

BONBIRD

JANUARY CONTENT CALENDAR

MUSE_{co.}



CONTENT STRATEGY SUMMARY

Objectives

Brand Awareness

Engagement

Community Building
(Followers)

Promotional

Target Audience

Locals + Expats

Mid-High Income
Individuals

Age group from 24 to
55+

Influencers

Content Pillars

Brand

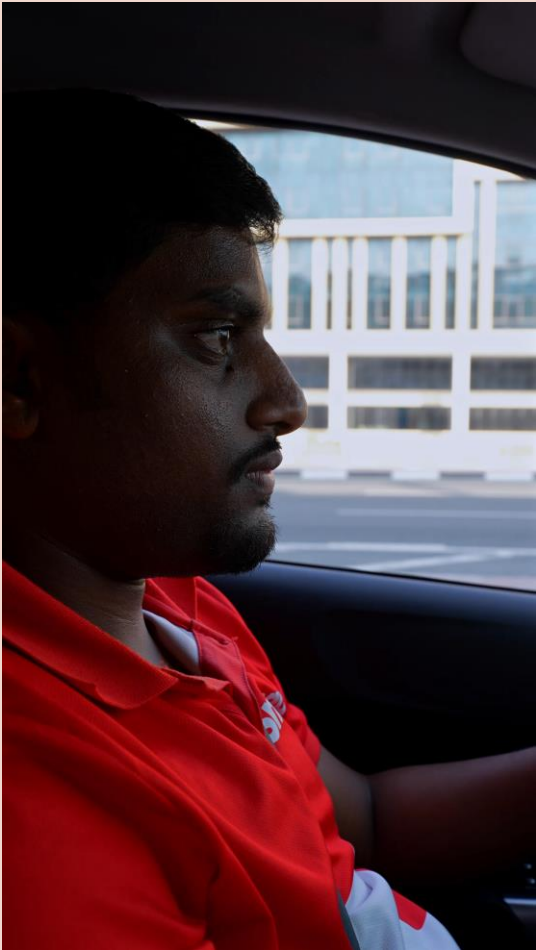
Food & Service

People
(UGC + Team + lifestyle)

Engagement

Platforms	Placement	Publish date	Publish time	Pillar
 	Feed	02 January 2024	05:00 pm	Brand

Post Visual: Video



ENG

Caption

IT'S OFFICIAL, CHAMP! BONBIRD IS NOW ON SNOONU.
YOUR FAVORITE CHICKEN, DELIVERED STRAIGHT TO YOUR DOOR.
WHAT ARE YOU WAITING FOR?

ENG

Hashtag

#BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2024 #Qatar

Reposts on Stories with Snoonu Link:

<https://snoonu.com/restaurants/bonbird?source=global%20search>

Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
	Feed	04 January 2024	05:00 pm	Brand

Post Visual: Static



ENG

Caption

2025 CALLED—

IT WANTS TO KNOW WHO MADE THIS CHICKEN THIS GOOD.

SHHH... YOU KNOW WHERE TO FIND US!

ENG

Hashtag

#BonBird

#Chicken

#FriedChicken

#FastFood

#Fresh

#Fast

#Food

#Doha

#Doha2024

#Qatar

Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	06 January 2024	05:00 pm	Brand

Post Visual: Static



ENG
Caption

HIGHLY RECOMMEND TO ORDER A RICE BOWL TO MAKE YOUR MONDAY BETTER.
THAT'S IT. BYE.

ENG
Hashtag

#BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2024 #Qatar

Source Link: [Click Here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	10 January 2024	05:00 pm	Brand

Post Visual: Static



ENG

Caption

ENG

Hashtag

THIS CHICKEN MELT GUARANTEED TO MAKE YOU HAPPY IN 0.2 SECONDS.

#BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2024 #Qatar

Source Link: [Click Here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	12 January 2024	05:00 pm	Brand

Post Visual: Video



ENG
CaptionBONBIRD IS NOW DELIVERING, CHAMPS.
ORDER IT NOW, CHAMP.

ENG
Hashtag#BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2024 #Qatar

Reposts on Stories with Snoonu Link:
<https://snoonu.com/restaurants/bonbird?source=global%20search>

Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	13 January 2024	05:00 pm	Brand

Post Visual: Static



Source Link: [Click Here](#)

Post Status: Approved

ENG

Caption

ENG

Hashtag

CALLING IN A CHICKEN BOX TO BE CALLING IT A NIGHT WITH BONBIRD.

#BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2024 #Qatar

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	14 January 2024	05:00 pm	Brand

Post Visual: Static



ENG

Caption

FINGER LICKIN SPICY SAUCY DAUCY CHICKEN WITH MAC N CHEESE ON THE SIDE.

ENG

Hashtag

#BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2024 #Qatar

Source Link: [Click Here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f 	Feed	16 January 2024	05:00 pm	Brand

Post Visual: Static



ENG

Caption

ENG

Hashtag

YOU KNOW WHY THIS IS CALLED GOOD GOOD SAUCE BECAUSE IT'S SO GOOD YOU HAVE TO SAY IT TWICE. GOOD WITH EVERYTHING ESPECIALLY CHICKEN BURGER.

#BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2024 #Qatar

Source Link: [Click Here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	18 January 2024	05:00 pm	Brand

Post Visual: Static



ENG
Caption FINGER LICKIN’? MORE LIKE DIP DRIPPIN’.
TAG THE FRIEND WHO ALWAYS KEEPS THE SAUCE TO THEMSELF.

ENG
Hashtag #BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2024 #Qatar

Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f Instagram	Feed	20 January 2024	05:00 pm	Brand

Post Visual: Carousel



ENG

Caption

ENG

Hashtag

THERE'S ONLY ONE THING BETTER THAN CHICKEN & CHIPS & THAT'S CHICKEN & CHIPS & CHILLI PICKLES.

#BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2025 #Qatar

Source Link: [Click Here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	22 January 2024	05:00 pm	Brand

Post Visual: Static



ENG
Caption

SNACKAWRAP. ONLY 10 QAR. IT'S BONBARGAIN. GRAB ONE OR TEN.

ENG
Hashtag

#BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2024 #Qatar

Source Link: [Click Here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	24 January 2024	05:00 pm	Brand

Post Visual: Reel



ENG
Caption

THE CHEESE IS CHEESING. WHO'S TRYING THIS OUT?

ENG
Hashtag

#BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2024 #Qatar

Source Link: [Click Here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	27 January 2024	05:00 pm	Brand

Post Visual: Static



ENG

Caption

ENG

Hashtag

GET A TOASTED BREAD. STACK THAT TENDER HIGH. TOP IT WITH THE BUFFALO SAUCE. TRUST ME.

#BonBird

#Chicken

#FriedChicken

#FastFood

#Fresh

#Fast

#Food

#Doha

#Doha2024

#Qatar

Source Link: [Click Here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	29 January 2024	05:00 pm	Brand

Post Visual: Static



ENG

Caption

ENG

Hashtag

IF THE CHICKEN MELT AND GOOD GOOD CHICKEN BURGER THREW A PARTY, THIS STACK WOULD BE THE GUEST OF HONOR.

#BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2024 #Qatar

Source Link: [Click Here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	31 January 2024	05:00 pm	Brand

Post Visual: Reel



ENG

Caption

ONLY 10 QAR.
MADE FOR SNACKIN'
GET ONE, GET TWO, OR FIVE.

ENG

Hashtag

#BonBird #Chicken #FriedChicken #FastFood #Fresh #Fast #Food #Doha #Doha2024 #Qatar

[Source Link: Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Story	31 December 2024	05:00 pm	Engagement

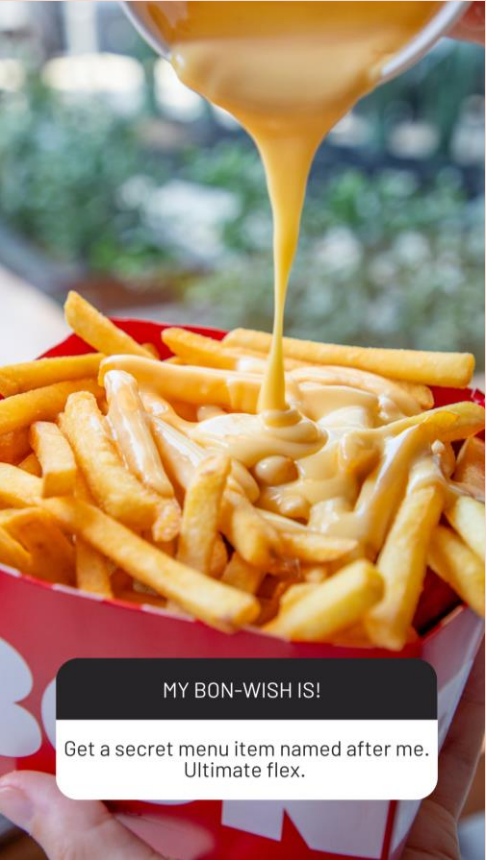
Post Visual: Carousel





MY BON-WISH IS!

To bottle up the GOOD GOOD sauce and take it everywhere I go. Yes, even to brunch.



MY BON-WISH IS!

Get a secret menu item named after me. Ultimate flex.



MY BON-WISH IS!

Build the tallest tender tower known to humankind. Bon-worthy, right?

YOUR TURN!

MY BON-WISH IS!

Type something...

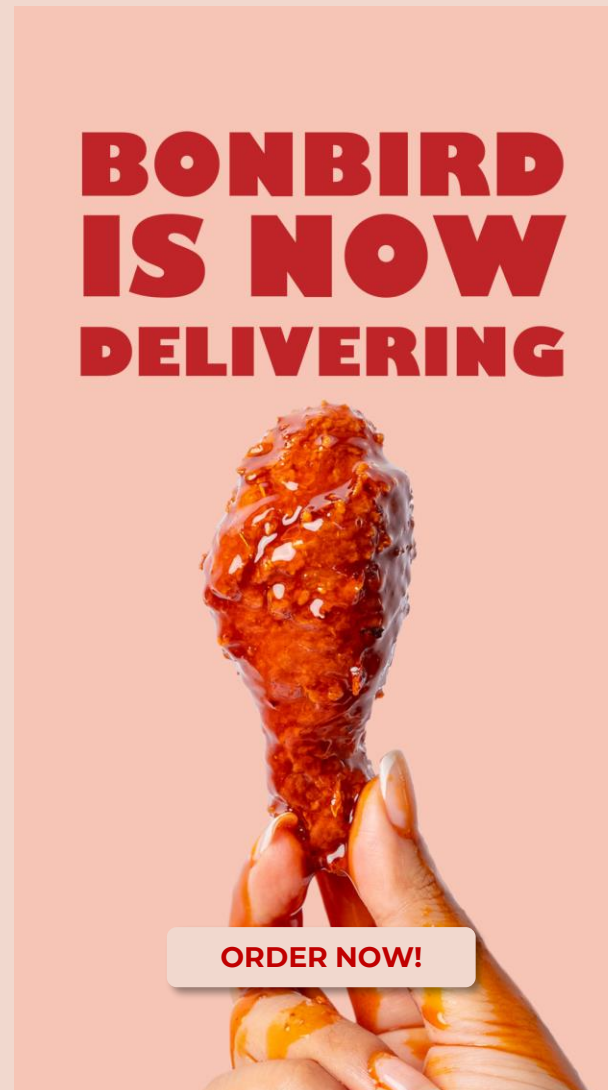
Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
 	Story	03 January 2024	12:00 pm	Brand

Post Visual: Static

To Be Added
As A Story
Highlight



Source Link: [Click here](https://snoonu.com/restaurants/bonbird?source=global%20search)

Post Status: Approved

Sticker with Link to Snoonu:
<https://snoonu.com/restaurants/bonbird?source=global%20search>

MUSE

Platforms	Placement	Publish date	Publish time	Pillar
 	Story	07 January 2024	12:00 pm	Brand

Post Visual: Video



Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f Instagram	Story	13 January 2024	12:00 pm	Community

Post Visual: Video



Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
 	Story	15 January 2024	12:00 pm	Brand

Post Visual: Video



Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
 	Story	27 January 2024	12:00 pm	Community

Post Visual: Video

Video



Sticker with Link to Snoonu:
<https://snoonu.com/restaurants/bonbird?source=global%20search>

Source Link: [Click Here](#)

Post Status: Pending Approval