



PED TABLE



DAY	OBJECTIVE	FORMAT	TIME	CONTENT + CTA in text
Monday	Awareness	Reel	18:30	Lifestyle reel showing people heading out for the day with their bags (going to work, kids going to school etc) light, playful CTA: "Your errands but lighter. Follow for more."
Tuesday	Consideration	Carousel Post	19:00	3 ways to style your Kipling backpack- outfit led images mixing casual with travel looks. CTA: "Save this for later *wink emoji*. Which look is you?"
Wednesday	Awareness	Reel	12:30	UGC-style reel featuring a creator doing a 'What's in my bag style video.' CTA: "What's in your #Kipling? Tag us"
Thursday	Consideration	Reel	18:00	Close-up reel featuring bag features (lightweight fabric, pockets, zips, monkey charm) CTA: "Designed to move with you. Tap to explore."
Friday	Conversion	Post + Stories	20:00	In-store exclusive activation: First 100 customers who purchase any Kipling backpack receive a blind box monkey charm. CTA: "Exclusively in stores, first 100 customers. The perfect accessory"
Saturday	Awareness	Stories (3-4 frames)	11:00	BTS brand world stores: design details, colour swatches, monkey charm, closeups. Poll sticker included. CTA: "Which colour would you choose? #ShowYourKipling"
Sunday	Consideration	Carousel Post	17:00	Customer review + lifestyle images showing the bag in use. Social proof focus. CTA: "Swipe to see why everyone loves it. Shop now"



DAY: Wednesday

OBJECTIVE: Awareness

FORMAT: Reel

TIME: 12:30

CONTENT: UGC-style reel featuring a creator doing a 'What's in my bag style video.



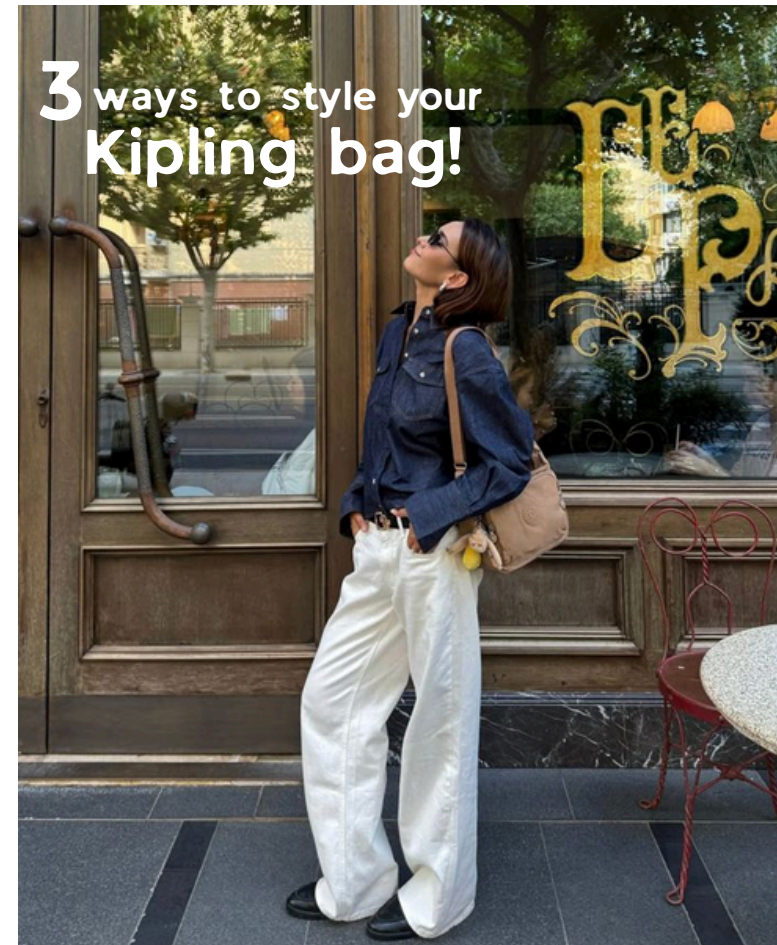
DAY: Tuesday

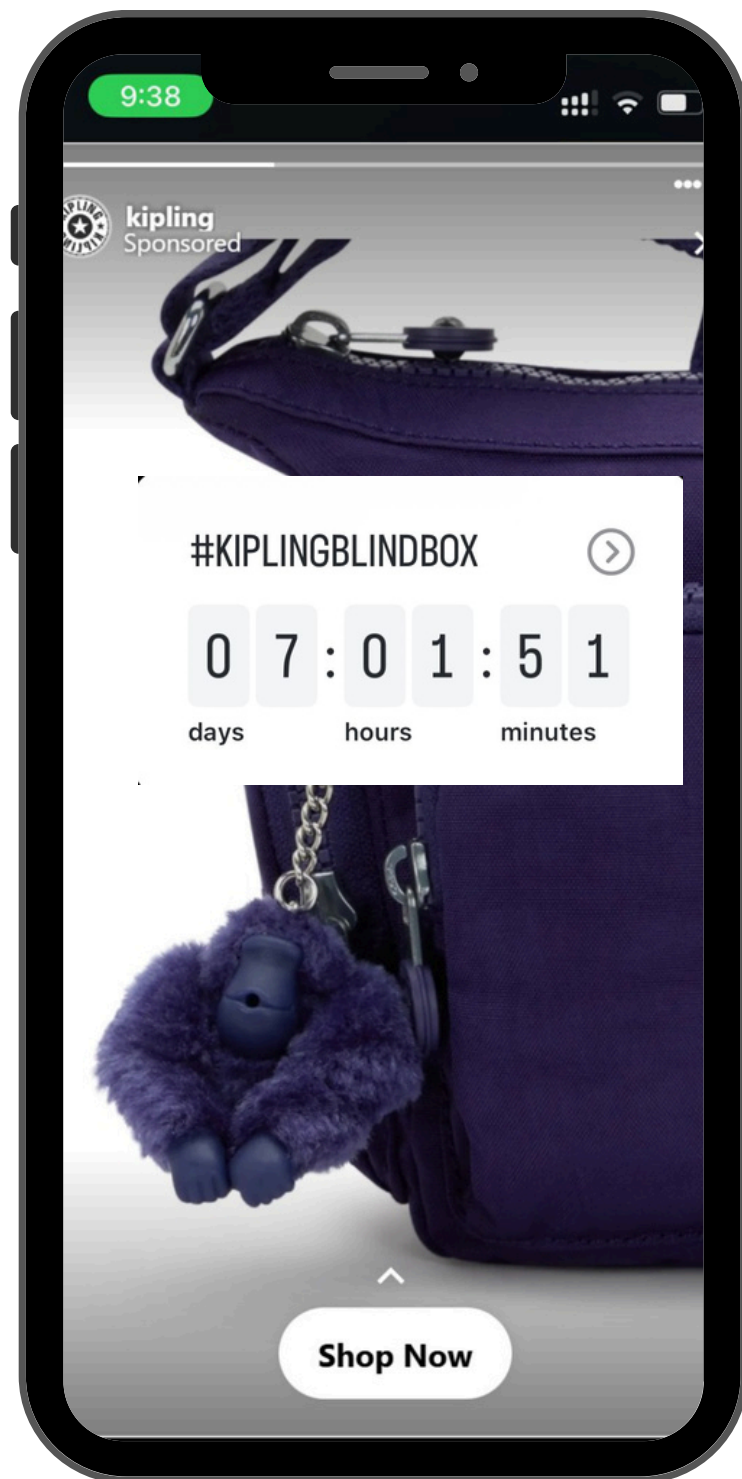
OBJECTIVE: Consideration

FORMAT: Carousel

TIME: 19:00

CONTENT: Showing 3 ways to style your Kipling bag - outfit led images mixing casual with travel looks.





DAY: Friday

OBJECTIVE: Conversion

FORMAT: Post + Series

TIME: 20:00

CONTENT: In-store exclusive activation: First 100 customers who purchase any Kipling backpack receive a blind box monkey charm.