



GO PLACES WITH LENOVO CONVERSATION CALENDAR 2015



This conversation calendar contains ready-to-post copy and images for Facebook, Twitter and Instagram.

Hashtag Guidance:

- Proposed Campaign Hashtag: #GoPlacesWithLenovo

Proposed Overarching Theme:

- Lenovo takes you on the biggest adventure of your life, with your best travel buddy

Campaign Duration:


- 17 Aug (Mon) to 13 Sep (Sun)




Proposed Post Frequency:




- 3 posts every 7 days = 12 posts in total


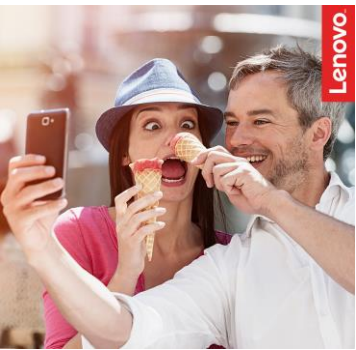

Phases:



- 1st week – recap and remind fans of what happened last year
- Start of 2nd week – introduce #GoPlacesWithLenovo
- 2nd and 3rd week – alternate between the theme of adventure and introduction of PHAB’s features
- 4th week – messaging to indicate countdown to last day of registration

Date	Phase	Facebook	Twitter	Instagram	Images
17 Aug (Mon)	Teaser	They got to Go Places with YOGA last year – who remembers where we took them? #Throwback #explorewithyoga	They got to Go Places with YOGA last year – who remembers where we took them? #Throwback #explorewithyoga	They got to Go Places with YOGA last year – who remembers where we took them? #Throwback #explorewithyoga	

19 Aug (Wed)	Teaser	Remember them? The winners of Go Places with YOGA last year tell us what they loved most about the journey! #explorewithyoga	Remember them? Last year's winners of Go Places with YOGA tell us what they loved most about the journey! #explorewithyoga	Remember them? The winners of Go Places with YOGA last year tell us what they loved most about the journey! #explorewithyoga	
22 Aug (Sat)	Teaser	Here's a little clue to something we're planning - can anyone guess where we're going with this? :)	Here's a little clue to something we're planning - can anyone guess where we're going with this? :)	Here's a little clue to something we're planning - can anyone guess where we're going with this? :)	
24 Aug (Mon)	Launch	<p>GAME ON - the race of a lifetime is back! We're looking for pairs of adventure-holics from Singapore, Malaysia, Philippines, Thailand and Vietnam to #GoPlacesWithLenovo and win US\$10,000!</p> <p>Register with your travel bestie now, and be that much closer: [Registration Link]</p>	<p>We're looking for adventure-holics to #GoPlacesWithLenovo and win US\$10,000! Register with your travel bestie now: [Registration Link]</p>	<p>GAME ON - the race of a lifetime is back! We're looking for pairs of adventure-holics from Singapore, Malaysia, Philippines, Thailand and Vietnam to #GoPlacesWithLenovo and win US\$10,000!</p> <p>Register with your travel bestie now, and be that much closer: [Registration Link]</p>	<p>Propose to Boost till 26th August</p> 

26 Aug (Wed)	Educate	<p>What's the one quality any travel companion should have? Do you have any to add? It might be what helps you both win US\$10,000!</p> <p>Register yourselves and stand a chance to #GoPlacesWithLenovo! [Registration Link]</p>	<p>Which quality should any travel companion should have? It might help you win US\$10,000! [Registration Link] #GoPlacesWithLenovo</p>	<p>What's the one quality any travel companion should have? Do you have any to add? It might be what helps you both win US\$10,000!</p> <p>Register yourselves and stand a chance to #GoPlacesWithLenovo! [Registration Link]</p>	
29 Aug (Sat)	Educate	<p>Which apps are essential for your holiday? Use the correct combination if you and your friend get picked to #GoPlacesWithLenovo, and you could win US\$10,000! [Registration Link]</p>	<p>Use the correct apps if you and your friend get picked to #GoPlacesWithLenovo, and win US\$10,000! [Registration Link]</p>	<p>Which apps are essential for your holiday? Use the correct combination if you and your friend get picked to #GoPlacesWithLenovo, and you could win US\$10,000! [Registration Link]</p>	
31 Aug (Mon)	Educate	<p>From eating a live octopus to bungee jumping straight after: Think you and your friend have the stomachs for adventure?</p> <p>Register now and you two might get to #GoPlacesWithLenovo and win US\$10,000! [Registration Link]</p>	<p>Hungry for adventure? Register for #GoPlacesWithLenovo and you and your friend could win US\$10,000! [Registration Link]</p>	<p>From eating a live octopus to bungee jumping straight after: Think you and your friend have the stomachs for adventure?</p> <p>Register now and you two might get to #GoPlacesWithLenovo and win US\$10,000! [Registration Link]</p>	<p>Propose to Boost till 13th September</p> 

2 Sep (Wed)	Educate	<p>Imagine the fabulous shots you and your travel bestie will have if you both get picked to #GoPlacesWithLenovo... and win the US\$10,000 prize!</p> <p>But you're not going to stand a chance if you don't register first! [Registration Link]</p>	<p>Imagine the fabulous shots you'll have if you get picked to #GoPlacesWithLenovo and win the US\$10,000! [Registration Link]</p>	<p>Imagine the fabulous shots you and your travel bestie will have if you both get picked to #GoPlacesWithLenovo... and win the US\$10,000 prize!</p> <p>But you're not going to stand a chance if you don't register first! [Registration Link]</p>	
5 Sep (Sat)	Educate	<p>What do you love doing most with your travel buddy? Stuffing your faces with new cuisine or making sure every selfie is a goofy one? Or maybe BOTH!</p> <p>Do all that and more if you're both picked for #GoPlacesWithLenovo. And did we mention that there's a US\$10,000 prize too? :)</p>	<p>Do what you love most with your travel buddy, and win US\$10,000 too, if you're picked for #GoPlacesWithLenovo [Registration Link]</p>	<p>What do you love doing most with your travel buddy? Stuffing your faces with new cuisine or making sure every selfie is a goofy one? Or maybe BOTH!</p> <p>Do all that and more if you're both picked for #GoPlacesWithLenovo. And did we mention that there's a US\$10,000 prize too? :)</p>	
7 Sep (Mon)	Countdown	<p>Mystery, adventure – and maybe a US\$10,000 prize awaits, if you and your friend get to #GoPlacesWithLenovo! But hurry – there's only ONE week left to register! [Registration Link]</p>	<p>One week left for you and a friend to register for mystery, adventure - and a US\$10,000 prize! #GoPlacesWithLenovo [Registration Link]</p>	<p>Mystery, adventure – and maybe a US\$10,000 prize awaits, if you and your friend get to #GoPlacesWithLenovo! But hurry – there's only ONE week left to register! [Registration Link]</p>	

9 Sep (Wed)	Countdown	<p>Feel like you can take on any challenge with your travel bestie? If so, we're looking for you!</p> <p>Dive into adventure when you #GoPlacesWithLenovo, and you could both win US\$10,000! But hurry – only FIVE DAYS LEFT to register! [Registration Link]</p>	<p>FIVE DAYS LEFT to register: Dive into adventure when you #GoPlacesWithLenovo, and stand to win US\$10,000! [Registration Link]</p>	<p>Feel like you can take on any challenge with your travel bestie? If so, we're looking for you!</p> <p>Dive into adventure when you #GoPlacesWithLenovo, and you could both win US\$10,000! But hurry – only FIVE LEFT to register! [Registration Link]</p>	
12 Sep (Sat)	Countdown	<p>ONE MORE DAY: It's your LAST chance for you and your best travel buddy to register for #GoPlacesWithLenovo. Run the race of a lifetime and win US\$10,000! [Registration link]</p>	<p>ONE MORE DAY: Register for #GoPlacesWithLenovo to run the race of a lifetime and win US\$10,000! [Registration link]</p>	<p>ONE MORE DAY: It's your LAST chance for you and your best travel buddy to register for #GoPlacesWithLenovo. Run the race of a lifetime and win US\$10,000! [Registration link]</p>	
14 Sep (Mon)	Post-registration	<p>Registration is now closed for #GoPlacesWithLenovo, and we want to thank everyone who's participated! Stay tuned as we'll be announcing the lucky few participants soon! [Registration link]</p>	<p>We want to thank everyone who's registered for #GoPlacesWithLenovo! Stay tuned as we'll be announcing the lucky few participants soon!]</p>	<p>Registration is now closed for #GoPlacesWithLenovo, and we want to thank everyone who's participated! Stay tuned as we'll be announcing the lucky few participants soon! [Registration link]</p>	