



Meant
to be
Broken

Campaign Calendar



AMERICAN
EGG BOARD

Meant
to be
Broken

August 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Launch Day Paid Videos, Digital & Hub	2 MTBB Post 1 IG, FB & X	3
				WAVE #1: Paid Digital & Videos		
4	5	6 MTBB Post 2 IG, FB & X	7	8	9 Sunny Competes in Women's Breaking Competition Qualifying: 10am EST Finals: 2pm EST	10
			Paid Digital & Videos - 8/1 - 9/15			
11	12 MTBB Post 3 - UGC Launch IG, FB & X	13 Olympics Blackout Period Ends 8/13	14 Congratulations Sunny Post AEB Press Release Sunny & Break the Recipe Challenge	15 Influencer "Break the Recipe" TT UGC Challenge Launch + Eggbassador Outreach	16	17
			Paid Digital & Videos - 8/1 - 9/15			
18	19	20 MTBB TikTok & Reel	21 Sunny #5 "Break the Recipe" TikTok & Reel	22 MTBB UGC Repost	23 Influencer UGC Challenge Wave #2 Micros	24
			Paid Digital & Videos - 8/1 - 9/15			
25	26 MTBB UGC Repost	27	28	29 MTBB Eggbassador Repost	30 MTBB UGC Repost	31 Influencer UGC Challenge Wave #3 Micros
			Paid Digital & Videos - 8/1 - 9/15			

Paid Media
 Social Media
 Social Challenge
 Sunny's Posts

NOTE: July 18-August 13 IOC Games Period (Active promo around Sunny paused)



AMERICAN
EGG BOARD

Meant
to be
Broken

September 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Labor Day	3 MTBB Post 1	4 Eat Extra Dessert Day Break the Rules, Eat Dessert First	5	6 Influencer UGC Challenge Wave #4 Micros	7 MTBB UGC Repost National Tailgating Day Break Records
			Paid Digital & Videos - 8/1 - 9/15			
8	9 MTBB: Eggbassador Message #2	10 Sunny #6 Unlocking Potential IG Reel	11 MTBB TikTok	12 Sunny Satellite Media Tour	13	14 MTBB UGC Repost
			Paid Digital & Videos - 8/1 - 9/15		SMT Airings to follow	
15 MTBB TikTok turned into Reel	16	17	18 Splendid Table Podcast / Public Radio Campaign #1	19 MTBB Post 2	20 MTBB UGC Repost	21
		SMT Airings to follow		WAVE #2: Paid Digital & Videos		
22	23 National Baking Day Break Up with Perfection	24 MTBB Post 3	25 National Cooking Day Break the Cooking Rules	26 Sunny #7 Sunny the Foodie IG-S	27	28
			Paid Digital & Videos - 9/16 - 10/14			
29	30					

■ Paid Media
 ■ Social Media
 ■ Social Challenge
 ■ Sunny's Posts
 ■ Media Partnerships



AMERICAN
EGG BOARD

Meant
to be
Broken

October 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 International Coffee Day Coffee Cup Scramble	2	3 MTBB Post 1	4	5
			Paid Digital & Videos - 9/16 - 10/14			
6	7	8	9 MTBB TikTok & Reel	10	11 Sunny Post World Egg Day!	12
			Paid Digital & Videos - 9/16 - 10/14			
13	14 National Dessert Day Break the Rules, Eat Dessert First	15 MTBB Post 2	16 Splendid Table Podcast / Public Radio Campaign #2	17 Sunny #8 Self Expression IG-S & Repost	18	19
	AEB Board Meeting: Sunny Choi Appearance					
		WAVE #3: Paid Digital & Videos				
20	21	22 MTBB Post 3	23	24	25	26 Halloweek-End
			Paid Digital & Videos - 10/15 - 11/20			
27 Halloweek-End	28	29	30	31 MTBB TikTok & Reel Halloween		
			Paid Digital & Videos - 10/15 - 11/20			

■ Paid Media
 ■ Social Media
 ■ Social Challenge
 ■ Sunny's Posts
 ■ Media Partnerships

COMING SOON! MTTB NOVEMBER & DECEMBER CALENDARS