

BRAZIL 2019

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Marketing Research in Latin America, since 1975



January							February							March							RELEVANT EVENTS	
Su	Mo	Tu	We	Th	Fri	Sat	Su	Mo	Tu	We	Th	Fri	Sat	Su	Mo	Tu	We	Th	Fri	Sat		
		1	2	3	4	5						1	2						1	2	01-Jan	New Year's Day
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	25-Jan	São Paulo Founding
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16		
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	02-Mar	Carnival begins
27	28	29	30	31			24	25	26	27	28			24	25	26	27	28	29	30	06/mar	Carnival ends
														31								
April							May							June								
Su	Mo	Tu	We	Th	Fri	Sat	Su	Mo	Tu	We	Th	Fri	Sat	Su	Mo	Tu	We	Th	Fri	Sat		
	1	2	3	4	5	6				1	2	3	4							1	19-Apr	Good Friday
7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8	21-Apr	Easter
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15	21-Apr	Tiradentes Day
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22	01-May	Labor Day / May Day
28	29	30					26	27	28	29	30	31		23	24	25	26	27	28	29	20-Jun*	Corpus Christi
														30								
July							August							September								
Su	Mo	Tu	We	Th	Fri	Sat	Su	Mo	Tu	We	Th	Fri	Sat	Su	Mo	Tu	We	Th	Fri	Sat		
	1	2	3	4	5	6					1	2	3	1	2	3	4	5	6	7	09-Jul*	Revolution of 1932
7	8	9	10	11	12	13	4	5	6	7	8	9	10	8	9	10	11	12	13	14	07-Sep	Independence Day
14	15	16	17	18	19	20	11	12	13	14	15	16	17	15	16	17	18	19	20	21		
21	22	23	24	25	26	27	18	19	20	21	22	23	24	22	23	24	25	26	27	28		
28	29	30	31				25	26	27	28	29	30	31	29	30							
October							November							December								
Su	Mo	Tu	We	Th	Fri	Sat	Su	Mo	Tu	We	Th	Fri	Sat	Su	Mo	Tu	We	Th	Fri	Sat		
		1	2	3	4	5						1	2	1	2	3	4	5	6	7	12-Oct	Our Lady Aparecida
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	02-Nov	All Soul's Day
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21	15-Nov	Republic Proclamation
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	20-Nov	Black Consciousness
27	28	29	30	31			24	25	26	27	28	29	30	29	30	31					24-Dec	Christmas Eve
																					25-Dec	Christmas Day
																					31-Dec	New Year's Eve

NATIONAL HOLIDAYS **COMMEMORATIVE DATES**

Other timing considerations:

- *Tuesday or Thursday holidays become 4-day weekends
- Usual vacation months: January (summer) and July (winter)
- Hot, rainy season in São Paulo is from December to March
- Most offices in Brazil close December 24 through January 1
- For call timing: Brazil DST ends Feb.16, returns Nov.3, 2019
- Therefore SP is 1 to 3 hours ahead of NY, depending on DST

- **Trust ABACO** for all the input and support you need for outstanding qualitative and quantitative research
- **ABACO-LAB:** 2 *FocusVision*[®] suites seating up to 16 observers, plus a large auditorium and testing site, all in one building, ideally located near leading SP hotels
- **Ad-Visor**[®] communication tests now with Eye-Tracking and Facial Coding in auditorium or individual settings
- **HCPs:** Unique access to all of Brazil's 460,000 Health Care professionals in 65 medical specialties

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