lighter mornings and keeping your bedroom cool</p>
<p>1st – 7th April - Family Safety Week: encourage consumers to check their family's beds are up to scratch and for peace of mind, buy from an NBF-approved member.</p>	<p>13th – 19th May - USA Mental Health Awareness Week: The Sleep Charity has helpful resources on the benefits of sleep and its impact on our mental health</p>	<p>5th June - World Environment Day: see our Sustainability section on Bed Advice UK for tips on making more sustainable choices around beds/mattresses and their end-of-life.</p>
<p>5th April - Walk to Work Day: share the benefits of exposure to daylight in the morning to help reset your circadian rhythm, as well as the benefits of exercise.</p>	<p>5th May - International Dawn Chorus Day</p>	<p>5th - 11th - Child Safety Week</p>
<p>7th April - World Health Day</p>	<p>7th May - World Asthma Day: see Allergy Awareness Week</p>	<p>8th June - Knaresborough Bed Race</p>
<p>16th April - Wear Your PJs to Work Day</p>	<p>12th – 18th May - National Women's Health Week</p>	<p>12th - 18th - Men's Health Week</p>
<p>22nd April: Earth Day</p> <p>22nd – 28th April Stop Snoring Week</p> <p>Allergy Awareness Week: Indoor allergy sufferers say their symptoms feel worse in the bedroom - is it time for a new mattress? Share tips on how to reduce symptoms in the bedroom.</p>	<p>15th May - International Day of Families</p>	<p>15th June - Clean Air Day: what is your business doing to reduce its carbon emissions?</p>
<p>23rd April - World Book Day: share the benefits of swapping that evening tittle for a book, bath or warming non-caffeinated drink to wind-down to bedtime.</p>	<p>21st May - International Tea Day: avoid caffeine in the afternoon/evening; consider a herbal tea instead.</p>	<p>20th June - Summer Solstice/longest day</p>
<p>28th April - World Day for Safety and Health at Work: NBF members are encouraged to use NBF Protect for advice and support.</p>	<p>Towards the end of May, dates TBC - Scams Awareness Week from Citizens Advice: Share our tips on avoiding mattress fraud and back-of-the-van traders. Always look for the NBF-approved tick.</p>	<p>Mid-June, dates TBC - Home Fire Safety Week: check for the BS 7177 label, never buy from the back of a van and look for the NBF-approved tick.</p>

July	August	September
<p>Early July, dates TBC – Possible second Scams Awareness Week from Citizen’s Advice: share our tips on avoiding mattress fraud and back-of-the-van traders. Always look for the NBF-approved tick.</p>	<p>10th Aug - National Lazy Day</p>	<p><u>Sleeptember</u> - The Sleep Charity's annual awareness campaign looks at how to get a good night's sleep and why it's beneficial.</p>
<p>3rd - 9th July - Alcohol Awareness Week: The Sleep Charity has helpful information on how alcohol affects our sleep.</p>	<p>15th Aug - National Relaxation Day</p>	<p>Self-Improvement Month</p>
<p>Reminder that the school holidays are the ideal time for parents and caregivers to check their child’s beds are still up to scratch. Share signs to look out for and if replacing, buy from an Approved NBF member.</p>	<p>‘Back to school’ – whilst parents and caregivers buy new school uniforms and shoes, encourage them to check if their children’s beds are still comfortable, supportive and big enough. If replacing, buy from an Approved NBF member.</p>	<p>5th Sept - International Day of Charity: please support our long-term partner, The Sleep Charity, and make the most of their free resources.</p>
<p>24th July - International Self Care Day</p>	<p>26th Aug – Bank holiday and sales opportunity.</p>	<p>11th Sept - National Make Your Bed Day</p>
		<p>20th Sept - World Clean Up Day: do you have a take-back scheme for old mattresses? Encourage your customers to recycle their mattresses to avoid them going to landfill.</p>
		<p>21st Sept International Day of Peace World Gratitude Day</p>
		<p>Date TBC - National Manufacturing Day: primarily for NBF members to share the benefits of working in our diverse industry. Read more about careers in beds.</p>
		<p>30th Sept - International Podcast Day - did you know about BedBiz podcast series? Available to watch via our Resources section.</p>

October	November	December
Positive Attitude Month	Begin to share tips on staying warm in bed during winter.	<p>Christmas/holiday period: ask consumers to carry out a Bed MOT – buy a new bed/mattress during the upcoming sales?</p> <p>Share guest bed ideas</p> <p>Share bed-buying tips during the sales</p>
1 st Oct - International Coffee Day: avoid caffeine in the afternoon/evening.	<p>1st Nov - World Vegan Day and World Vegan Month: see Veganuary.</p> <p>1st – 7th Nov - National Stress Awareness Week and Stress Awareness Day on 6th: Visit The Sleep Charity for useful info around sleep and stress.</p>	21 st Dec - Winter Solstice, shortest day
2 nd Oct - World Statistics Day: remind consumers our mattresses are subject to a staggering 20,000 hours of wear and tear over a seven-year lifespan; if you spend £1,000 on a new bed, this works out at only 40p per night over seven years, or 20p each for a couple.	5 th – 9 th Nov - International Stress Awareness Week: see above.	
10 th Oct - World Mental Health Day: see Mental Health Awareness Week.	10 th - 16 th Nov - Fraud Awareness Week: see Scams Awareness Weeks.	
<p>14th – 20th Oct</p> <p>Better Sleep Week: from The Sleep Charity. Highlights why quality sleep is essential for children’s growth and development. Find out more.</p>		
Back Care Awareness Week: encourage your customers to regularly check if their beds are still comfortable and supportive. Visit Backcare charity for expert info.		
21 st – 27 th Oct - Recycle Week: see our Sustainability section on Bed Advice UK for tips on making more sustainable choices around beds/mattresses and their end-of-life.		
27 th Oct - National Sleep In Day: BST ends, clocks go back and gain an hour		