

Q3 2023

# Increase your impact with Wish's Merchandising Calendar



Throughout 2023, Wish will share our global Merchandising calendar to help merchants maximize their success. Read on to take advantage of our merchandising, advertising, and Social Media efforts!

## Merchant action plan:

1. Review Wish's Merchandising calendar (we'll share new calendars every quarter)
2. Upload items that match our merchandising products and categories\*
3. Align your [advertising and promotional efforts](#) with Wish merchandising campaigns
4. Enroll your products in [Merchant Promotions Platform](#) (MPP) events whenever possible

## To increase your chances of being featured:

- ✦ Enroll eligible products in MPP events 1-2 months ahead of campaigns
- ✦ Keep your [Wish Standards](#) score high (silver or above)
- ✦ Maintain [product ratings](#) of 4 stars or higher
- ✦ Provide [clean product images](#)

\*Products that align with Merchandising efforts may be selected for promotional collections and/or merchandising modules on Wish.

Wish's Merchandising and Events Calendar is subject to change at any time as we continue to target the best opportunities for merchants. Please check the Event tool in the Merchant Promotions Platform for the most up-to-date information about Merchandising opportunities.

## How to read the Merchandising calendar

Name of the planned merchandising campaign

Dates of the campaign

**July 8-15**

**Back to School Savings**

MPP Events option  
 Ad/Social Media support

Supported markets: (Except Australia & New Zealand)

Theme: Saving on back to school necessities

Categories: School supplies, backpacks, college essentials, electronics

Regions where Wish will run the campaign for customers

Product Examples

Categories/types of products that will be featured within the campaign

For some campaigns, eligible merchants may actively enroll products via the events tool in the Merchant Promotions Platform. Read more about eligibility and the events tool [here](#).

A check indicates that Wish will run external-facing advertisement or Social Media campaigns to direct customer traffic to the platform.

# JULY 2023



June 30 - July 7

## Wish Anniversary Sale

- ✓ MPP Events option
- ✓ Ad/Social Media support

Supported markets: 

Theme: Celebrate Wish's Anniversary

Products: Great deals in key categories



July 4

## 4th of July Sitewide Sale

- ✓ MPP Events option

Supported markets: 

Theme: 4th of July celebrations/discounts

Products: Patriotic decorations, flags, BBQ and outdoor items



July 7-14

## Wish Picks

- ✓ MPP Events option

Supported markets: 

Theme: Top sellers

Products: Unique items to Wish



July 8-15

## Back to School Savings

- ✓ MPP Events option
- ✓ Ad/Social Media support

Supported markets:  (Except Australia & New Zealand)

Theme: Save on back to school necessities

Products: School supplies, backpacks, college essentials, electronics



July 8-15

## Women's Fashion

Supported markets: 

Theme: Summer vacation continues

Products: Swimwear, cover ups, dresses, shorts, tops



July 8-15

## Cosplay Carnival

Supported markets:  (Except Europe)

Theme: Cosplay, LARP, anime, video games

Products: Wigs, costumes, makeup, and accessories



July 16-23

## Skincare Routine

- ✓ MPP Events option

Supported markets: 

Theme: Beauty and skincare products

Products: Cleansers, moisturizers, makeup, masks, brushes



July 21-28

## End of Summer Sale

- ✓ MPP Events option
- ✓ Ad/Social Media support

Supported markets: Northern Hemisphere

Theme: General discounts on all products

Products: All products



July 26-28

## End of Summer Sitewide Promo

- ✓ MPP Events option
- ✓ Ad/Social Media support

Supported markets: Northern Hemisphere

Themes: General discounts on all products

Products: All products



July 29-August 5

## Family & Friends Outing

- ✓ MPP Events option
- ✓ Ad/Social Media support

Supported markets: 

Theme: Gatherings with family and friends

Products: Picnic supplies, lunch bags, backpacks, water bottles, fanny packs, hats, sunglasses




# AUGUST 2023

August 1-8

## Back to School Savings Refresh

- ✓ MPP Events option
- ✓ Ad/Social Media support

Supported markets:  (Except Australia & New Zealand)

Theme: Save on back to school necessities

Products: School supplies, backpacks, college essentials, electronics



August 1-15

## July Roundup

- ✓ MPP Events option
- ✓ Ad/Social Media support

Supported markets: 

Themes: Top selling items for the month of July

Products: July best sellers



August 6-13

## Prep for Labor Day

✓ MPP Events option

Supported markets: 

Themes: End of summer fun

Products: Outdoors, family gatherings, barbecues



August 9-16

## Mind & Body Reset

✓ Ad/Social Media support

Supported markets: 

Theme: Mental & physical health

Products: Relaxing & calming items; yoga, meditation, journaling



August 14-21

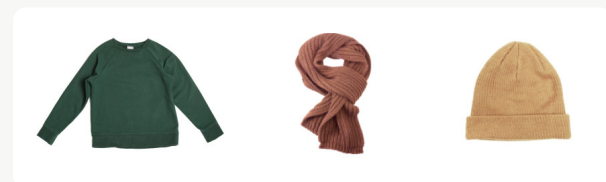
## Autumn Fashion New Arrivals

✓ Ad/Social Media support

Supported markets: 

Themes: Clothing for cooler weather

Products: Sweaters, pants, hats, scarves, jackets, gloves



August 14-21

## Wanderlust Wonderland

✓ Ad/Social Media support

Supported markets: 

Theme: Final Summer getaway

Products: Travel essentials, road trip accessories, camping



August 20-31

## Get Ready for Spooky Season

✓ MPP Events option

✓ Ad/Social Media support

Supported markets: 

Theme: Halloween celebrations

Products: Halloween decor



August 22-31

## Upgrade your Ride

✓ Ad/Social Media support

Supported markets: 

Theme: Car and automotive accessories

Products: Seat and wheel covers, bobble heads, decals, lights



August 22-31

## Sweater Season

✓ Ad/Social Media support

Supported markets: 

Theme: Women's clothing

Products: Women's sweaters and jumpers



# SEPTEMBER 2023

September 1-8

## Get Ready for Halloween

- ✓ MPP Events option
- ✓ Ad/Social Media support

Supported markets: 

Theme: Halloween celebrations

Products: Costumes, scary and creepy items



September 1-8

## August Roundup

Supported markets: 

Themes: Top selling items for the month of August

Products: August best sellers



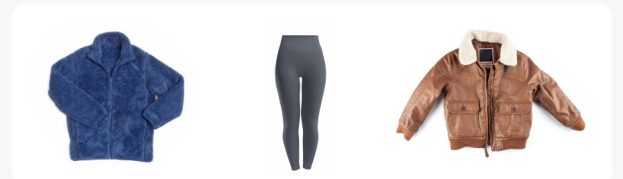
September 1-15

## Bundle up for Autumn

Supported markets: 

Theme: Fall fashion

Products: Fall pants, shirts, sweaters, jackets, vests



September 8-15

## Oktoberfest

Supported markets: 

United States & European Markets

Theme: Oktoberfest

Products: Lederhosen costumes, Medieval Renaissance costumes, beer related items



September 9-16

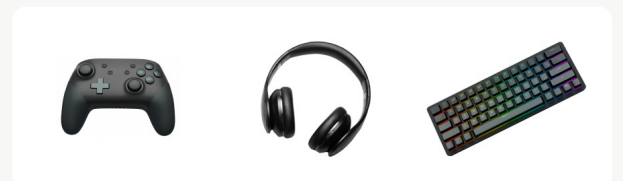
## The Game Master

- ✓ Ad/Social Media support

Supported markets: 

Theme: Gaming essentials

Products: Gaming chairs, controllers, consoles, accessories



September 9-16

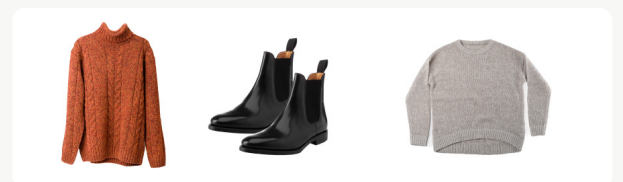
## Fall Fashion Sale

- ✓ Ad/Social Media support

Supported markets: 

Theme: Women's fall apparel

Products: Sweaters, sweater dresses, boots, fall tops



September 9-16

## The Host with the Most

- ✓ MPP Events option
- ✓ Ad/Social Media support

Supported markets: 

Themes: Hosting celebrations at home

Products: Party supplies, indoor & outdoor lights, table runners, serving bowls, wine openers



September 16-30

## Thanksgiving Prep

- ✓ Ad/Social Media support

Supported markets: 

Themes: Thanksgiving holidays

Products: Family celebrations, fall decor, turkey themes, table settings



September 16-30

## Autumn Dresses

- ✓ Ad/Social Media support

Supported markets: 

Theme: Fall for her

Products: Women's jackets/outerwear, sweaters, long sleeve tops



September 20-27

## Rejuvenate your Space

- ✓ MPP Events option

Supported markets: 

Theme: Products to refresh the home

Products: Home textiles, bedding, furniture decor

