

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  1. Prevents the spread of diseases 2. Reduces risk of food contamination 3. Protects children from infections 4. Helps fight antibiotic resistance. 5. Supports overall hygiene and wellness	
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

