|  |  |  |
| --- | --- | --- |
| BRAND: | Richlife | |
| MONTH: | October | |
| NO OF CONTENT: | 10 (8 static, 2 GIFs) | |
| BRIEF | TO: | Sachi, Viraj |
| FROM: | Afridi |
| DEADLINE: | Copies by 18/09, Artworks by 28/09 |

DIRECTION / BRIEF FOR CONTENT CALENDAR

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| DATE | TOPIC / AREA | KEY MESSAGE | VISUAL HINT | REMARKS |
| 15/09/2020 | Lead up to food day on 16th October (4) | These dishes can be made with these specific Richlife Products. |  |  |
|  | World Food Day post (1) | Make your food tasty with Richlife |  |  |
|  | Teachers Day post (1) |  |  |  |
|  | Recipe post (1) |  |  |  |
|  | Pasturized Milk product range post (1) |  |  |  |
|  | Situations posts (2) | Flavoured Yoghurt (1)  Flavoured Milk (1) |  |  |