

Festive & Seasonal Activation Plan

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a festive/seasonal activation plan — special packs and gifting, trade loading and schemes, visibility, consumer offers and stock/production planning — so you capture peak demand (Diwali, Rakhi, wedding, summer) fully. Use it before a season. For channel-specific pushes use the Modern Trade Listing Kit or E-Commerce plans.

Purpose of this tool & output

Make the most of festive and peak seasons

How the output is used

Use it to make the most of festive and peak seasons — a festive activation plan for stock, offers and visibility.

Important cautions

Plan production and stock timing early; festive misses are lost for the year, and unsold festive packs become dead stock.

Companion documents

- Trade Scheme Designer & Costing
- Consumer Promotion Planner
- Visibility & Merchandising Plan
- Display / Shelf-Share Scheme Planner
- Product Sampling & Trial Drive
- Scheme ROI Calculator (After the Scheme)

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.