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| BRAND: | Enfagrow | |
| MONTH: | October | |
| NO OF CONTENT: | 10 | |
| BRIEF | TO: | Tasneem, Ahamed |
| FROM: | Afridi |
| DEADLINE: | Copies by 08/10, WFD post by 12/10, Remaining 5 posts by 13/10 |

DIRECTION / BRIEF FOR CONTENT CALENDAR

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| DATE | TOPIC / AREA | KEY MESSAGE | VISUAL HINT | REMARKS |
| 06/10/2020 | Childrens Day Theme | Asking mums to get the kids involved in competitions/activities and share their handywork on SM (1) |  |  |
|  |  | Snack tips – Keep these healthy snacks pre-made for your kids since they do get cravings too (1) |  |  |
|  |  | Post on the nutritional facts from the label (1) |  |  |
|  |  | Healthy habits – Corona related (Make sure kid washes hands before meals etc..) (1) |  |  |
|  |  | Create a discussion – How to correct your kids when they are being naughty (1) |  |  |
|  |  | Product Post (1) |  |  |