

Date	Platform	Product/Focus	Content Type	Caption/Copy	Visual concept	Notes/CTA
1 <sup>st</sup> Sep 2025	Instagram, Facebook, Tiktok, X	Topmal	Graphic picture	Back to school Don't let malaria interrupt learning	Children in a class room smiling with the copy text "Don't let malaria interrupt learning" written on top	Done
2 <sup>nd</sup> Sep 2025	Instagram, Facebook, X	Logistics	Graphic picture	Safe, Secure & Spacious	Wide interior view of warehouse with clear layout zones	Done
3 <sup>rd</sup>	Instagram, Facebook, X	WaterGuard	Reel	Tank wey no clean go poison your pikin.	A sound wave playing with someone talking about the dangers of dirty water to kids. The script will have an emotional	
4 <sup>th</sup>	Instagram, Facebook, X, Tiktok	Accesscare (health tip)	Motion Graphics	Monitor your blood sugar if you are at risk of diabetes. Early checks = healthier living.	A pop-up of a middle-aged man with a phone, and Accesscare usage showing on the screen: Then the write up - <b>Monitor your blood sugar if you're at risk of diabetes with AccessCare.</b>	Done
8 <sup>th</sup>	Instagram, Facebook, X, Tiktok	Accesscare	Graphic picture	5 health issues you can handle without leaving the comfort of your homes.	5 health issues you can handle without leaving the comfort of your homes.	
8 <sup>th</sup>	Instagram, Facebook, Tiktok, X	Topmal		Don't guess-Get tested. If it's malaria choose TOPMAL	A person holding an RDT kit	Done
9 <sup>th</sup>	Instagram, Facebook, X	Logistics	Flier	Logistics you can rely on	Modern clean layout with icons or photos representing each service (vans, trucks, warehouse, etc.)	Done
10 <sup>th</sup>		Lifestyle		X space promotion		Done
11 <sup>th</sup>	Instagram, Facebook, Tiktok, X	Accesscare (health tip)	Carousel	Slide 1: wash your hands for atleast 20 seconds with soap and water  Slide 2: Benefits of washing your hands.	Slide 1: A video of someone washing their hands with the copy text over it  Slide 2: Benefits of Handwashing  <ol style="list-style-type: none"><li>1. Prevents the spread of diseases</li><li>2. Reduces risk of food contamination</li><li>3. Protects children from infections</li><li>4. Helps fight antibiotic resistance.</li><li>5. Supports overall hygiene and wellness</li></ol>	
12 <sup>th</sup>		Flex	Flier	Show your sweet side	A picture of Flex brown sugar	Done
12 <sup>th</sup>		Lifestyle		X space promotion		Done

15 <sup>th</sup>	Instagram, Facebook, Tiktok, X	Logistics	Graphics	Last mile made easy	Mini van in city traffic or residential delivery	Done
16 <sup>th</sup>	Instagram, Facebook, Tiktok, X	Goldcircle	Graphics	Your ticket to a safe ride	GC condom pack styled like a <b>VIP event ticket</b> — black background, gold highlights.	
17 <sup>th</sup>		Waterguard	Graphics	Customer testimonials	A pop-up of someone recommending Waterguard Tank Disinfectant	
17 <sup>th</sup>	Instagram, Facebook, Tiktok, X	SFHAccess	Graphics	World Patient Safety day	Happy world patient safety day	Done
19 <sup>th</sup>	Instagram, Facebook, Tiktok, X	Gold Circle	Graphics	Friday thrills	A club scene with the write up Friday thrills, Make smart moves	Done
22 <sup>nd</sup>	Instagram, Facebook, Tiktok, X	Topmal	Graphics	What you think is stress might be Malaria. Feel good faster with TOPMAL.	Creative liberty	Done
24 <sup>th</sup>	Instagram, Facebook, Tiktok, X	Water Guard	Reel	Protect yourself against cholera with Water Guard Tank Disinfectant	A video showing clean water. Scene 2: Zoom in to show micro-organisms	Done
25 <sup>th</sup>	Instagram, Facebook, Tiktok, X	Logistics	Flier	Precision Cooling for Sensitive Goods	Cold storage rooms or cooling shelves with labeled items	Done yet to be posted
26 <sup>th</sup>	Instagram, Facebook, Tiktok, X	SFHAccess	Video	World contraception day	Vox pop style video on contraception related questions	Done yet to be posted
29 <sup>th</sup>	Instagram, Facebook, Tiktok, X	Waterguard	Flier	Did you know? Diarrhea kills more children than malaria, HIV & measles combined.	Split screen Left side: A child drinking dirty water Right side: A child holding their stomach in visible discomfort	
30 <sup>th</sup>	Instagram, Facebook, Tiktok, X	Logistics	Flier	Heavy Loads? We've Got the Wheels.	Branded trucks on the road or loading at dock	Done yet to be posted

