

Creative Cubs
Launch Week Content Calendar

Beyond Screens. Beyond Ordinary Play.

Objective:

To promote Creative Cubs’ launch and encourage parents to reduce children’s screen time through educational toys that inspire creativity,learning, and development.

References:

- LEGO EDUCATION
- MELISSA & DOUG
- LOVEVERY
- CANVA

Date	Day	Concept	Format	Platform	Copy/Text	Caption	Visual Direction	Goal
28 Jul	Monday	Grand Opening	Static Post	Instagram & Facebook	We’re now open!	Visit Creative Cubs and explore educational toys for kids. Opening week: Up to 20% OFF.	Opening poster with toys, balloons and offer.	Brand Awarness
29 Jul	Tuesday	Why Educational Toys?	Carousel	Instagram	Play . Learn . Grow	Educational toys help children learn while having fun and spending less time on screens.	Simple carousel showing toys and kids playing.	Educate Parents
30 Jul	Wednesday	Toy of the Week	Reel	Instagram & Facebook Reels	This week’s favourite toy!	Watch how this toy helps children learn through play.	Short video showing one educational toy in use.	Product Awarness
31 Jul	Thursday	Fun Activity	Story	Instagram Stories	Screen-Free Challenge	Can your child play without a screen for 30 minutes today? Try it and share with us!	Colourful story with toys and a question sticker.	Engagement
1 Aug	Friday	Parent Tip	Static Post	Instagram & Facebbok	Learning through Play	A few minutes of creative play every day can help children learn new skills.	Parent and child playing with toys.	Build Trust
2 Aug	Saturday	Visit Our Store	Reel	Instagram & Facebbok	Weekend Fun at Creative Cubs	Visit our store this weekend and discover toys that make learning fun.	Store video with toys, kids and happy families	Store Visits