

Pick!

Content Strategy Summary



Platforms	Placement	Publish date	Publish time	Pillar
f 	Feed	04 February 2024	5:00 pm	Brand

Post Visual: Static



Source Link: [Click here](#)

ENG
Caption

Remember when Coldplay tickets in the UAE sold out in 0.2 seconds and you were like, ‘It’s fine, I’ll catch them next time’? Yeah, and now you’re stuck watching someone else’s grainy IG stories, wiping away tears. Don’t let history repeat itself with the Katsu Sando. It’s here now for a limited time. Don’t be the person humming Fix You while staring at the menu. Consider this your warning.

ENG
Hashtag

#Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
 	Feed	06 February 2024	5:00 pm	Brand

Post Visual: Static



Source Link: [Click here](#)

ENG
Caption

Weekly Winner Time is back, and guess what?

My grandma texted me this morning. Not a “Good morning, habibi” or “How are you?” ... nope. She wants to when weekly winner will announce. She already tagged her bingo friends and told her friends to tag their friends! She is out plotting to win the 100 QAR Pickl voucher. 😂 Honestly, if grandma is in it to win it, what’s my excuse? So, here’s the deal: Tag your grandma, if your grandma don’t have IG account tough luck. Tag someone else’s grandma. Make sure your tagged grandma follows us obviously.

Winner announced on Thursday!

#Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar

ENG
Hashtag

ARB Caption:

الفايز الأسبوعي رجع، وتخليلوا شنو؟ 🎉🥳

جدتي رسلت لي صباح اليوم، لا قالت لي "صباح الخير حبيبي" ولا "شلونك؟" ... لا لا، تسألني متى بيعلنون عن الفايز الأسبوعي! 😂 الخبر الأكيد إنها علمت ربعها في البيغو، وقالت لهم يعلمون ربعهم! شكلها ناوية تفوز بقسيمة بيكل الـ 100 ريال. 😂 بصراحة، إذا جدتي داخله بكل قوتها، شنو عذري أنا؟ فهني السالفة: منشن جدتك، وإذا جدتك ما عندها حساب انستغرام، حظك نصيبك! منشن جدة غيرك. 🤔 تأكد إن كل الجدات اللي منشنتهم يتابعونا، طبعًا!

#بيكل #برجر #سماش_برجر #الوجبات_السريعة #طازج #سريع #طعام
#الدوحة #قطر

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Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
 	Feed	08 February 2024	5:00 pm	Brand

Post Visual: Static



Source Link: [Click here](#)

ENG
Caption

You know how they’re always like, ‘Stick to your morals’? Well, my morals just told me to grab both the Caesar sando AND the Reaper sando. 😂
 Life’s too short for tough decisions, right?
 If anyone judges me for double-sando-ing, that’s on them. My morals are living their best life, and honestly? I respect it.

ENG
Hashtag

#Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
 	Feed	11 February 2024	11:00 pm	Brand

Post Visual: Reel



Source Link: [Click here](#)

ENG

Caption

Legends! It’s Qatar National Sport Day. Time to lace up, hit 5,000 steps, and turn those strides into Pickl rewards. Just don’t forget to stretch, mate! You wouldn’t wanna pull a muscle flexing your step count.

ENG

Hashtag

#Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
 	Feed	13 February 2024	5:00 pm	Brand

Post Visual: Static



Source Link: [Click here](#)

ENG Caption It's weekly winner time! They say it's the season for love, but honestly, I'm just here for the 100 QAR Pickl voucher. 😄 If 3 friends is all it takes to win, you bet I'm showing my burger squad some love. Friends, make sure to follow us!

Winner will be announced in 6 days, so there's still time to decide whether to tag your besties, your crush, or that one friend who keeps "forgetting" their wallet. Either way, this voucher's got more heart than any overpriced chocolate box ever could.

ENG Hashtag #Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar



ARB Caption:

وقت الفايز الأسبوعي وصل!
يقولون إنه موسم الحب، بس بصراحة، أنا إهني عشان قسيمة بيكل الـ100 ريال. 😄 إذا كل اللي أحتاجه للفوز 3 ربع، فطبعا لازم أوري ربعي اللي يحبون البرغر شوية حب!
يا ربع، تأكدوا إنكم تتابعونا! الفايز بيتم إعلانه بعد 6 أيام، يعني ليلحين عندكم وقت تقرررون من تامنشنون – ربعكم المفضلين، الكراش، ولا الصديق اللي دايمًا "ينسى" محفظته. 😊
المهم، هالقسيمة فيها حب أكثر من أي علبة شوكولاتة سعرها مبالغ فيه! 🍷❤️

#بيكل #برجر #سماش_برجر #الوجبات_السريعة #طازج #سريع #طعام #الدوحة #قطر

Platforms	Placement	Publish date	Publish time	Pillar
 	Feed	13 February 2024	5:00 pm	Brand

Post Visual: Reel



Source Link: [Source link](#)

ENG
Caption

We’re at Qatar International Food Festival!

We’re ready for all you foodies out there to serve up our award-winning burgers and sando.

From Feb 12 to 22

 Hotel Park

Come and find us and the join the festival.

ENG
Hashtag

#Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
	Feed	15 February 2024	5:00 pm	Brand

Post Visual: Static



Source Link: [Click here](#)

ENG
Caption

Man, I was just sitting here, minding my own business, and I started daydreaming about this burger. Like, full-on imagining myself holding it, taking a big bite, not minding anyone around me but fully absolved in enjoying the burger.

Now I’m out here pretending to work but actually planning when to get my hands on one. Is it normal for a burger to live rent-free in your head like this?

ENG
Hashtag

#Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	18 February 2024	5:00 pm	Brand

Post Visual: Reel



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ENG

Caption

ENG

Hashtag

So, I went to Pickl for lunch and became besties with a legend. Just another casual Tuesday.

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Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
 	Feed	20 February 2024	5:00 pm	Brand

Post Visual: Static



Source Link: [Click here](#)

ENG Caption

Yalla, it's Weekly Winner Time! 🎉 Who are you tagging? Your majlis crew? Your cousin who only show up for karak? Or maybe that one friend who somehow eats the most but never orders anything? Winner gets a 100 QAR Pickl voucher, and the announcement will be in 6 days. So, tag your real ones and make sure they're following us, argue over who's getting the first bite (spoiler: it's you), and let's see who's repping their squad this week.

ENG Hashtag

#Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar

ARB Caption:

يلا، وقت الفايز الأسبوعي! 🎉 منو بتامنشن؟ ربع الديوانية؟ ولد عمك اللي ما يبين إلا وقت الكرك؟ ولا هالصديق اللي دايماً ياكل أكثر واحد بس ولا مره طلب شي؟ 😂 الفايز بيحصل على قسيمة بيكل بـ 100 ريال، والإعلان بعد 6 أيام! فامنشنوا ربعكم الصبح، تأكدوا إنهم يتابعونا، وتهاوشوا على أول لقمة. خلونا نشوف من اللي بيمثل ربعه هالأسبوع! 🍔🔥

#بيكل #برجر #سماش_برجر #الوجبات_السريعة #طازج #سريع #طعام #الدوحة #قطر

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Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	23 February 2024	5:00 pm	Brand

Post Visual: Static



ENG

Caption

Yo, did you know America was basically named after a pickle guy?

No joke. Amerigo Vespucci, the guy who inspired the name ‘America’, used to sell pickles! This guy stocked Columbus’s ships with pickles to fight scurvy AND they stopped in Haiti to grow more cucumbers to make more pickles.

So yeah, pickles don't just make burgers better – they helped name a whole continent.

ENG

Hashtag

#Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar

Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	24 February 2024	5:00 pm	Brand

Post Visual: Static



Source Link: [Click here](#)

ENG
Caption

Went a little crazy with the toppings today. No regrets. That’s the Pickl way.
🍔🔥 What’s your favorite topping?

ENG
Hashtag

#Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Feed	26 February 2024	5:00 pm	Brand

Post Visual: Static



Source Link: [Click here](#)

ENG
Caption

Bro, if there was a Burger Court, The Jeff Cheeseburger would be guilty on all counts.
Charge 1: Maximum flavor.
Charge 2: Unmatched sauce levels.
Charge 3: Being way too good to share.
No appeal. Case closed.

ENG
Hashtag

#Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f 	Feed	28 February 2024	5:00 pm	Brand

Post Visual: Reel



Source Link: [Click here](#)

ENG

Caption

ENG

Hashtag

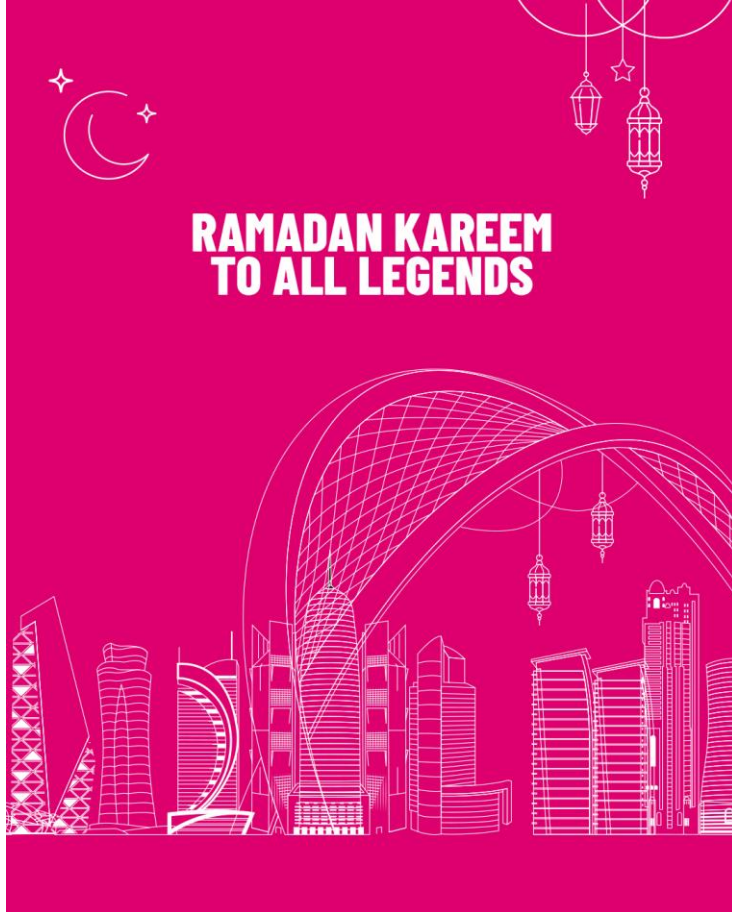
It’s big, it’s LEGENDARY, and it’s dropping this Ramadan... but what is it? 🧐 Drop your guesses below! 🔥

#Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
 	Feed	--	5:00 pm	Brand

Post Visual: Static



Source Link: [Click here](#)

ENG
Caption

RAMADAN MUBARAK TO YOU, LEGENDS 🌙

ENG
Hashtag

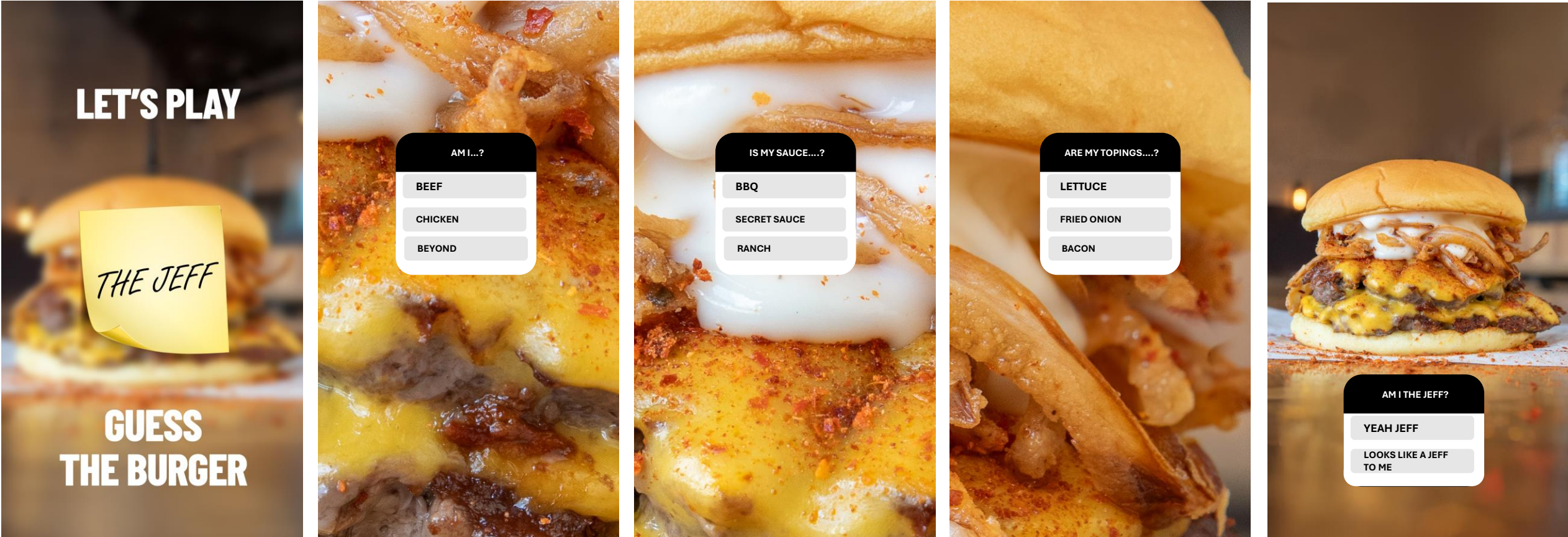
#Pickl #Burger #SmashBurger #FastFood #Fresh #Fast #Food #Doha #Qatar

BONBIRD Comment:
RAMADAN MUBRAK, CHAMPS! 🌙

Post Status: Pending Greeting from MENA Team

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Story	21 February 2024	5:00 pm	Brand

Post Visual: Carousel

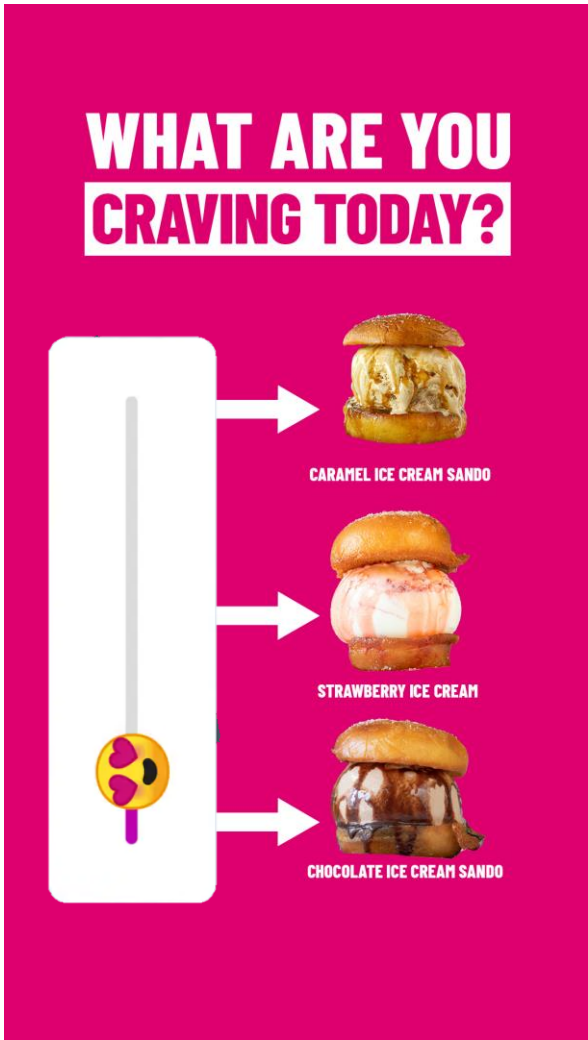


Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Story	23 February 2024	5:00 pm	Brand

Post Visual: Static



Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Story	25 February 2024	5:00 pm	Brand

Post Visual: Static



Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
 	Story	26 February 2024	5:00 pm	Brand

Post Visual: Reel

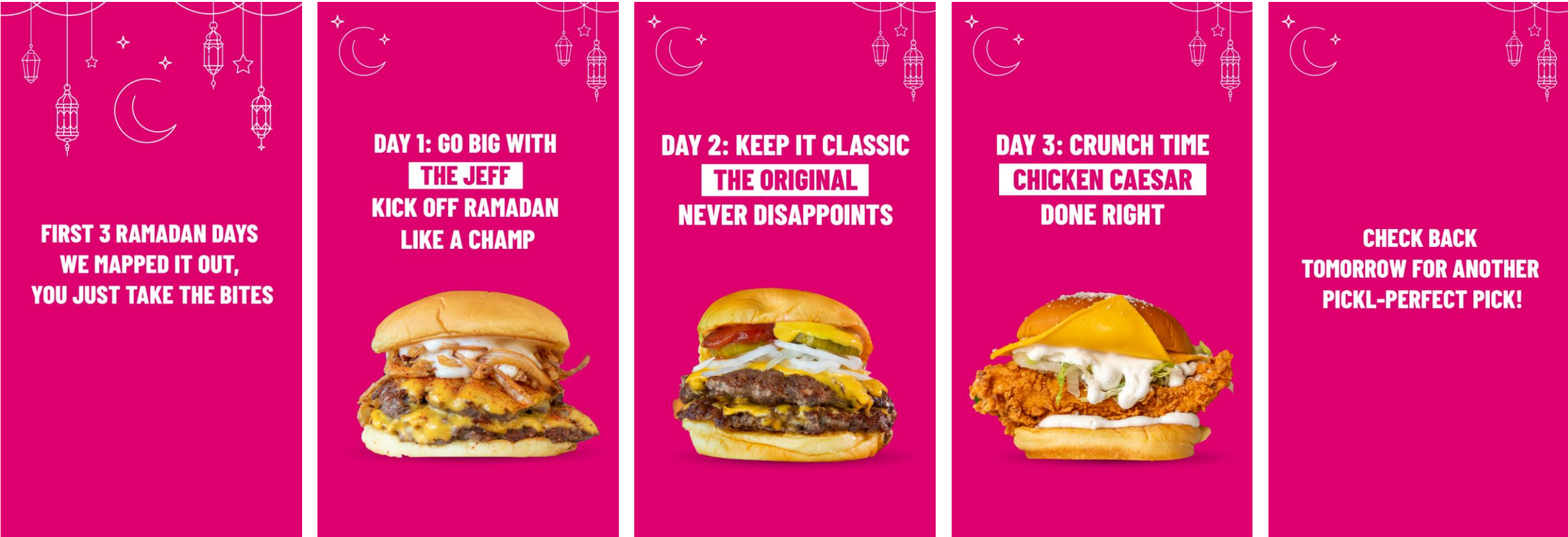


Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
f ig	Story	27 February 2024	5:00 pm	Brand

Post Visual: Static

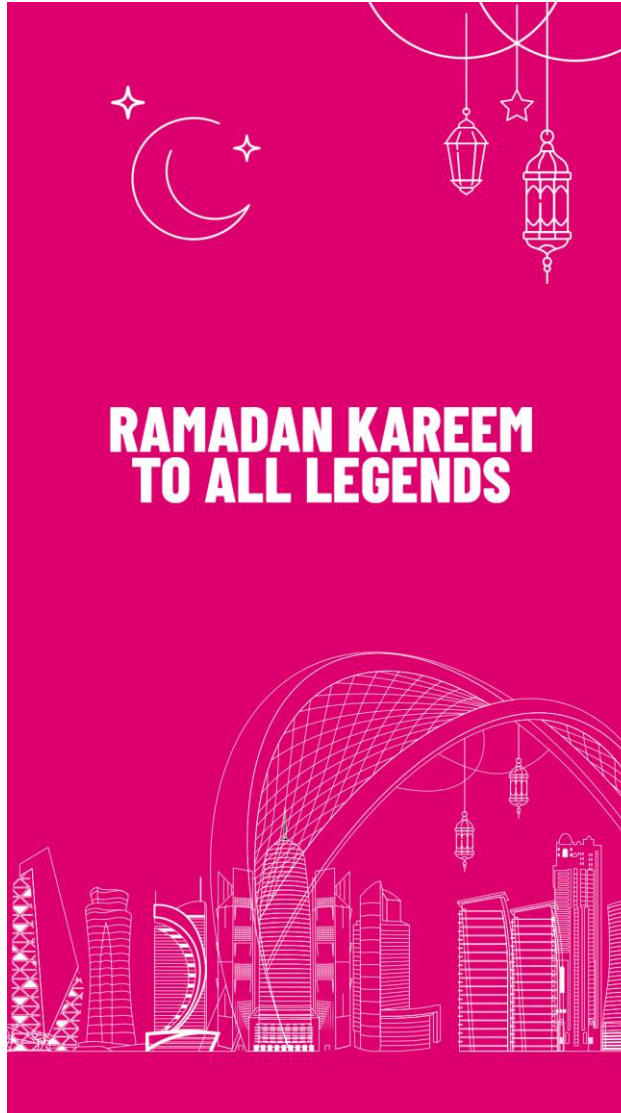


Source Link: [Click here](#)

Post Status: Approved

Platforms	Placement	Publish date	Publish time	Pillar
 	Story	--	5:00 pm	Community

Post Visual: Static



Source Link: [Click here](#)

Post Status: Pending Greeting from MENA Team