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| --- | --- | --- |
| BRAND: | Jeep | |
| MONTH: | September | |
| NO OF CONTENT: | 14 | |
| BRIEF | TO: | Pasan, Ahamed |
| FROM: | Afridi |
| DEADLINE: |  |

DIRECTION / BRIEF FOR CONTENT CALENDAR

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| DATE | TOPIC / AREA | KEY MESSAGE | VISUAL HINT | REMARKS |
| 24/08/2020 | <https://media.fcanorthamerica.com/newsrelease.do?id=21882&mid=4> | Concept vehicle to be excited about |  |  |
|  | <https://www.media.fcaemea.com/em-en/jeep/press/renegade-4xe-and-compass-4xe-the-jeep-brand-s-take-on-the-plug-in-hybrid> | Electric future to be looking forward to |  | Do 2 posts |
|  | <https://www.media.fcaemea.com/em-en/jeep/press/jeep-4x4-day-is-trail-rated> | Talk about the trail rated factor. Not the 04/04 scene |  |  |
|  |  | Something like expand your thinking or focus on whats great. |  |  |
|  |  | Can say something about the uniqe light design of the Renegade. It is something that stands out. |  |  |
|  | <https://www.media.fcaemea.com/em-en/jeep/gallery/1350> | #TBT | Show an old and new shot of the Compass |  |
|  | Compass | General (2), spec (1) |  |  |
|  | Renegade | Spec (2) |  |  |
|  | Wrangler | General (1), spec (1) |  |  |
|  | Jeep Brand identity | (1) |  |  |