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PART OF QNTM

MARKETING CALENDAR

2026

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The 2026 marketing calendar is also available online!

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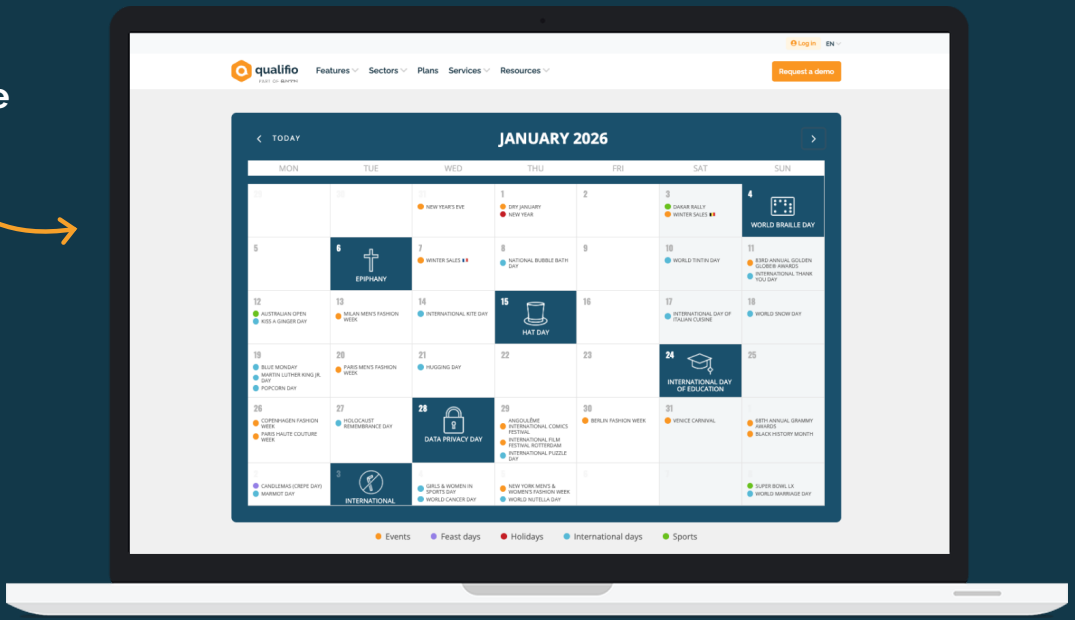

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2026
JANUARY

THE TOP 5 EVENTS IN JANUARY



ALL MONTH
Dry January



11/01
83rd Annual Golden Globe® Awards



17/01
International day of Italian cuisine



19/01
Blue monday



24/01
International day of education

WANT TO BE INSPIRED?

Check out our campaign ideas for international days

NOTES

JANUARY 2026

Events · International days · Sports · Holidays · Feast days

MON	TUE	WED	THU	FRI	SAT	SUN
29	30	31	1 NEW YEAR DRY JANUARY (▸ 31/01)	2	3 WINTER SALES (▸ 31/01) DAKAR RALLY (▸ 17/01)	4  WORLD BRAILLE DAY
5	6  EPIPHANY	7 WINTER SALES (▸ 03/02)	8 NATIONAL BUBBLE BATH DAY	9	10 WORLD TINTIN DAY	11 INTERNATIONAL THANK YOU DAY 83RD ANNUAL GOLDEN GLOBE® AWARDS
12 KISS A GINGER DAY AUSTRALIAN OPEN (▸ 01/02)	13 MILAN MEN'S FASHION WEEK (▸ 16/01)	14 INTERNATIONAL KITE DAY	15  HAT DAY	16	17 INTERNATIONAL DAY OF ITALIAN CUISINE	18 WORLD SNOW DAY
19 POPCORN DAY BLUE MONDAY MARTIN LUTHER KING JR. DAY	20 PARIS MEN'S FASHION WEEK (▸ 25/01)	21 HUGGING DAY	22	23	24  INTERNATIONAL DAY OF EDUCATION	25
26 PARIS HAUTE COUTURE WEEK (▸ 29/01) COPENHAGEN FASHION WEEK (▸ 30/01)	27 HOLOCAUST REMEMBRANCE DAY	28  DATA PRIVACY DAY	29 INTERNATIONAL PUZZLE DAY INTERNATIONAL FILM FESTIVAL ROTTERDAM (▸ 08/02) ANGOULÊME INTERNATIONAL COMICS FESTIVAL (▸ 01/02)	30 BERLIN FASHION WEEK (▸ 02/02)	31 VENICE CARNIVAL (▸ 17/02)	1
2	3	4	5	6	7	8

2026
FEBRUARY

THE TOP 5 EVENTS IN FEBRUARY



ALL MONTH
Black history month



31/01 ▸ 17/02
Venice Carnival



09/02
Pizza day



14/02
Valentine's day



27/02
51st César Awards ceremony

WANT TO BE INSPIRED?

Check out our Valentine's Day campaign ideas

NOTES

FEBRUARY 2026

Events · International days · Sports · Holidays · Feast days

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	31	1 BLACK HISTORY MONTH (▸ 28/02) 66TH ANNUAL GRAMMY AWARDS
2 CANDLEMAS (CREPE DAY) MARMOT DAY	3  INTERNATIONAL STRAW FREE DAY	4 WORLD CANCER DAY GIRLS & WOMEN IN SPORTS DAY	5 WORLD NUTELLA DAY NEW YORK MEN'S & WOMEN'S FASHION WEEK (▸ 10/02)	6	7	8 SUPER BOWL LX WORLD MARRIAGE DAY
9  PIZZA DAY	10 UMBRELLA DAY SAFER INTERNET DAY	11 INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE	12 DARWIN DAY 76TH BERLIN INTERNATIONAL FILM FESTIVAL (▸ 22/02)	13 WORLD RADIO DAY RIO DE JANEIRO CARNIVAL (▸ 21/02)	14  VALENTINE'S DAY	15  WORLD WHALE DAY
16	17 CHINESE NEW YEAR SOLAR ECLIPSE MARDI GRAS	18	19 LONDON MEN'S & WOMEN'S FASHION WEEK (▸ 23/02)	20	21	22  WORLD SCOUTS DAY
23	24 WORLD BARTENDER DAY INTERNATIONAL "I HATE CORIANDER DAY"	25 MILAN WOMEN'S FASHION WEEK (▸ 03/03)	26 FAIRY TALE DAY INTERNATIONAL PISTACHIO DAY	27 INTERNATIONAL POLAR BEAR DAY WORLD NGO DAY 51ST CÉSAR AWARDS CEREMONY	28 WORLD DAY WITHOUT FACEBOOK	1
2	3	4	5	6	7	8

2026
MARCH

THE TOP 5 EVENTS IN MARCH



01/03
World compliment day



15/03
98th Academy Awards (the Oscars)



08/03
International Women Rights Day



18/03
Global recycling day



20/03
Spring

WANT TO BE INSPIRED?

Check out our best customer campaigns

NOTES

MARCH 2026

Events · International days · Sports · Holidays · Feast days

MON	TUE	WED	THU	FRI	SAT	SUN
23	24	25	26	27	28	1 WORLD COMPLIMENT DAY ZERO DISCRIMINATION DAY GRANDMOTHER'S DAY
2 WORLD TENNIS DAY PARIS WOMEN'S FASHION WEEK (▸ 10/03)	3 WORLD WILDLIFE DAY LUNAR ECLIPSE	4	5 F1 AUSTRALIAN GRAND PRIX (▸ 08/03)	6	7	8 INTERNATIONAL WOMEN'S DAY
9	10 INTERNATIONAL DAY OF WOMEN JUDGES	11 WORLD PLUMBING DAY	12	13 WORLD SLEEP DAY	14 POTATO CHIP DAY	15 WORLD CONSUMER RIGHTS DAY 98TH ACADEMY AWARDS (THE OSCARS) BARCELONA MARATHON MOTHER'S DAY
16	17 ST. PATRICK'S DAY	18 GLOBAL RECYCLING DAY AWKWARD MOMENTS DAY	19 INTERNATIONAL CLIENT'S DAY FATHER'S DAY	20 INTERNATIONAL DAY OF HAPPINESS SPRING	21 WORLD POETRY DAY INTERNATIONAL DAY OF FORESTS WORLD PUPPETRY DAY TOMORROWLAND WINTER (▸ 28/03)	22 WORLD WATER DAY
23 WORLD METEOROLOGICAL DAY	24 EUROPEAN ARTISANAL GELATO DAY	25 WORLD PROCRASTINATION DAY WAFFLE DAY	26	27 WORLD THEATRE DAY	28 EARTH HOUR	29 WORLD PIANO DAY DAYLIGHT SAVING TIME STARTS
30	31	1	2	3	4	5

2026
APRIL

THE TOP 5 EVENTS IN APRIL



01/04
April fool's day



05/04
Easter



10/04 ▸ 12/04 + 17/04 ▸ 19/04
Coachella



23/04
World book day



29/04
World wish day

WANT TO BE INSPIRED?

Check out our Easter campaign ideas

NOTES

APRIL 2026

Events · International days · Sports · Holidays · Feast days

MON	TUE	WED	THU	FRI	SAT	SUN
30	31	1 APRIL FOOLS' DAY INTERNATIONAL FUN AT WORK DAY	2 AMSTERDAM MOTOR SHOW (▸ 06/04)	3 GOOD FRIDAY	4  INTERNATIONAL CARROT DAY	5 INTERNATIONAL PILLOW FIGHT DAY EASTER SUNDAY
6 EASTER MONDAY	7 WORLD HEALTH DAY EUROPEAN ARTISTIC CRAFT DAYS (▸ 12/04)	8 INTERNATIONAL DAY OF PINK	9	10 COACHELLA (WEEKEND 1 (▸ 12/04)	11	12 PARIS MARATHON ROTTERDAM MARATHON
13	14	15  WORLD ART DAY	16	17 COACHELLA (WEEKEND 2) (▸ 19/04)	18 DUTCH FLOWER PARADE AMSTERDAM INTERNATIONAL DAY FOR MONUMENTS AND SITES WORLD CIRCUS DAY	19
20	21 WORLD CREATIVITY AND INNOVATION DAY	22  EARTH DAY	23 WORLD BOOK DAY WORLD TABLE TENNIS DAY	24	25 WORLD PENGUIN DAY	26  MADRID MARATHON
27 KING'S DAY	28	29 INTERNATIONAL DANCE DAY WORLD WISH DAY	30  INTERNATIONAL JAZZ DAY	1	2	3
4	5	6	7	8	9	10

2026
MAY

THE TOP 5 EVENTS IN MAY



03/05
Mother's Day



12/05 ▸ 23/05
Cannes Film Festival



13/05
World cocktail day



18/05 ▸ 07/06
Roland-Garros



30/05
Champions League Final

WANT TO BE INSPIRED?

Check out our mother's day campaign ideas

NOTES

MAY 2026

Events · International days · Sports · Holidays · Feast days

MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	1 LABOUR DAY VAPPU NO PANTS DAY	2 WORLD TUNA DAY	3 WORLD SUN DAY WORLD PRESS FREEDOM DAY WORLD LAUGHTER DAY MOTHER'S DAY
4  STAR WARS DAY	5 LIBERATION DAY	6  INTERNATIONAL NO DIET DAY	7	8 WORLD RED CROSS DAY	9 EUROPE DAY THE GIRO D'ITALIA (▸ 31/05)	10 COPENHAGEN MARATHON MOTHER'S DAY
11	12 INTERNATIONAL NURSES DAY CANNES FILM FESTIVAL (▸ 24/05)	13 WORLD COCKTAIL DAY INTERNATIONAL HUMMUS DAY TOP GUN DAY	14 ASCENSION	15  INTERNATIONAL DAY OF FAMILIES	16 EUROVISION FINAL	17 WORLD TELECOMMUNICATION & INFORMATION SOCIETY DAY WORLD BAKING DAY
18 INTERNATIONAL MUSEUM DAY ROLAND-GARROS (▸ 07/06)	19	20  WORLD BEE DAY	21 INTERNATIONAL TEA DAY WORLD DIVERSITY DAY	22 WORLD GOTH DAY SHERLOCK HOLMES DAY	23	24 WHITSUN
25 GEEK PRIDE DAY WHIT MONDAY	26 WORLD DRACULA DAY	27	28 INTERNATIONAL BURGER DAY AMNESTY INTERNATIONAL DAY	29	30  CHAMPIONS LEAGUE FINAL	31 WORLD NO-TOBACCO DAY MOTHER'S DAY 20 KM OF BRUSSELS
1	2	3	4	5	6	7

2026
JUNE

THE TOP 5 EVENTS IN JUNE

ALL MONTH
Pride month

11/06 ▸ 19/07
FIFA World Cup

21/06
Father's Day

21/06
World music day

29/06 ▸ 12/07
Wimbledon

WANT TO BE INSPIRED?

Check out our father's day campaign ideas

NOTES

JUNE 2026

Events · International days · Sports · Holidays · Feast days

MON	TUE	WED	THU	FRI	SAT	SUN
1 PRIDE MONTH (▸ 30/06) GLOBAL DAY OF PARENTS WORLD MILK DAY	**2**	**3** WORLD BICYCLE DAY WORLD CIDER DAY GLOBAL RUNNING DAY	**4**  INTERNATIONAL CORGI DAY	**5** F1 MONACO GRAND PRIX (▸ 07/06) WORLD ENVIRONMENT DAY FATHER'S DAY DOUGHNUT DAY	**6**	**7**
8  WORLD OCEANS DAY	**9**	**10**	**11** FIFA WORLD CUP (▸ 19/07)	**12**	**13** GLOBAL WELLNESS DAY WORLD GIN DAY	**14** FATHER'S DAY WORLD BLOOD DONOR DAY INTERNATIONAL BATH DAY
15	**16**  FRESH VEGGIES DAY	**17**	**18** INTERNATIONAL SUSHI DAY INTERNATIONAL PICNIC DAY WORLD TAPAS DAY HELLFEST (▸ 21/06)	**19** PINKPOP FESTIVAL (▸ 21/06) MILAN FASHION WEEK MEN'S (▸ 23/06)	**20** WORLD REFUGEE DAY WORLD PRODUCTIVITY DAY	**21** FATHER'S DAY INTERNATIONAL DAY OF YOGA WORLD MUSIC DAY WORLD MOTORCYCLE DAY SUMMER SOLSTICE
22  WORLD RAINFOREST DAY	**23** PARIS FASHION WEEK MEN'S (▸ 28/06)	**24** ST JOHN'S DAY INTERNATIONAL FAIRY DAY SUMMER SOLSTICE (▸ 21/07)	**25** LEON DAY (ANTI-CHRISTMAS) GLOBAL BEATLES DAY	**26**	**27**  INTERNATIONAL PINEAPPLE DAY	**28**
29 INTERNATIONAL MUD DAY WIMBLEDON (▸ 12/07)	**30** WORLD SOCIAL MEDIA DAY	1	2	3	4	5
6	7	8	9	10	11	12

2026
JULY

THE TOP 5 EVENTS IN JULY



04/07 ▸ 26/07
Tour de France



06/07
International kissing day



07/07
World chocolate day



17/07 ▸ 19/07 + 24/07 ▸ 26/07
Tomorrowland



30/07
International day of friendship

WANT TO BE INSPIRED?

Check out our summer campaign ideas

NOTES

JULY 2026

Events · International days · Sports · Holidays · Feast days

MON	TUE	WED	THU	FRI	SAT	SUN
29	30	1 INTERNATIONAL REGGAE DAY SUMMER SALES (▸ 31/07)	2 WORLD UFO DAY ROCK WERCHTER FESTIVAL (▸ 05/07) LES ARDENTES (▸ 05/07)	3 INTERNATIONAL PLASTIC BAG FREE DAY F1 BRITISH GRAND PRIX (▸ 05/07)	4 INDEPENDENCE DAY TOUR DE FRANCE (▸ 26/07)	5  INTERNATIONAL BIKINI DAY
6 INTERNATIONAL KISSING DAY PARIS HAUTE COUTURE (▸ 09/07)	7  WORLD CHOCOLATE DAY	8	9	10 PIÑA COLADA DAY	11 DAY OF THE FLEMISH COMMUNITY WORLD POPULATION DAY	12
13	14 FRENCH NATIONAL DAY BERLIN FASHION WEEK (▸ 17/07) *(TBC)*	15 DOUR FESTIVAL (▸ 19/07)	16  WORLD SNAKE DAY	17 WORLD EMOJI DAY TOMORROWLAND (WEEK 1) (▸ 20/07) F1 BELGIAN GRAND PRIX (▸ 19/07)	18 NELSON MANDELA INTERNATIONAL DAY	19
20  WORLD CHESS DAY	21 BELGIAN NATIONAL DAY JUNK FOOD DAY	22	23	24 INTERNATIONAL TEQUILA DAY TOMORROWLAND (WEEK 2) (▸ 26/07)	25	26 GRANDPARENTS' DAY WORLD TOFU DAY
27	28	29 INTERNATIONAL TIGER DAY	30  INTERNATIONAL DAY OF FRIENDSHIP	31	1	2
3	4	5	6	7	8	9

2026
AUGUST

THE TOP 5 EVENTS IN AUGUST

01/08
International
Belgian fries day

08/08
International
cat day

13/08
International
lefthanders day

24/08
Back to school

26/08
International dog day

WANT TO BE INSPIRED?

Check out our summer campaign ideas

NOTES

AUGUST 2026

Events · International days · Sports · Holidays · Feast days

MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	31	1 INTERNATIONAL BELGIAN FRIES DAY	2
3	4	5 COPENHAGEN FASHION WEEK (▸ 09/08) *(TBC)*	6 BACK TO SCHOOL *(TBC)*	7 INTERNATIONAL BEER DAY	8 INTERNATIONAL CAT DAY	9
10 WORLD LION DAY	11	12 INTERNATIONAL YOUTH DAY WORLD ELEPHANT DAY INTERNATIONAL VINYL RECORD DAY TOTAL SOLAR ECLIPSE	13 INTERNATIONAL LEFTHANDERS DAY	14	15 ASSUMPTION OF MARY	16
17	18 NEVER GIVE UP DAY	19 WORLD PHOTOGRAPHY DAY WORLD HUMANITARIAN DAY	20 BACK TO SCHOOL *(TBC)*	21 F1 DUTCH GRAND PRIX (▸ 23/08)	22 TOOTH FAIRY DAY THE VUELTA (▸ 13/09)	23
24 BACK TO SCHOOL	25 BANANA SPLIT DAY	26 INTERNATIONAL DOG DAY	27	28	29	30
31 US OPEN (▸ 13/09) BACK TO SCHOOL	1	2	3	4	5	6

2026
SEPTEMBER

THE TOP 5 EVENTS IN SEPTEMBER



05/09
World Beard Day



19/09 ▸ 04/10
Oktoberfest



21/09
International day of peace



22/09
Autumn



27/09
World tourism day

WANT TO BE INSPIRED?

Check out our back-to-school campaign ideas

NOTES

SEPTEMBER 2026

Events · International days · Sports · Holidays · Feast days

MON	TUE	WED	THU	FRI	SAT	SUN
31	1	2  WORLD COCONUT DAY	3	4 F1 ITALIAN GRAND PRIX (▸ 06/09)	5 INTERNATIONAL DAY OF CHARITY WORLD BEARD DAY	6
	8  LITERACY DAY	9	10	11 F1 SPANISH GRAND PRIX (▸ 13/09) NEW YORK FASHION WEEK (▸ 16/09) *(TBC)*	12 EUROPEAN HERITAGE DAYS (▸ 13/09)	13 POSITIVE THINKING DAY PROGRAMMERS' DAY
14	15 INTERNATIONAL DAY OF DEMOCRACY GREENPEACE DAY	16 EUROPEAN MOBILITY WEEK (▸ 22/09)	17 LONDON FASHION WEEK (▸ 21/09)	18  INTERNATIONAL EQUAL PAY DAY	19 OKTOBERFEST (▸ 04/10)	20
21 INTERNATIONAL DAY OF PEACE WORLD GRATITUDE DAY	22 WORLD CAR FREE DAY	23 MILAN FASHION WEEK (▸ 29/09) *(TBC)* AUTUMN	24 WORLD BOLLYWOOD DAY WORLD MARITIME DAY	25  WORLD PHARMACIST DAY	26 INTERNATIONAL LACE DAY	27 WORLD TOURISM DAY BERLIN MARATHON
28 INTERNATIONAL SAFE ABORTION DAY PARIS FASHION WEEK (▸ 06/10)	29  WORLD HEART DAY	30 INTERNATIONAL PODCAST DAY INTERNATIONAL TRANSLATION DAY	1	2	3	4
5	6	7	8	9	10	11

2026
OCTOBER

THE TOP 5 EVENTS IN OCTOBER



01/10
International coffee day



05/10
World teachers' day



16/10
World food day



25/10
World pasta day



31/10
Halloween

WANT TO BE INSPIRED?

Check out our Halloween campaign ideas

NOTES

OCTOBER 2026

Events · International days · Sports · Holidays · Feast days

MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30	1 • INTERNATIONAL COFFEE DAY • WORLD VEGETARIAN DAY • INTERNATIONAL DAY OF OLDER PERSONS	2 • INTERNATIONAL DAY OF NON-VIOLENCE • WORLD SMILE DAY	3	4 • WORLD ANIMAL DAY • INTERNATIONAL VODKA DAY • GRANDFATHERS' DAY
5 • WORLD TEACHERS' DAY • WORLD ARCHITECTURE DAY	6	7	8	9 • WORLD EGG DAY • WORLD POST DAY	10 • WORLD HOMELESS DAY • WORLD MENTAL HEALTH AWARENESS DAY	11 • GRANDPARENTS' DAY
12	13	14	15	16 • WORLD FOOD DAY • BOSSES DAY	17	18
19	20 INTERNATIONAL CHEFS DAY	21 • INTERNATIONAL DAY OF THE NACHO • AMSTERDAM DANCE EVENT (▸ 25/10)	22	23	24 UNITED NATIONS DAY	25 • WINTER TIME • WORLD PASTA DAY • EUROPEAN DAY OF JUSTICE • WORLD OPERA DAY • AMSTERDAM MARATHON
26	27	28	29	30	31 HALLOWEEN	1
2	3	4	5	6	7	8

2026
NOVEMBER

THE TOP 5 EVENTS IN NOVEMBER



ALL MONTH
Movember



01/11
World vegan day



17/11
International students' day



20/11
World children's day



27/11
Black Friday

WANT TO BE INSPIRED?

Check out our Black Friday campaign ideas

NOTES

NOVEMBER 2026

Events · International days · Sports · Holidays · Feast days

MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	31	1 MOVEMBER (▸ 30/11) ALL SAINTS' DAY WORLD VEGAN DAY
2 ALL SOULS' DAY INTERNATIONAL STRESS AWARENESS WEEK (▸ 08/11)	3  SANDWICH DAY	4	5	6	7 INTERNATIONAL MERLOT DAY	8 FATHER'S DAY
9 WORLD FREEDOM DAY	10 INTERNATIONAL INTERNS DAY	11 ARMISTICE	12	13  WORLD KINDNESS DAY	14	15 KING'S FEAST
16 INTERNATIONAL DAY FOR TOLERANCE	17  INTERNATIONAL STUDENTS' DAY	18	19 WORLD TOILET DAY INTERNATIONAL MEN'S DAY WORLD PHILOSOPHY DAY BEAUJOLAIS NOUVEAU DAY	20 WORLD CHILDREN'S DAY	21 WORLD TELEVISION DAY WORLD HELLO DAY	22
23	24	25	26  THANKSGIVING	27  BLACK FRIDAY	28	29
30 CYBER MONDAY	1	2	3	4	5	6

2026
DECEMBER

THE TOP 5 EVENTS IN DECEMBER



06/12
Saint Nicholas day



10/12
Human rights day



18/12
Ugly Christmas sweater day



20/12
International human solidarity day



25/12
Christmas

WANT TO BE INSPIRED?

Check out our Christmas campaign ideas

NOTES

DECEMBER 2026

Events · International days · Sports · Holidays · Feast days

MON	TUE	WED	THU	FRI	SAT	SUN
30	1  WORLD AIDS DAY	2	3 INTERNATIONAL DAY OF DISABLED PERSONS	4 INTERNATIONAL DAY OF BANKS	5 INTERNATIONAL NINJA DAY WORLD SOIL DAY	6 SAINT NICHOLAS DAY
7	8	9 WORLD TECHNO DAY	10  HUMAN RIGHTS DAY	11  INTERNATIONAL MOUNTAIN DAY	12	13
14 INTERNATIONAL MONKEY DAY	15	16	17	18 UGLY CHRISTMAS SWEATER DAY INTERNATIONAL MIGRANTS DAY BAKE COOKIES DAY	19	20 INTERNATIONAL HUMAN SOLIDARITY DAY
21 GLOBAL ORGASM DAY WINTER SOLSTICE WORLD MEDITATION DAY	22	23	24 CHRISTMAS EVE	25  CHRISTMAS	26	27
28	29	30	31 NEW YEAR'S EVE	1	2	3
4	5	6	7	8	9	10

Spice up your data collection strategy with interactive content!

What is Qualifio?

Qualifio is the leading European first- and zero-party data collection platform for consumer brands. The platform enables marketing teams to get to know their audiences through interactive and gamified experiences, offering compelling reasons for ongoing engagement with their brand.

With Qualifio, brands can **generate engagement** across multiple digital channels via quizzes, games, polls, contests, and over 50 other interactive formats — without any technical skills. These interactive campaigns, combined with powerful forms and opt-ins, empower them to **collect and enrich data** in compliance with the GDPR, supported by comprehensive statistics and seamless integrations. Moreover, Qualifio facilitates the process of **rewarding engaged customers** through customisable earning rules, member portals, and flexible prize planning, fostering recurring customer interactions.

Over 400 companies worldwide use Qualifio, including **Nestlé, L'Oréal, Unilever, Currys, Valencia CF, LolaLiza, Daily Mail Group, Vivendi and DPG**.

Curious about our solution?

Let us show you how you could use Qualifio to take your marketing to the next level like our 400+ customers worldwide.

Request a demo

Need more info first?

Check out all of Qualifio's success stories and discover what major brands have accomplished with our solution.

Check out our success stories

Nestlé L'ORÉAL Unilever currys VALENCIA C.F. LOLA LIZA Daily Mail vivendi media dpg

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