

# 2024

## 2024上半年Lazada&Shopee&TTS营销日历

AsiaECS	1月	2月	3月	4月	5月	6月
Lazada	越南年货节 (VN)	越南年货节 (VN)	Lazada生日大促 (ALL)	4.4 大促 (ALL)	5.5 大促 (ALL)	6.6大促(ALL)
	1.1 大促 (ID/PH/SG)	2.2 大促 (ID/MY/PH/SG/TH)	3.3 大促(VN)	开斋节促销 (ID/MY)	PayDay (ID/MY/PH/SG/TH)	PayDay (ID/MY/PH/SG/TH)
	新年大促(ID/PH/VN)	中国新年促销 (MY)	PayDay (ID/MY/SG/TH/VN)	PayDay (ID/MY/PH/SG/TH)	月中特卖 (ID/MY/TH)	月中特卖 (ID/MY/TH)
	PayDay (ID/MY/PH/SG/TH)	PayDay (ID/MY/PH/SG/TH)	斋月大促 (ID/MY)	LazMall品牌日 (SG/VN)	月末特卖 (VN)	月末特卖 (VN)
	中国新年促销 (ID/MY)	月中特卖 (ID/MY/TH)	月中特卖 (ID/MY)	月中特卖 (MY/TH)	劳动节 (MY)	母婴购物节 (VN)
	月中特卖 (MY/TH)	月末特卖 (VN)	LazMall品牌日 (SG/VN)	月末特卖 (VN)	时尚购物节 (VN)	LazMall品牌日 (SG/VN)
	消费电子购物节 (TH)	消费电子购物节 (MY/VN)	家居购物节 (MY)	时尚购物节 (VN)	跨境购物节 (SG)	LazBeauty美妆节 (VN)
	家居购物节 (MY)	时尚购物节 (VN)	食品杂货购物节 (MY)	跨境购物节 (SG)	母亲节 (MY)	LazHome家居节 (VN)
	母婴购物节 (MY)	母婴购物节 (VN)	跨境购物节 (SG)	母亲节 (MY)	LazMall品牌日 (SG/VN)	消费电子购物节 (VN)
	跨境购物节 (SG)	情人节 (MY/TH)	母婴购物节 (VN)	母婴购物节 (VN)	LazBeauty美妆节 (VN)	时尚购物节 (VN)
	跨境购物节 (SG)	跨境购物节 (SG)	时尚购物节 (VN)	LazBeauty美妆节 (VN)		
	LazMall品牌日 (SG/VN)	LazBeauty美妆节 (VN)	LazBeauty美妆节 (VN)	LazHome家居节 (VN)		
	LazBeauty美妆节 (VN)	LazHome家居节 (VN)	LazHome家居节 (VN)	消费电子购物节 (VN)		
	LazHome家居节 (VN)	消费电子购物节 (VN)	消费电子购物节 (VN)	时尚购物节 (VN)		
			运动用品购物节 (MY)			
Shopee	元旦 (ALL)	2.2 大促 (ALL)	3.3 大促 (ALL)	4.4 大促 (ALL)	5.1 劳动节 (ALL)	6.6 大促 (ALL)
	春节大促 (SG/MY/VN)	2.10 春节 (SG/MY/TH/VN) 2.14 情人节 (ALL)	3.8 妇女节 (ALL) 3.15 国际消费者权益日 (SG/PH) 3.31 复活节 (SG/PH)	4月 斋月 (MY)	5.5 大促 (ALL) 5.10、5.12 母亲节 (SG/MY/VN/PH)	6.11 父亲节 (SG/MY/VN/PH)
TikTok Shop(PH)	1.9-1.11 Essentials Campaign	2.1-2.2 Campaign	3.1-3.3 Campaign			
	1.12-1.14 Tech Saya	2.5-2.7 Creator Sulit Sale	3.5-3.7 Tech Saya			
	1.15 PAYDAY	2.9 FRIDAY	3.8-3.10 Essentials Campaign			
	1.16-1.18 Fashion Campaign	2.12-2.14 Essentials Campaign	3.11-3.13 Creator Sulit Sale			
	1.19-1.21 LifeStyle Sulit Sale	2.15 PAYDAY	3.15 PAYDAY			
	1.22-1.24 Creator Sulit Sale	2.16-2.18 Fashion Campaign	3.18-3.20 Fashion Campaign			
	1.26 FRIDAY	2.19-2.21 LifeStyle Sulit Sale	3.22 FRIDAY			
1.29-1.31 PAYDAY + 2.2 Campaign	2.23-2.25 Tech Saya	3.25-3.27 LifeStyle Sulit Sale				
	2.27-2.29 PAYDAY + 3.3 Campaign	3.29-3.31 PAYDAY				

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