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| BRAND: | Richlife | |
| MONTH: | September | |
| NO OF CONTENT: | 10 posts | |
| BRIEF | TO: | Sachi, Viraj |
| FROM: | Afridi |
| DEADLINE: | 07/09/2020 (5 content by 02/09/2020) |

DIRECTION / BRIEF FOR CONTENT CALENDAR

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| DATE | TOPIC / AREA | KEY MESSAGE | VISUAL HINT | REMARKS |
| 21/08/2020 | Children is the theme and center of attention/discussion (Content leading upto Childrens Day on 1st October) | පොඩ්ඩන් ආස කරන දේවල් | Develop a unique visual look for this @viraj | We connect our products to what children likes all month leading upto Childrens Day |
|  |  | Special Days |  | Connect the children theme content to special days in a month |
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