




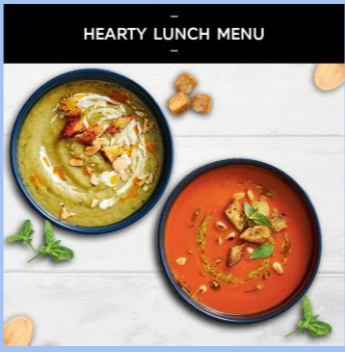




Overview & Key Campaigns [LEGEND] Planned (/), Proposed (x)
M - Mailer, S - Starts








	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T
Campaigns/ Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Grocery (Till mid Oct)																															
Lingerie		BCFE DM																													
The M&S SALE																															
Halloween											EDM																				

Content Calendar




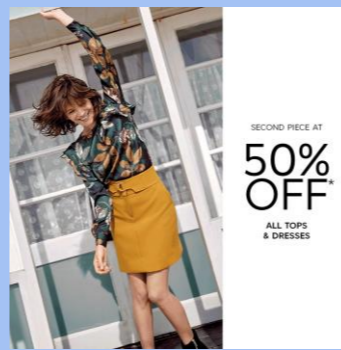
Date	Sun, Oct 1						
Theme/Campaign							
Facebook Visual							
Facebook Copy							
Feedback							
Instagram Visual							
Instagram Copy							
Feedback							
Date	Mon, Oct 2	Tue, Oct 3	Wed, Oct 4	Thu, Oct 5 [Scheduled for FB only.]	Fri, Oct 6	Sat, Oct 7	Sun, Oct 8
Theme/Campaign			Mid-Autumn Festival Greeting ----- M&S Supports BCF Pink Ribbon Pin	M&S Supports BCF Percy & Penny - Pink Ribbon Walk ----- Grocery Lunch 1 Hearty Soups		Halloween Animals	M&S Crazy Deals
Facebook Visual							




							
Facebook Copy			<p>This Mid-Autumn Festival, if you are unwinding with mooncakes, pair them with our M&S Tea range for a truly satisfying time. Check out the other great deal of snacks available at our M&S Food Hall here: https://web.facebook.com/media/set/?set=a.10155665772209631.1073741917.15434004630&type=1&l=0798758301</p> <p>Marks & Spencer wishes everyone a joyous, fulfilling reunion with family and friends! 中秋节快乐!</p> <p>Marks & Spencer supports Breast Cancer Foundation: Join us in our support towards Breast Cancer Foundation's advocacy for regular screening to save lives and breasts, as well as lending ongoing support to breast cancer survivors and caregivers.</p> <p>From now till 31 October 2017, redeem a complimentary Pink Ribbon Pin with any purchase of M&S lingerie. Exclusively for OCBC Robinsons Group Visa Cardmembers only.</p>	<p>Marks & Spencer supports Breast Cancer Foundation: Penny and Percy will be joining the Pink Ribbon Walk happening this Saturday, 7 October 2017 from 4pm to 6.30pm at the Waterfront Promenade! Will you be there? ----- There's nothing like a souper-lunch to save time amidst a packed schedule. Try our Pea and Mint Soup or the Cream of Tomato topped with croutons if you have more minutes to spare-to keep it going strong on busy days.</p> <p>Give It A Kick Garnish your pea soup with a swirl of cream and a drizzle of Chilli Infused Oil. Lightly toast some flaked almonds in a pan (be careful - they burn easily!) and scatter over to finish.</p> <p>Pretty Pair Juicy, ripe tomatoes and fragrant basil complement each other so well. Dress your tomato soup with Italian-style Green Pesto, toasted pine nuts and fresh basil leaves.</p>		<p>This Halloween, we've spooked up our sweet treats range ready for trick or treating!</p> <p>Get your creepy animals treats at all Marks & Spencer stores before they disappear...</p>	<p>[Photo Album] M&S Crazy Deals</p> <p>As crazy as it gets, don't miss out on the Marks & Spencer Crazy Deals with Ladieswear from S\$9.90, Menswear from \$9.90, Lingerie from S\$5.90 and Toiletries from S\$2.90!</p> <p>*While stocks last. Terms, conditions & exclusions apply. Check in-store for more details.</p>
Feedback							
Instagram Visual							





							
Instagram Copy			<p>This Mid-Autumn Festival, if you are unwinding with mooncakes, pair them with our M&S Tea range for a truly satisfying time. Check out the other great deal of snacks available at our M&S Food Hall here: http://bit.ly/MSgroceries</p> <p>@MarksAndSpencer_SG wishes everyone a joyous, fulfilling reunion with family and friends! 中秋节快乐!</p> <p>@MarksAndSpencer_SG supports Breast Cancer Foundation: Join us in our support towards Breast Cancer Foundation's advocacy for regular screening to save lives and breasts, as well as lending ongoing support to breast cancer survivors and caregivers.</p> <p>From now till 31 October 2017, redeem a complimentary Pink Ribbon Pin with any purchase of M&S lingerie. Exclusively for @OCBCbank Robinsons Group Visa Cardmembers only.</p>	<p>@MarksAndSpencer_SG supports Breast Cancer Foundation: Penny and Percy will be joining the Pink Ribbon Walk happening this Saturday, 7 October 2017 from 4pm to 6.30pm at the Waterfront Promenade! Will you be there?</p> <p>There's nothing like a souper-lunch to save time amidst a packed schedule. Try our Pea and Mint Soup or the Cream of Tomato topped with croutons if you have more minutes to spare-to keep it going strong on busy days.</p>		<p>This Halloween, we've spooked up our sweet treats range ready for trick or treating!</p> <p>Get your creepy animals treats at all @MarksAndSpencer_SG stores before they disappear...</p>	
Feedback							
Date	Mon, Oct 9	Tue, Oct 10	Wed, Oct 11	Thu, Oct 12	Fri, Oct 13	Sat, Oct 14	Sun, Oct 15
Theme/Campaign	Pink Bra Special	The M&S SALE (Men)	Halloween Gummies	Grocery Lunch 1 3 of the Best Breads for Light Bites			
Facebook Visual							
Facebook Copy	<p>Have your inner confidence, powered by pink this Breast Cancer Awareness month.</p> <p>Exclusively for OCBC Robinsons</p>	<p>[Photo Album] M&S Mid-Season SALE 2017 (27 Sep to 31 Oct)</p> <p>The M&S Mid-Season SALE starts now! Enjoy up to 50% OFF on</p>	<p>Get your personal candy shop Halloween-ready. Fill it up with our all-new Marks & Spencer Percy Pumpkin Fruit Gums and Spook 'Ems</p>	<p>Bread winners: Let our Marks & Spencer Ciabatta, German-style Rye and Stonebaked Pavé form the foundations for your healthy go-to</p>			

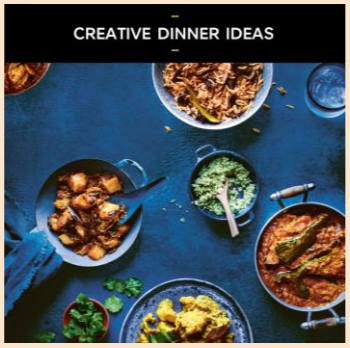

	<p>Group Visa Cardmembers, redeem a complimentary Pink Ribbon Pin with any purchase of Marks & Spencer Lingerie from now till 31 October 2017, while stocks last.</p> <p>Product Names in Visuals: EYELASH LACE HIGH NECK NON-PADDED BRALET - S\$49.90 EYELASH LACE NON-PADDED HIGH APEX BRALET - S\$39.90 ISABELLA LACE BRALET - S\$39.90 2 PACK LACE TRIM PADDED UNDERWIRED BALCONY T-SHIRT BRAS - S\$59.90 2 PACK ASSORTED NON-WIRED FULL CUP T-SHIRT BRAS - S\$59.90 SMOOTHLINES™ PADDED FULL CUP BRA - S\$79.90</p>	<p>selected items and receive a S\$20 Gift Voucher with a minimum of S\$150 nett spend. Check out all items on sale here.</p> <p>*Subjected to availability and while stocks last. Exclusions, terms & conditions apply. Check in-store for details.</p>	fruit-flavored Halloween shapes.	bread.			
Feedback							
Instagram Visual							
Instagram Copy	<p>Have your inner confidence, powered by pink this Breast Cancer Awareness month.</p> <p>Exclusively for @OCBCbank Robinsons Group Visa Cardmembers, redeem a complimentary Pink Ribbon Pin with any purchase of @MarksAndSpencer_SG Lingerie from now till 31 October 2017, while stocks last.</p>		<p>Get your personal candy shop Halloween-ready. Fill it up with our all-new @MarksAndSpencer_SG Percy Pumpkin Fruit Gums and Spook 'Ems fruit-flavored Halloween shapes.</p>	<p>Bread winners: Let our @MarksAndSpencer_SG Ciabatta, German-style Rye and Stonebaked Pavé form the foundations for your healthy go-to breads.</p>			
Feedback							
Date	Mon, Oct 16	Fri, Oct 17	Wed, Oct 18	Thu, Oct 19	Fri, Oct 20	Sat, Oct 21	Sun, Oct 22
Theme/Campaign	Tailoring Promotion (Men)	Tailoring Promotion (Women) The M&S SALE (Women)	Deepavali	Grocery Lunch 1 Sizzling Sausages	Halloween Body Parts BCF Charity Booth		

<p>Facebook Visual</p>			<p>?</p>				
<p>Facebook Copy</p>	<p>[Photo Album] M&S Tailoring Promotion</p> <p>Enjoy 30% OFF* selected Tailoring & Smartwear, including selected ties, belts and cufflinks. Available for a limited time only.</p> <p>More offers on Work Shirts from S\$39.90*, Trousers from S\$49.90* and Jackets from S\$99.90* are also yours to snatch up.</p> <p>*Exclusions, terms & conditions apply.</p> <p>Keep your mind sharp and your suits sharper.</p> <p>Enjoy 30% OFF* selected Men's Tailoring & Smartwear for a limited time only. The Tailoring promotion includes selected ties, belts and cufflinks.</p> <p>Check out the other Marks & Spencer Tailoring sale items here:</p>	<p>Sailing through the end-of-year work days just got easier.</p> <p>Enjoy 30% OFF* selected Women's Tailoring & Smartwear for a limited time only.</p> <p>Check out the Marks & Spencer Tailoring sale items here:</p> <p>Snag your favourite M&S SALE pieces before they are gone! Enjoy up to 50% OFF* selected items.</p> <p>Shop now while stocks last.</p> <p>*Exclusions, terms & conditions apply.</p>		<p>Don't settle for subpar wieners. Far from just a breakfast staple, serve our quality Cumberland Sausages, Pork and Bramley Apple Sausages as well as the Lamb Roasted Garlic and Rosemary Chipolata Sausages to ramp up your lunches and dinners!</p> <p>Shop for our premium sausages at the Marks & Spencer Food Hall and create your own delicious recipes.</p>	<p>Usher in the spookfest with our Marks & Spencer 5 Witches Fingers Biscuits, Eerie Eyeballs & Pumpkins Chocolate and Gruesome Body Parts Fruity Jellies this Halloween!</p> <p>Go pink this weekend and join us in our support for Breast Cancer awareness.</p> <p>The Breast Cancer Foundation Charity Booth will be held at Marks & Spencer Wheelock Place, Parkway Parade, Jem and VivoCity this Saturday, 21 October 2017 from 1pm to 5pm.</p>		
<p>Feedback</p>							

Instagram Visual			?				
Instagram Copy	<p>Share Link: http://bit.ly/2vqByig</p> <p>Keep your mind sharp and your suits sharper.</p> <p>Enjoy 30% OFF* selected Men's Tailoring & Smartwear for a limited time only. The Tailoring promotion includes selected ties, belts and cufflinks.</p> <p>Check out the other @MarksAndSpencer_SG Tailoring sale items by clicking on our bio link.</p>	<p>Share Link: http://bit.ly/2vqByig</p> <p>Sailing through the end-of-year work days just got easier.</p> <p>Enjoy 30% OFF* selected Women's Tailoring & Smartwear for a limited time only.</p> <p>Check out the @MarksAndSpencer_SG Tailoring sale items by clicking on our bio link.</p> <p>-----</p>		<p>Don't settle for subpar wieners. Far from just a breakfast staple, serve our quality Cumberland Sausages, Pork and Bramley Apple Sausages as well as the Lamb Roasted Garlic and Rosemary Chipolata Sausages to ramp up your lunches and dinners!</p> <p>Shop for our premium sausages at the @MarksAndSpencer_SG Food Hall and create your own delicious recipes.</p>	<p>Usher in the spookfest with our @MarksAndSpencer_SG 5 Witches Fingers Biscuits, Eerie Eyeballs & Pumpkins Chocolate and Gruesome Body Parts Fruity Jellies this Halloween!</p> <p>-----</p> <p>Go pink this weekend and join us in our support for Breast Cancer awareness.</p> <p>The Breast Cancer Foundation Charity Booth will be held at @MarksAndSpencer_SG @WheelockPlace, @ParkwayParadeSG, Jem and @VivoCitySingapore this Saturday, 21 October 2017 from 1pm to 5pm.</p>		
Feedback							
Date	Mon, Oct 23	Tue, Oct 24	Wed, Oct 25	Thu, Oct 26	Fri, Oct 27	Sat, Oct 28	Sun, Oct 29
Theme/Campaign Veggie	Halloween Trick or Treat	Grocery Lunch 1 Cool Ideas	The M&S SALE (Men)	50% OFF 2nd Piece Top & Dresses		Halloween Guess The Pumpkin Weight	
Facebook Visual							

Facebook Copy	<p>[Event] M&S Halloween Trick or Treat</p> <p>Calling all witches, pirates, monsters and ghouls: It's Trick or Treat time at Marks & Spencer!</p> <p>Free tricks or treats available at M&S Wheelock Place, VivoCity and Parkway Parade on 28 & 29 October 2017 from 10am to 9.30pm. Be sure to bring your best spooks when you drop by! While stocks last.</p>	<p>Beat the scorching afternoon heat by doing more with M&S cordials and spritzers! Use them to make citrus lollies, tropical coolers or fruity jellies. Visit your nearest Marks & Spencer store to shop all the delicious flavours.</p>	<p>Only 6 more days left for our great M&S SALE, and hot Menswear apparels are going faster than you can say, "Marks & Spencer".</p> <p>Enjoy up to 50% OFF* selected items. Shop now while stocks last.</p> <p>*Exclusions, terms & conditions apply.</p>	<p>Multiply your wardrobe at divided prices. Enjoy 50% OFF* second piece all Tops & Dresses at Marks & Spencer stores, starting today!</p> <p>*Exclusions, terms & conditions apply.</p>		<p>Orig Link: https://docs.google.com/forms/d/1R PkncPaRi74rpK0QhH6y_Kp4hy6LX zZ0SMCwc3c04ak/viewform?edit_requested=true</p> <p>Care to weigh in on our Marks & Spencer Halloween Game?</p> <p>Guess the weight of the pumpkin at the M&S Wheelock Place store! The entry with the accurate guess (or closest to the answer) wins a Halloween Hamper (worth S\$60)! Submit your guesses here: http://bit.ly/mspumpkin</p> <p>Submission of entries ends on 31 October 2017. Terms & conditions apply.</p> <p>Best witches to you!</p>	
Feedback							
Instagram Visual							
Instagram Copy	<p>Calling all witches, pirates, monsters and ghouls: It's Trick or Treat time at @MarksAndSpencer_SG!</p> <p>Free tricks or treats available at M&S @WheelockPlace, @VivoCitySingapore and @ParkwayParadeSG on 28 & 29 October 2017 from 10am to 9.30pm. Be sure to bring your best spooks when you drop by! While stocks last.</p>	<p>Beat the scorching afternoon heat by doing more with M&S cordials and spritzers! Use them to make citrus lollies, tropical coolers or fruity jellies. Visit your nearest @MarksAndSpencer_SG store to shop all the delicious flavours.</p>				<p>Link: http://bit.ly/mspumpkin</p> <p>Care to weigh in on our @MarksAndSpencer_SG Halloween Game?</p> <p>Guess the weight of the pumpkin at the M&S @WheelockPlace store! The entry with the accurate guess (or closest to the answer) wins a Halloween Hamper (worth S\$60)! Submit your guesses at our bio link.</p> <p>Submission of entries ends on 31 October 2017. Terms & conditions apply.</p> <p>Best witches to you!</p>	
Feedback							
Date	Mon, Oct 30	Tue, Oct 31	Wed, Nov 1 [Scheduled]				
Theme/Campaign	The M&S SALE	<p>Halloween Felt Bag + Greeting ----- Grocery</p>	<p>Halloween Guess The Pumpkin Weight Winner -----</p>				

		Dinner 1 The Big Curry Night In	Grocery Lunch 2 Know Your Beer & Cider				
Facebook Visual	?						
Facebook Copy	<p>A final roll call for you to enjoy up to 50% OFF* selected items. While stocks last.</p> <p>*Exclusions, terms & conditions apply.</p>	<p>Expecting a ton of treats today? Get the Marks & Spencer Halloween Felt Bag to tote all your sugary spoils!</p> <p>Happy Halloween everyone!</p> <p>-----</p> <p>Friday nights are curry nights in Britain. But here in Singapore, it can be curry night whenever you want it to.</p> <p>Replicate these oven-ready, traditional Indian Curry recipes such as the Coconut Lime Chutney, Aubergine Masala, Cauliflower & Almond Gobi and Potato & Spinach Saag Aloo with roasted Mushroom Rice using our fuss-free Marks & Spencer homemade curry kits.</p>	<p>Congratulations to Glen Sim! For being the fastest in making the closest guess to our Marks & Spencer Halloween Game. You have won for yourself a M&S Halloween Hamper worth S\$60!</p> <p>For the rest of the participants who got tricked rather than a treat, the weight of the pumpkin is 4.13kg.</p> <p>Better luck next time. 🍀</p> <p>-----</p> <p>It's happy hour all day everyday when you pack your fridge with the rich coffee flavored Flat White Porter, tropical fruit infused Double Hopped Citra IPA and award-winning Somerset Traditional Cider.</p> <p>Shop more of our beers and ciders at our Marks & Spencer stores today!</p>				
Feedback							
Instagram Visual							

							
Instagram Copy		<p>Expecting a ton of treats today? Get the @MarksAndSpencer_SG Halloween Felt Bag to tote all your sugary spoils!</p> <p>Happy Halloween everyone!</p> <p>-----</p> <p>Friday nights are curry nights in Britain. But here in Singapore, it can be curry night whenever you want it to.</p> <p>Replicate these oven-ready, traditional Indian Curry recipes such as the Coconut Lime Chutney, Aubergine Masala, Cauliflower & Almond Gobi and Potato & Spinach Saag Aloo with roasted Mushroom Rice using our fuss-free @MarksAndSpencer_SG homemade curry kits.</p>	<p>Congratulations to Glen Sim! For being the fastest in making the closest guess to our @MarksAndSpencer_SG Halloween Game. You have won for yourself a M&S Halloween Hamper worth S\$60!</p> <p>For the rest of the participants who got tricked rather than a treat, the weight of the pumpkin is 4.13kg. Better luck next time. 🍀</p> <p>-----</p> <p>It's happy hour all day everyday when you pack your fridge with the rich coffee flavored Flat White Porter, tropical fruit infused Double Hopped Citra IPA and award-winning Somerset Traditional Cider.</p> <p>Shop more of our beers and ciders at our @MarksAndSpencer_SG stores today!</p>				
Feedback							
Date							
Theme/Campaign	Grocery Dinner 2 Get Creative with Tzatziki	Grocery Dinner 2 Flavoursome Focaccia	Grocery Dinner 2 Pre-Dinner snacks	Grocery Weekend Treats Sweet Shop Favourites	Grocery Weekend Treats Taste of Scotland		
Facebook Visual							
Facebook Copy	<p>Introduce a dollop of Mediterranean taste to the dinner table tonight; the Tzatziki dip, a creamy cucumber and yogurt dip hailing from Greece, is versatile enough to be served with your Crudités and raw vegetables or drizzled over smoked salmon and salads.</p> <p>Get creative with the Tzatziki dip and shop them at our Marks and Spencer stores today!</p>	<p>Focaccia extravaganza: Tuck into our authentic Rosemary and Sea Salt Focaccia canapé-style, or throw hunks of them into your favourite salad bowls for a flavorful tummy-filler.</p>	<p>Pre-dinner munch game is strong when you have our M&S Mixed Antipasti, Olive Flatbreads and Italian Torines! Breadsticks within reach.</p> <p>Shop more pre-dinner snacks at our Marks and Spencer stores today!</p>	<p>Whether you're a school going child, working adult or a 70-year-old grandparent, the candy store is undeniably heaven on Earth.</p> <p>Check into our own M&S sweets shop and relive childhood favourites like the Full Of Beans, Fizzy Whizzy Cola Bottles and Dolly Mixtures!</p>	<p>Made from traditional recipes and baked to a nice golden glow, our collection of Scottish teatime treats include the likes of the All Butter Choc Chunk Shortbread Rounds, All Butter Shortbread Fingers or the All Butter Shortbread Assortment if you're torn between what would be your favourite.</p> <p>Shop our irresistible Scottish biscuits at our Marks and Spencer stores today!</p>		
Feedback							
Instagram Visual							

Instagram Copy	<p>The Tzatziki dip, a creamy cucumber and yogurt dip hailing from Greece, is versatile enough to be served with your Crudités and raw vegetables or drizzled over smoked salmon and salads.</p> <p>Get creative with the Tzatziki dip and shop them at our @MarksAndSpencer_SG stores today!</p>	<p>Focaccia extravaganza: Tuck into our authentic Rosemary and Sea Salt Focaccia canapé-style, or throw hunks of them into your favourite salad bowls for a flavorful tummy-filler.</p>		<p>Sweet dreams are made of these: Check into our own @MarksAndSpencer_SG sweets shop and relive your childhood favourites like the Full Of Beans, Fizzy Whizzy Cola Bottles and Dolly Mixtures!</p>	<p>Our authentically Scottish All-Butter Shortbread Rounds and Fingers are your best mates for an afternoon siesta.</p> <p>Shop the full biscuit collection at our @MarksAndSpencer_SG stores today!</p>		
Feedback							

