

4TH EDITION

DON'T MISS A
MARKETING
OPPORTUNITY

W K 3 6 0
2024
CALENDAR!



W K 3 6 0

CAN YOU...
DO MORE
DO IT FASTER
DO IT ON BUDGET

YOU CAN WHEN YOU HAVE A
GREAT TEAM BEHIND YOU

"We... *provide*
resource when
you need it"

"We...
automate
mundane
tasks"

"We... *improve*
your speed to
market"

"We... provide
greater value
for money"



WK360°

We enable clients to do **more** with their existing budgets in this content hungry world.

WK360 are a creative production agency, focused on creating content, often using technology to **automate** mundane tasks and **reduce** management time.

Our services are truly **End-to-End**, with photography, video, CGI, animation, design, artwork and post-production all in house.



JANUARY 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 NEW YEAR'S DAY Bank Holiday National Bloody Mary Day Dry January Veganuary	2 WK360'S 45TH BIRTHDAY!	3	4 National Trivia Day National Spaghetti Day (US)	5 National Bird Day	6 National Technology Day (UK)	7
8 National Bubble Bath Day	9 National Apricot Day	10 Houseplant Appreciation Day	11	12	13	14 Dress Up Your Pets Day Australian Open
15 BLUE MONDAY	16	17	18	19	20 National Cheese Lover's Day	21 Hugging Day
22	23	24 National Compliment Day	25 Burns Night	26 Australia Day National Spouse's day	27 National Chocolate Cake Day (US) National Geographic Day	28
29 National Puzzle Day	30 Croissant Day	31 National Hot Chocolate Day				

CELEBRATING 45 YEARS OF CREATIVE EXCELLENCE

It takes a lot of talent, ingenuity, perseverance, and a little bit of luck, to still be here 45 years on. A lot has changed since 1979, but our ceaseless drive to create and innovate has never faltered. So here's to 45 years, and everything more to come!

FIND OUT MORE



FEBRUARY 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1Time To Talk Day	2Groundhog Day (US) Wear Red Day Six Nations (2nd Feb-16th March)	3	4National Homemade Soup Day World Cancer Day Grammy Awards
5World Nutella Day	6	7	8	9National Pizza Day	10Chinese/Lunar New Year (Year of the Dragon)	11National Inventors Day
12	13Galentine's Day World Radio Day Pancake Day (Shrove Tuesday)	14Ash Wednesday Valentine's Day	15Singles Awareness Day	16	17Random Act of Kindness Day	18Drink Wine Day
19	20	21	22	23	24	25
26National Pistachio Day	27International Polar Bear Day	28	29Leap Day			

IS YOUR
CURRENT AGENCY
AS AGILE AS YOU?

Production agencies tend to be large global leviathans, which are great for delivering tens of thousands of SKUs for you every year. What happens though, if you have just a couple of hundred or a couple of thousand? **No flexibility.**

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MARKETING DAYS TO REMEMBER

MARCH2024

WK360


END-TO-END BRAND CONTROL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1Employee Appreciation Day St David's Day 	2	3
4Fairtrade Fortnight (4th-17th) British Pie Week (4th-10th)	5St Piran's Day	6	7World Book Day National Cereal Day	8International Women's Day 	9	10Mothering Sunday (UK) 96th Academy Awards Ramadan Begins (Islam)
11Commonwealth Day	12	13No Smoking Day 	14Pi Day Dog Theft Awareness Day Popcorn Lover's Day	15World Consumer Rights Day	16	17St. Patrick's Day 
18Global Recycling Day Shakespeare Week (18th-24th)	19	20Vernal Equinox International Day of Happiness	21World Poetry Day	22	23National Puppy Day Earth Hour Day	24Holi (Hindu)
25Autism Acceptance Week (25th-31st)	26Wear a Hat Day 	27	28Maundy Thursday Piano Day	29Good Friday Bank Holiday	30National Doctor's Day (US) 	31Easter Sunday Daylight Saving Begins (British Summertime)

WHEN YOUR IMAGE REALLY MATTERS

With three large photo studios, the very latest camera technology, and creative photographers, our management team will make sure shoots run smoothly and efficiently.




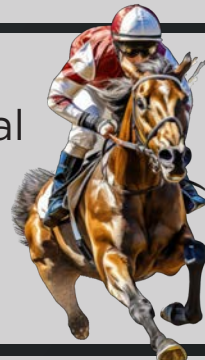





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MARKETING DAYS TO REMEMBER

APRIL 2024

WK360[•]
END-TO-END BRAND CONTROL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 Easter Monday Bank Holiday April Fool's Day 	2 World Autism Awareness Day	3	4 National Carrot Day 	5 UK Tax Year Ends	6 National Carbonara Day (IT)	7
8 Golf Masters (8th-14th) 	9 Eid al-Fitr (Islam)	10 World Snooker Championships (10th April - 6th May)	11	12 Grand National Ladies' Day	13 Grand National 	14 National Gardening Day
15	16	17 Malbec Day 	18	19	20	21 National Tea Day 
22 Passover (Judaism) (22nd-30th)	23  St George's Day	24	25 Anzac Day (AU & NZ) World Penguin Day 	26	27 World Graphic Design Day International Design Day	28
29 International Dance Day	30 International Jazz Day 					

SAVE TIME AND MONEY WITH AUTOMATION

Improve speed to market, collaboration and pivot with more agility.

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AUTOMATION

REMINDERS: Halloween, Black History Month, Breast Cancer Awareness Month – 6 months away.

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MARKETING DAYS TO REMEMBER

MAY 2024

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END-TO-END BRAND CONTROL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4 Star Wars Day	5
6 Early May Bank Holiday Savingnon Blanc Day International No Diet Day Deaf Awareness Week (6th-12th)	7	8 VE Day	9 Europe Day Ascension Day	10	11 Eat What You Want Day	12
13 Houmous Day World Cocktail Day	14	15 International Day of Families	16 US PGA (16th-19th)	17	18 International Museum Day	19 World Baking Day
20 World Bee Day National Vegetarian Week	21 Chelsea Flower Show (21st-25th)	22	23 Chardonnay Day	24	25 Towel Day	26
27 Spring Bank Holiday	28	29 National Biscuit Day	30	31		

CREATE ONCE DISTRIBUTE MANY

Your assets, securely stored and distributed in a Digital Asset Management system, helping to keep your brand communications consistent.

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REMINDERS: Black Friday - 6 months away.

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MARKETING DAYS TO REMEMBER

JUNE2024

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END-TO-END BRAND CONTROL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3	4National Cheese Day 	5World Environment Day	6	7	8National Best Friend Day World Gin Day World Ocean Day 	9
10	11	12	13US Open (13th-16th)	14World Blood Donor Day FIFA Euro Championships (14th June - 14th July)	15National Beer Day (UK)	16Father's Day Eid al-Adha (Islam)
17King Charles' Birthday	18Royal Ascot (18th-22nd)	19	20Summer Solstice World Refugee Day	21International Yoga Day Take Your Dog To Work Day 	22	23Women in Engineering Day
24	25	26Glastonbury Festival (26th-30th)	27	28	29Armed Forces Day Tour de France (29th June- 21st July)	30World Social Media Day

CREATE AT THE SPEED
OF SOCIAL MEDIA

We have all the creative and production tools needed to deliver social media content with agility and efficiency.

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REMINDERS: Christmas – 6 months away.

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MARKETING DAYS TO REMEMBER

JULY 2024

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END-TO-END BRAND CONTROL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 Canada Day Wimbledon (1st - 14th) 	2	3	4 Independence Day (US) 	5	6	7 Formula 1 British Grand Prix 
8 Islamic New Year	9	10	11	12 Malala Day	13 Wimbledon Women's Final	14 Wimbledon Men's Final Bastille Day (France)
15 Give Something Away Day St Swithin's Day	16	17 World Emoji Day 	18 Nelson Mandela Day The Open Championship (18th-21st)	19	20 International Chess Day 	21 World Ice Cream Day
22	23	24	25 National Wine & Cheese Day 	26 Summer Olympics, Paris (26th July-11th Aug) 	27	28
29	30 International Day of Friendship	31 National Avocado Day				

PACK SHOTS FIT FOR MOBILE

Increase sales on mobile devices
with mobile optimised imagery.

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REMINDERS: National Cheese Lovers' Day - 6 months away & Chinese New Year - 6 months away.







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MARKETING DAYS TO REMEMBER

AUGUST2024

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END-TO-END BRAND CONTROL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1 Yorkshire Day World Wide Web Day National Girlfriend Day	2 International Beer Day 	3	4 National Choc Chip Cookie Day
5	6	7 Playday	8 International Cat Day 	9 National Book Lovers Day 	10 National Lazy Day	11 National Bakewell Tart Day
12 International Youth Day World Elephant Day Tour de France Femmes (12th-18th)	13 National Prosecco Day International Left Handers' Day	14	15	16 National Tell a Joke Day 	17	18 Pinot Noir Day
19 National Potato Day World Photography Day	20 National Bacon Lovers' Day	21 World Entrepreneurs' Day Reading & Leeds Festival (21st-25th)	22 National Burger Day 	23	24	25 Notting Hill Carnival (25th-26th)
26 National Dog Day Summer Bank Holiday	27	28 Paralympic Games, France (28th Aug - 8th Sept) 	29 Lemon Juice Day International Cabernet Day	30	31	

REDUCING THE COST OF CORRECTIONS

Simple to use and accessible from anywhere, 360Approve reduces cost and makes the management of correction cycles easy.

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REMINDERS: Pancake Day – 7 months away.

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MARKETING DAYS TO REMEMBER

SEPTEMBER 2024

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END-TO-END BRAND CONTROL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1 Love Lamb Week National Tofu Day
2 World Coconut Day Labor Day (US)	3	4 Eat an Extra Dessert Day	5 International Day of Charity	6 Read a Book Day	7 World Beard Day	8 International Literacy Day
9 Emergency Services Day Fairtrade Fortnight (9th-22nd)	10 World Suicide Prevention Day	11	12 National Video Games Day 	13 Stand Up To Cancer Roald Dahl Day	14	15 International Day of Democracy
16 100 Days until Christmas Autumn Equinox 	17	18	19 International Talk Like a Pirate Day 	20	21 International Day of Peace Batman Day Oktoberfest (21st Sept - 6th Oct)	22
23 International Day of Sign Languages	24	25 National Fitness Day 	26	27 World's Biggest Coffee Morning World Tourism Day	28	29 World Heart Day
30						

CONNECTING CUSTOMERS WITH A WORLD OF YOUR MAKING

360Connect offers dynamic traditional and designer QR codes and management. Features include content delivered depending on location and device, as well as full analytics.



SCAN ME TO FIND OUT MORE

REMINDERS: International Women’s Day & First Day of Spring – 6 months away.

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MARKETING DAYS TO REMEMBER

OCTOBER2024

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END-TO-END BRAND CONTROL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1Black History Month (1st-30th) Go Sober for October World Vegetarian Day	2Rosh Hashanah (Judaism)	3National Poetry Day Buy British Day	4World Animal Day World Smile Day World Space Week (4th-10th)	5World Teachers' Day	6National Grandparents Day
7National Curry Week (7th-13th)	8World Octopus Day	9Baby Loss Awareness Week (9th-15th)	10World Mental Health Day World Porridge Day	11National Coming Out Day	12Yom Kippur (Judaism)	13
14	15National Roast Pheasant Day UK Coffee Week (15th-21st)	16World Food Day	17	18	19	20
21Apple Day	22	23	24United Nations Day	25Global Champagne Day	26National Pumpkin Day	27Daylight Saving Ends National Black Cat Day National Cheese Toastie Day
28Wild Foods Day	29RSPB Feed the Birds Day	30	31HALLOWEEN			

AUTOMATING BANNER
AD PRODUCTION
DELIVERS BETTER
AGILITY AND COST
SAVINGS

Take the work out of banner advertising with 360BannerAd. Automatically create up to 50 formatted static or animated banners.

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CONTENT

DISCOVER

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REMINDERS: Christmas, January Sales – 2 months away. Valentine’s Day – 4 months away.

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NOVEMBER2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1 Movember World Vegan Day Diwali (Hindu)	2	3 World Sandwich Day 
4 Roast Dinner Day	5 	6	7 National Hug a Bear Day 	8	9 British Pudding Day	10 Remembrance Sunday 
11 Armistice Day	12 Purple Tuesday	13	14 King Charles III's Birthday Tempranillo Day	15 BBC Children in Need	16	17 Homemade Bread Day
18	19 International Men's Day	20 World Children's Day Zinfandel Day	21 Thanksgiving (US) WorldTelevision Day Beaujolais Nouveau Day	22 	23 National Eat a Cranberry Day Small Business Saturday	24 Stir Up Sunday
25 Cyber Monday	26	27	28	29	30 St Andrew's Day	

CGI-WHY?

It's been the buzzword of the year, but are you still on the fence when it comes to incorporating CGI into your content creation strategy? Click here to find out exactly what CGI can do for you, and why you should be using it.

FIND OUT MORE



DECEMBER 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2 English Breakfast Day	3	4	5 International Volunteer Day	6	7	8
9	10 International Human Rights Day	11	12 Gingerbread House Day Christmas Jumper Day	13	14	15
16	17	18	19	20	21 Winter Solstice	22
23	24 CHRISTMAS EVE	25 MERRY Christmas Hanukkah (Judaism) (25th-2nd Jan)	26 BOXING DAY	27	28	29
30	31 NEW YEAR'S EVE Hogmanay					

DOES COLOUR ACCURACY STILL MATTER?

Do you know your midnight blue from your navy? Your lawn green from your chartreuse? Your customers do, and they're basing their purchasing decisions on it. Find out why colour accuracy still matters across page and screen, and how much it could save you.

FIND OUT MORE



Make sure to ***join us*** as we step into the new year, providing you with the resources necessary ***to thrive*** in the upcoming months.

