

فیرسٹ آونیو  
FIRST AVENUE

# FEB Content Calendar

# Content Detail Plan for February

No	Date	Content Pillar	Content Title	Funnel
1.	9.2.2026	Products	<u>THE NAIL SPA</u>	Awareness/ Interest
2.	10.2.2026	Products	<u>Aida Tailor</u>	Awareness/ Interest
3.	11.2.2026	Products	<u>Etisalat</u>	Awareness/ Interest
4.	13.2.2026	Products	<u>Emirates Optical</u>	Awareness/ Interest

# Content Detail Plan for February

No	Date	Content Pillar	Content Title	Funnel
5.	16.2.2026	Products	<u>Halla Shawarma</u>	Awareness/ Interest
6.	17.2.2026	Products	Snap Fitness	Awareness/ Interest
7.	18.2.2026	Products	<u>Kalamentina</u>	Awareness/ Interest
8.	20.2.2026	Products	<u>Krispy Kreme</u>	Awareness/ Interest

# Content Detail Plan for February & March

No	Date	Content Pillar	Content Title	Funnel
9.	23.2.2026	Products	<u>Medi Prime</u>	Awareness/ Interest
10.	24..2.2026	Products	<u>Shake Shack</u>	Awareness/ Interest
11.	25.2.2026	Products	<u>PLUSH TAN</u>	Awareness/ Interest
12.	27.2.2026	Products	<u>Kababji</u>	Awareness/ Interest

# Content Detail Plan for February

No	Date	Content Pillar	Content Title	Funnel
13.	2.3.2026	Products	<u>LIFE PHARMACY</u>	Awareness/ Interest
14.	4.3.2026	Products	Pediatric	Awareness/ Interest
15.	6.3.2026	Products	Dental Imparts	Awareness/ Interest

# Content Calendar for February

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9 Post-1 Time - 06:00PM	10 Post -2 Time - 06:00 PM	11 Post -3 Time -06:00 PM	12 Reel - 1 Time - 06:00 PM	13 Post -4 Time -06:00 PM	14
15	16 Post -5 Time - 06:00 PM	17 Post -6 Time - 06:00 PM	18 Post -7 Time -06:00 PM	19 Reel - 2 Time - 06:00 PM	20 Post - 8 Time - 06:00 PM	21
22	23 Post - 9 Time - 06:00 PM	24 Post-10 Time - 06:00PM	25 Post -11 Time - 06:00 PM	26 Reel - 3 Time - 06:00 PM	27 Post -12 Time -06:00 PM	28

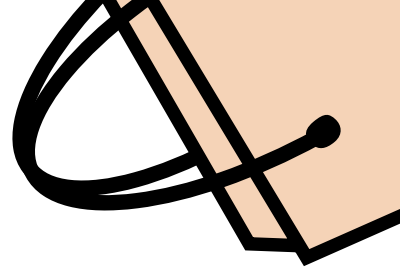
# Content Calendar for March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Post -13 Time -06:00 PM	3 Reel - 4 Time - 06:00 PM	4 Post -14 Time -06:00 PM	5 Reel - 5 Time - 06:00 PM	6 Post -15 Time -06:00 PM	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

**Post -1**

**DONE**

**THE NAIL SPA**



**Caption:**

**Your hands do the talking before you even say a word. ✨ treat yourself to a little luxury and get that flawless finish at the nail spa in First Avenue Mall. You deserve the sparkle!**

**#thenailspa #famdubai #dubainails #manicuregoals  
#motorcitystyle #firstavenuemall #nailsalon  
#selfcare**

**[nails, beauty, salon, manicure, luxury, lifestyle, fashion**



## Post -2

# DONE

## Aida Tailor

### Caption:

The perfect fit isn't found, it's crafted. 🧵 whether it's a total transformation or a subtle tweak, Aida tailor at First Avenue Mall ensures you walk out looking your absolute best.

**#aidatailor #customfit #dubaifashion #tailoringdubai #famdubai #motorcity #tailormade #styleessentials [tailor, fashion, suit, dress, alterations, craftsmanship, style]**



The advertisement features a woman with long brown hair wearing a form-fitting, sleeveless, patterned dress. The background is a plain, light-colored wall. In the top left corner, there is a logo for 'FIRST AVENUE' with Arabic text 'فهرست أفينو' and 'MALL & HOTEL'. In the top right corner, there is a logo for 'AIDA TAILOR' with a stylized 'A' and 'D'.

**Tailored to fit your grace**

AIDA TAILOR where every stitch feels personal

- ALTERATIONS
- NEW OUTFIT STITCHING
- FREE PARKING

## Post -3

### Caption:

**Upgrade your home setup with up to 45% OFF on Smart TVs, soundbars, and monitors at Etisalat.**

**More screen time, better sound, and smarter moments this season.**

**Visit in-store and make your Ramadan gatherings even more special.**

**#etisalatuae #famdubai #firstavenuemall**

**#ramadandeals #smarthome #tvdeals #techoffers**

**#dubailifestyle**

**[etisalat, smart tv, soundbar, monitors, ramadan offers, electronics, dubai, lifestyle]**

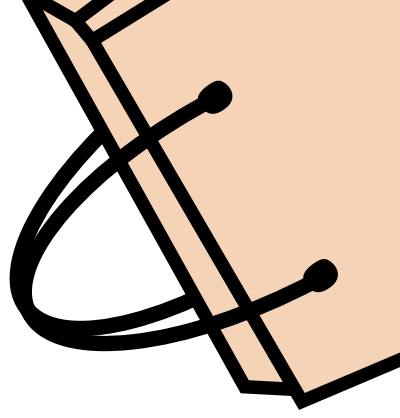
**Etisalat**



**Post - 4**

**(Posted)**

**Emirates Optical**



**Caption:**

**Upgrade your view and your look in one stop. 🕶️  
discover the frames that define your style this season at  
emirates optical. seeing clearly has never looked this  
good!**

**#emiratesoptical #eyewearfashion #dubaiglasses  
#famdubai #motorcitylife #firstavenuemall  
#sunglassstyle #opticalshop**

**[glasses, eyewear, frames, style, vision, luxury,  
shopping]**



**Post – 5**

**(Posted)**

**Caption:**

**Dripping with flavor and packed like royalty. 👑**

**The Royal Shawarma Sub isn't here to play, it's here to win cravings.**

**#hallashawarma #royalshawarmasub**

**#dripgamestrong #shawarmalovers #foodcravings**

**#dubaifood #famdubai #firstavenuemall**

**[halla shawarma, royal shawarma sub, shawarma, middle eastern food, subs, food lovers, dubai, street food]**

**Halla Shawarma**



**Post – 6**

**Posted**

**Snap Fitness**

**Caption:**

**your best self is just one workout away. ⚡ with 24/7 access and world-class equipment, snap fitness at First Avenue Mall makes it easy to stay on track.**

**#snapfitness #motorcitygym #dubaiwellness  
#famdubai #24hrfitness #firstavenuemall**

**#fitnessgoals #workoutmotivation [snap, fitness, gym,  
workout, health, 24/7, motorcity]**



## Post - 7

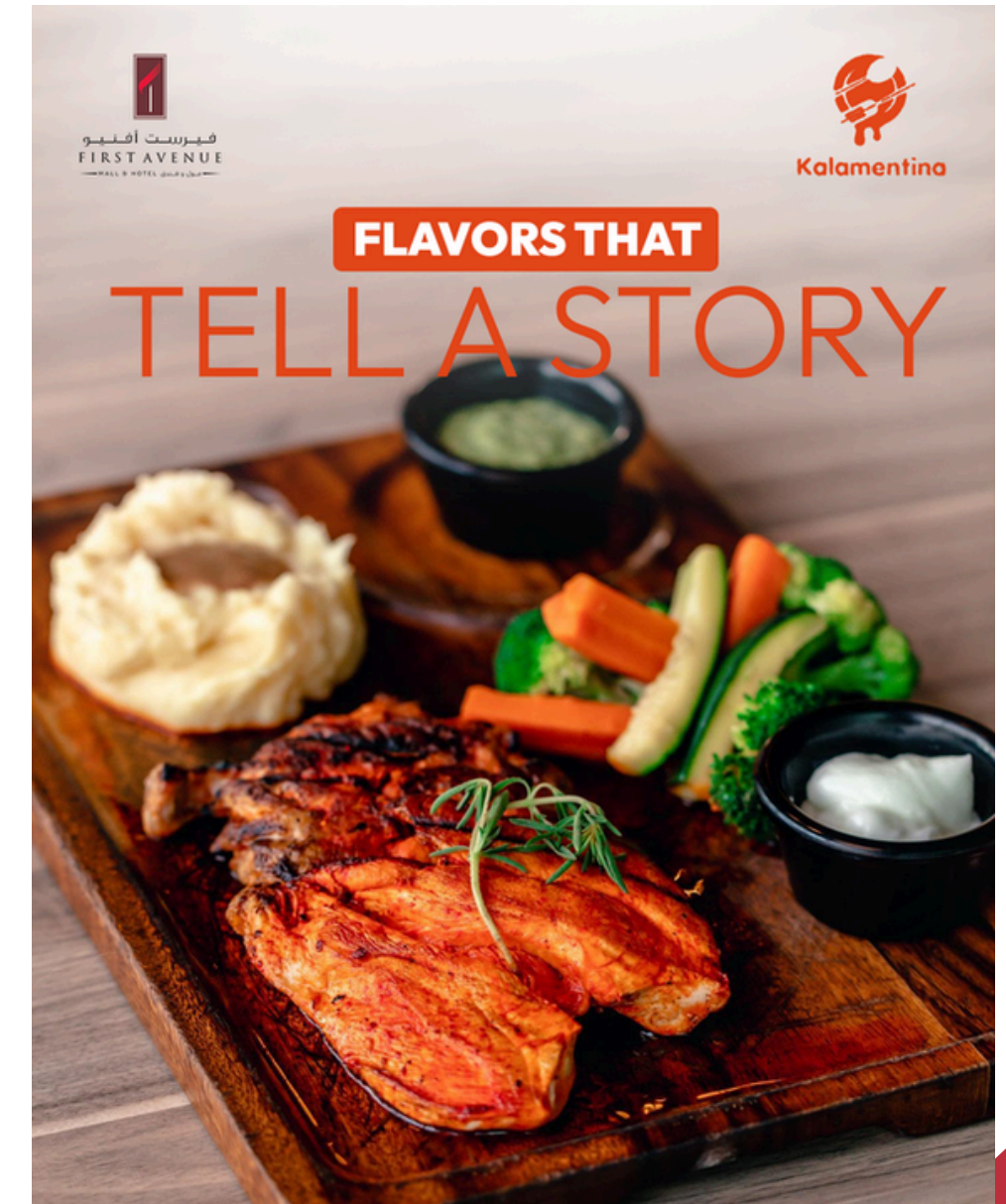
Posted

## Kalamentina

**Caption:**

**every bite is a journey to the heart of the levant. 🌿  
pull up a chair and let the authentic tastes of home  
take over your afternoon.**

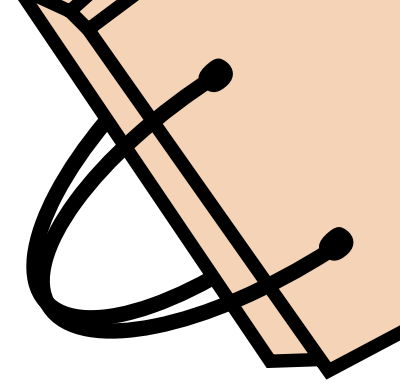
**#kalamentina #lebanese food #dubaieats  
#authenticflavors #motorcityfoodies  
#middleeasterncuisine #famdubai #lunchspot  
[kalamentina, lebanese, restaurant, food, dining,  
authentic, dubai, motorcity]**



**Post – 8**

**DONE**

**Krispy Kreme**



**Caption:**

**The sweetest part of your day is just a glaze away. 🍩 whether you're sharing with the squad or keeping them all for yourself , happiness is always fresh.**

**#krispykremeuae #donutlover #sweettreats  
#famdubai #sugarhigh #motorcityeats  
#joyinabox**

**[krispykreme, donuts, dessert, sweet, snack,  
glazed, food, dubaifood]**



**Post - 9**

**DONE**

**Medi Prime**

**Caption:**

**Stay healthy without the hassle! 🛒 Prime Medical brings all your essential medicines under one roof.**

**#mediprime #healthcareuae #wellnessjourney**

**#dubaihealth #medicalcenter #familycare**

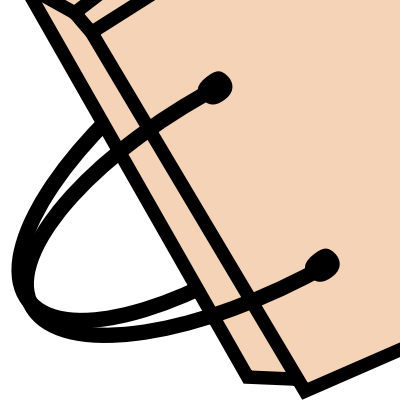
**#famdubai #motorcity**

**[mediprime, health, clinic, doctor, wellness, medical, dubai, family]**



**Post - 10**

**DONE**



**Caption:**

**Cravings calling? we've got the answer. Sink your teeth into the burger that redefined the classics. real ingredients, legendary flavor, zero regrets.**

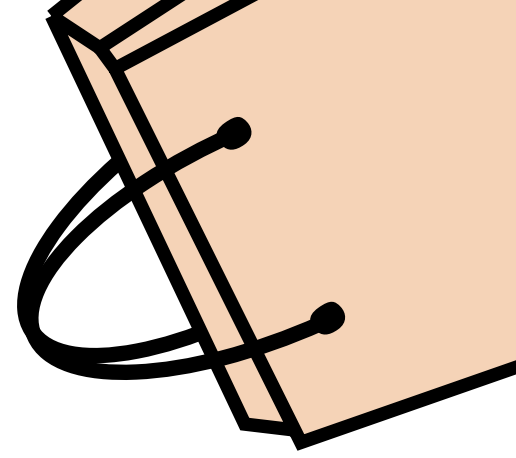
**#shakeshackuae #shackburger #burgerlover  
#fameats #dubaifoodies #crinklecutfries  
#motorcityfood #shackfans [shakeshack, burger,  
fries, milkshake, fastfood, dinner, tasty, motorcity]**

## **Shake Shack**



## Post - 11

# DONE



### Caption:

Who says you need a beach to look this golden? ☀️ get that effortless, sun-kissed glow in minutes with our premium tanning sessions. confidence looks good on you.

**#plushtan #goldenglow #dubaitanning #sunkissed  
#famdubai #beautytips #tanninggoals**

**#motorcitystyle**

**[plushtan, tanning, beauty, glow, skincare, summer,  
fashion, lifestyle]**

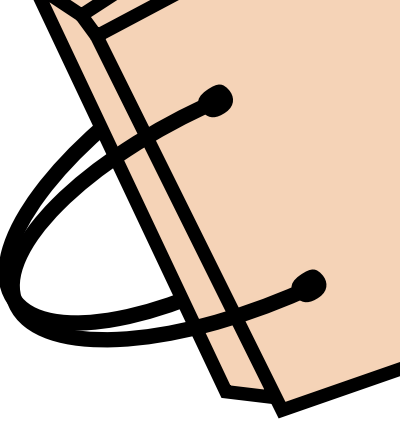
## PLUSH TAN



**Post - 12**

**DONE**

**Kababji**



**Caption:**

**Eating clean never tasted this authentic. 🌿 enjoy a full spread of kabab light, grilled potatoes, cheese rakakat, and more for just aed 59! treat yourself to the perfect balance of health and flavor today at kababji.**

**#kababji #healthychoices #lebanesegrill**

**#motorcityeats #cleanlounging #fameats**

**#dubaihealth #shishkabab [kababji, healthy, lebanese, grill, kabab, salad, motorcity, food]**



**Post – 13**

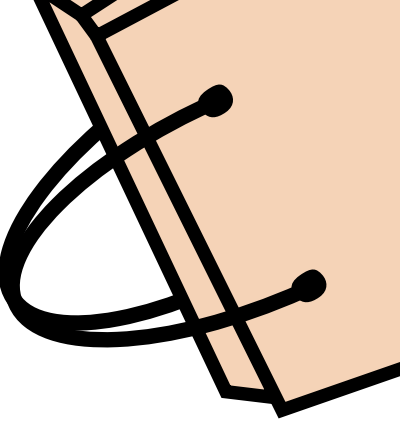
**DONE**

**Caption:**

**Your health and your savings should always go together. 💊 get more value every time you fulfill your insurance prescription! visit life pharmacy at First Avenue Mall today and enjoy 25% value back on the care you trust.**

**#lifepharmacy #healthandsavings #insuranceoffer  
#dubaihealthcare #famdubai #motorcity  
#wellnessdeals #pharmacycare**

**[lifepharmacy, insurance, discount, health,  
prescription, savings, dubai, medical]**



**LIFE PHARMACY**



**HEALTH & SAVINGS,  
HAND IN HAND**

**GET 25% VALUE BACK ON YOUR  
INSURANCE PRESCRIPTION**

# CAROUSEL

## Post - 14

# DONE

## Pediatric

### Caption:

**Breastfeeding support you can trust** ❤️

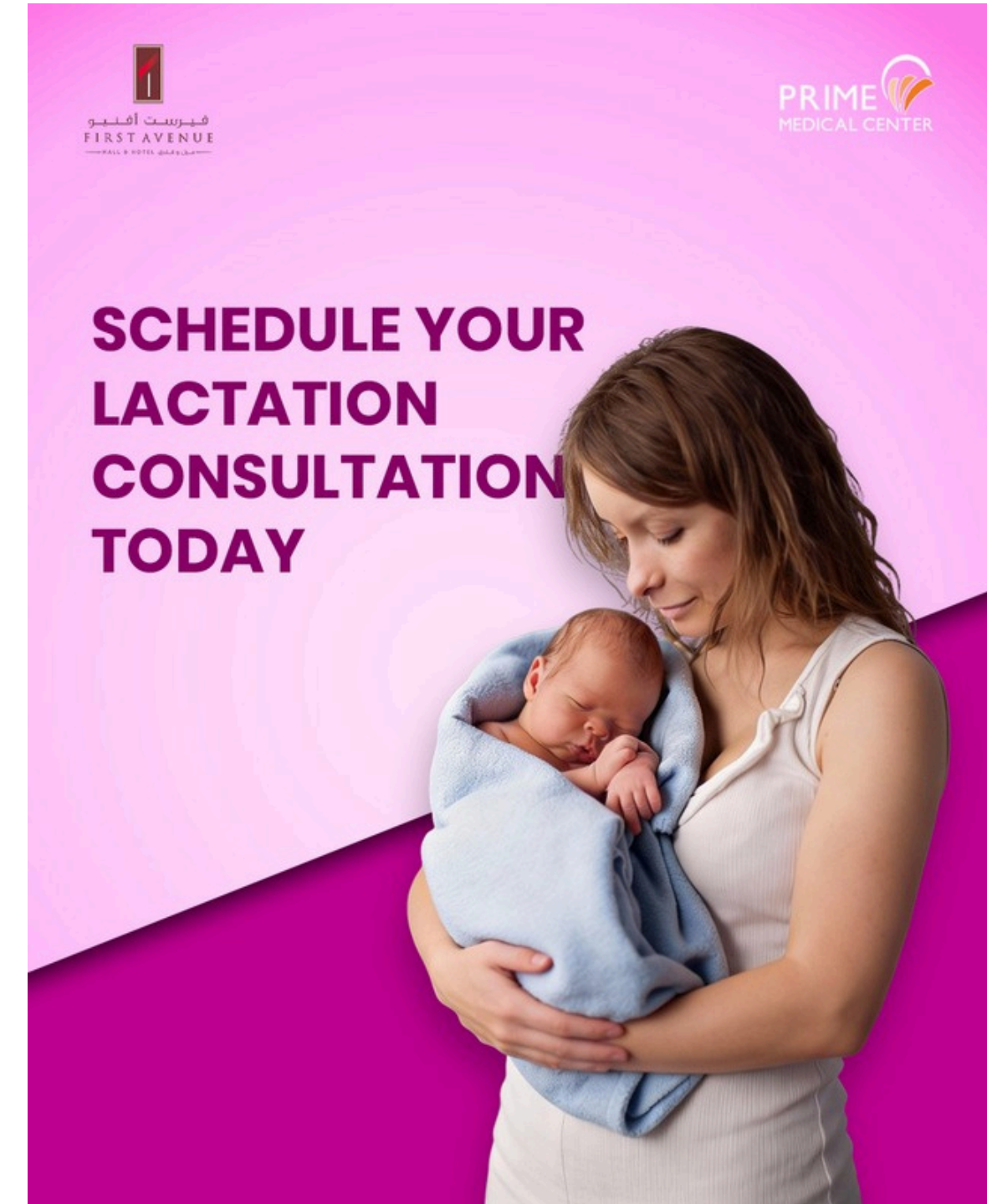
**Our IBCLC-certified lactation consultant is here to guide you through every step of your breastfeeding journey— from latching and positioning to milk supply and common challenges.**

📍 **Your partner in parenting**

☎️ **04 7070 999**

🔗 **Scan the QR code to book your appointment today**

**#LactationConsultant #BreastfeedingSupport #IBCLC  
#NewMoms #MotherAndBaby #ParentingSupport  
#BreastfeedingJourney #PostpartumCare  
#BabyCare #MomLife**



# Post - 14



# Pediatric


**YOUR PARTNER IN PARENTING:  
PEDIATRIC CARE & LACTATION SUPPORT**


**IBCLC CAN HELP WITH**

-  Breastfeeding Education
-  Finding the best breastfeeding position for you and your baby
-  Issues related to latching, milk supply, breast anomalies, cleft palate, tongue ties and more
-  Breastfeeding pain, mastitis, plugged ducts
-  Common and complex lactation challenges



 

**PERSONALLY CARED BY**





**DR. MEENAKSHI SESAMA** 


Specialist Pediatrician,  
International Board – Certified Lactation Consultant


 

**CONTACT US AT**

 **04 7070 999**

 **PRIME HEALTH**

 **WWW.PRIMEHEALTH.COM**



**SCAN TO BOOK AN APPOINTMENT**  
\* Terms and conditions apply

**Post - 14**

**DONE**

**Caption:**

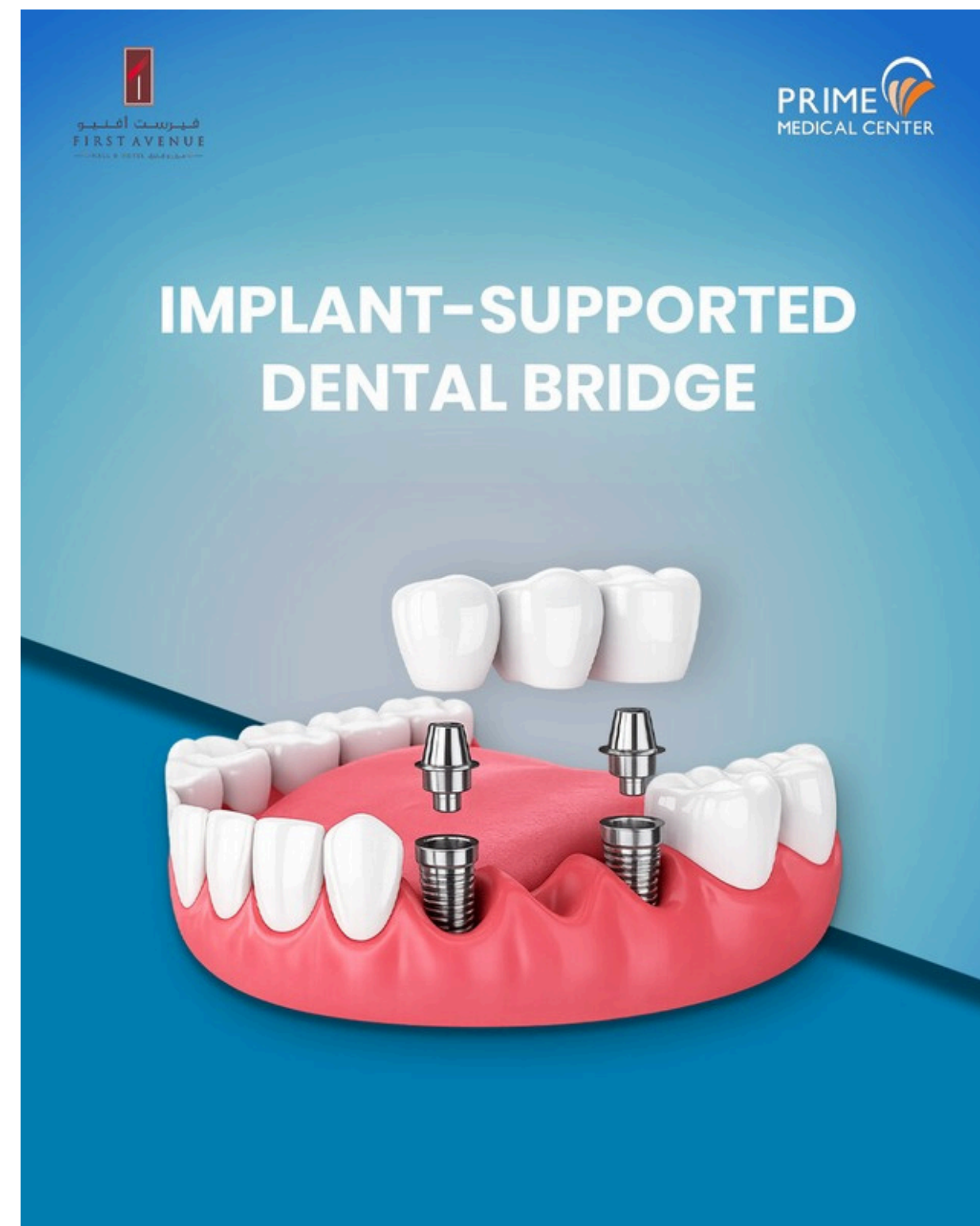
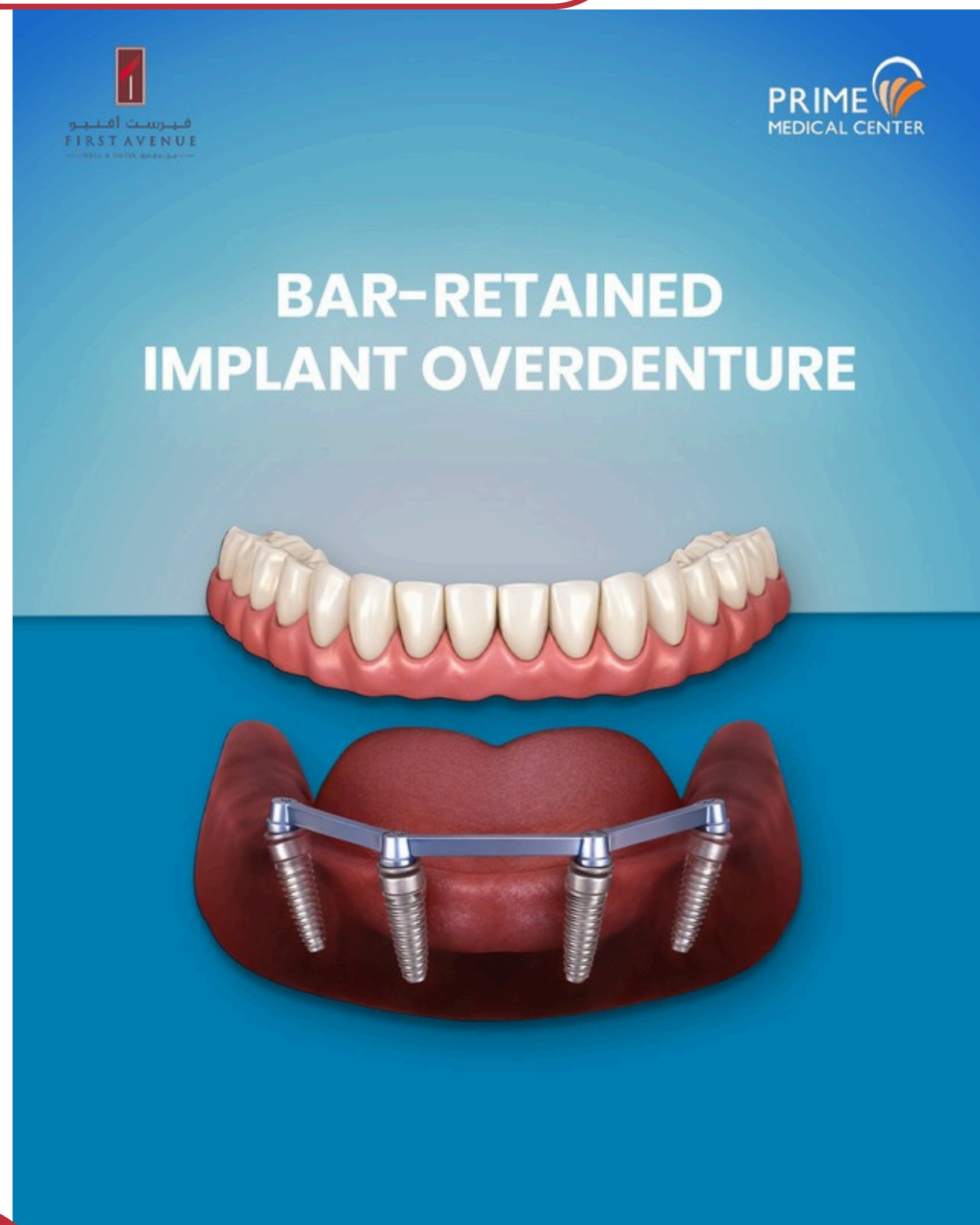
**The most confident part of your day is just a smile away .  
Whether you're laughing with friends or enjoying the  
moment for yourself, confidence always looks natural.  
Dental Implants Service now available at PRIME Health –  
Motor City.**

**#PrimeHealth #DentalImplants #SmileWithConfidence  
#HealthySmile #DentalCare #SmileMakeover  
#OralHealth #DubaiHealthcar**

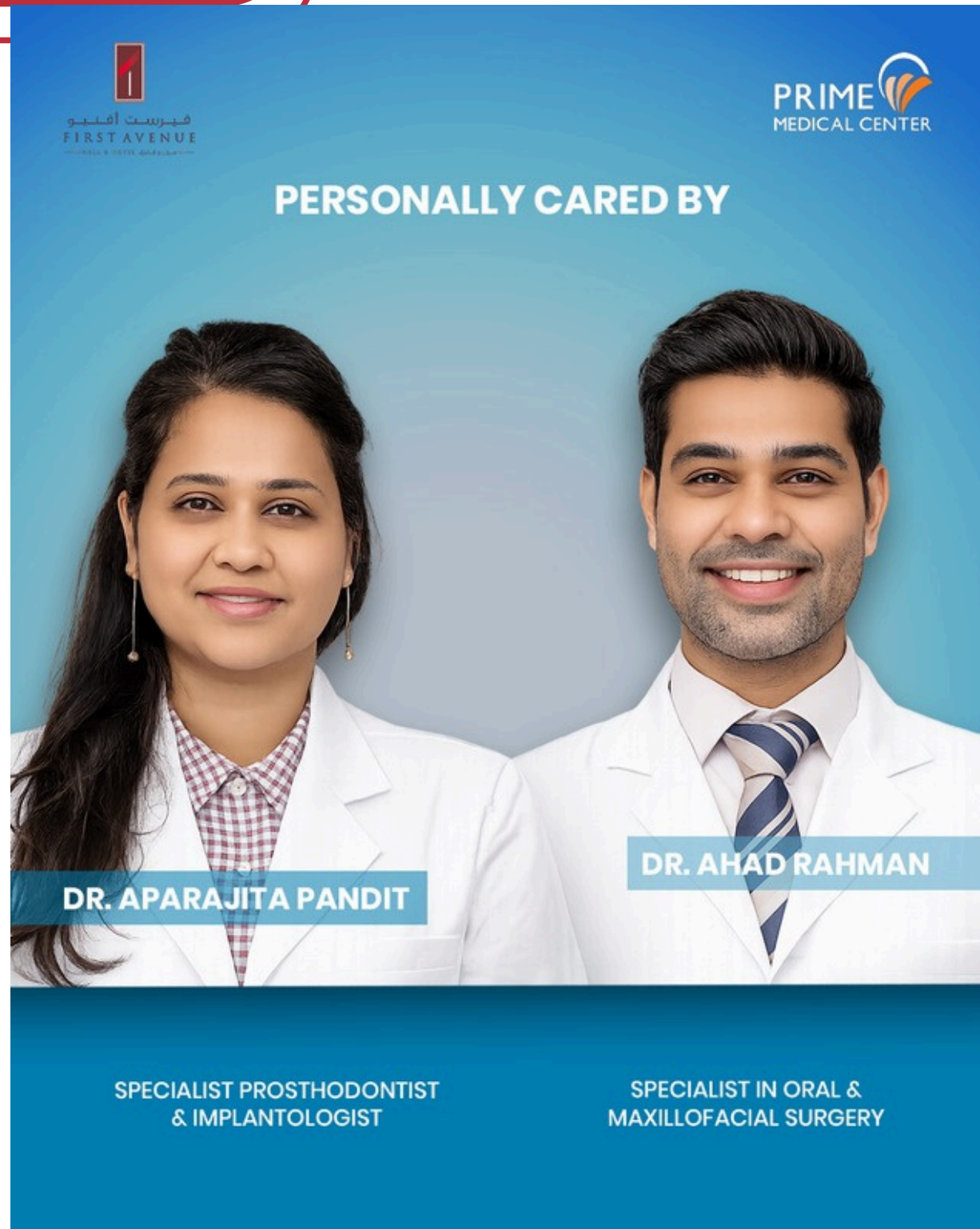
**Dental Imparts**



# Dental Implants



# Dental Imparts



PRIME MEDICAL CENTER

شهرية أفينو  
FIRST AVENUE

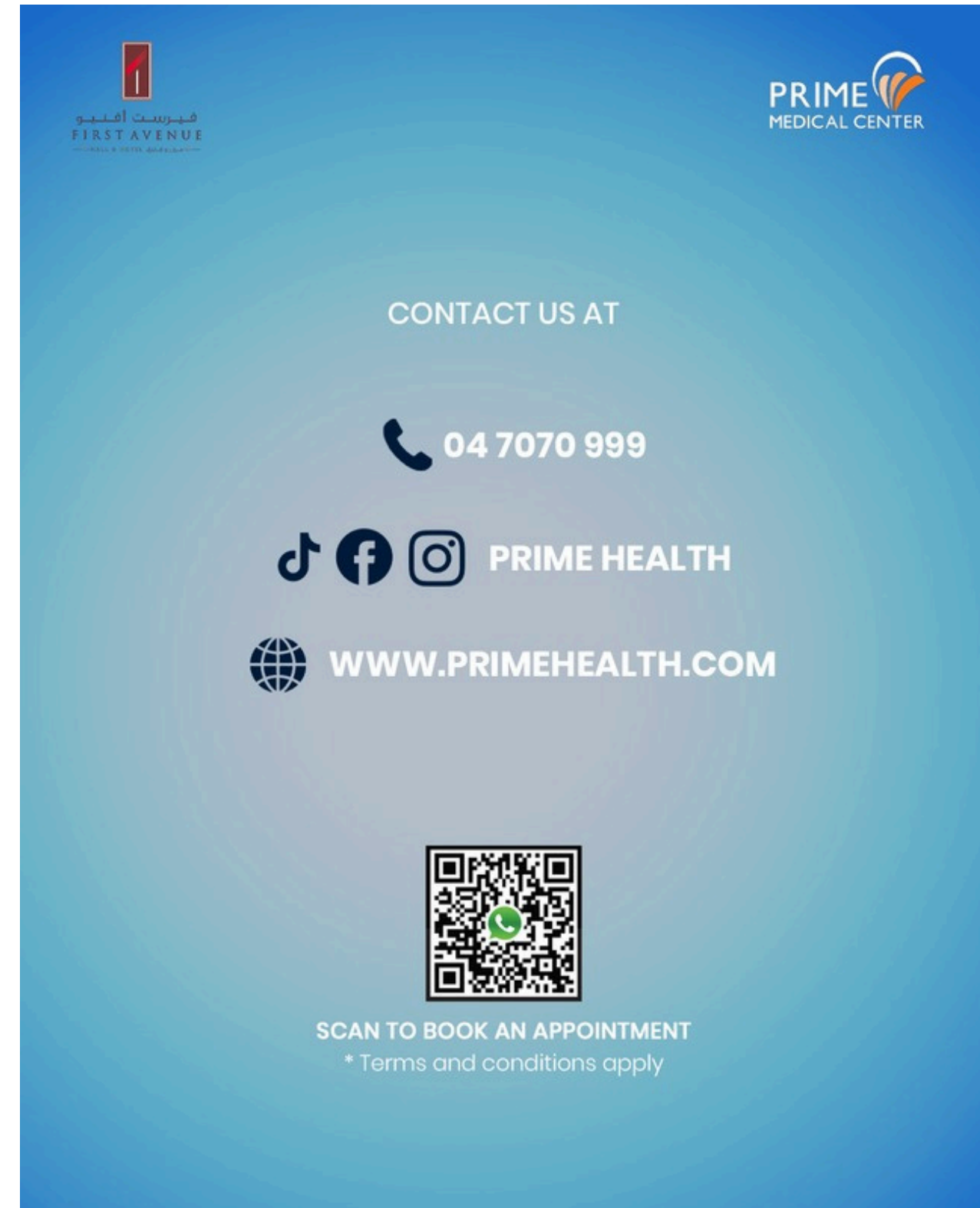
PERSONALLY CARED BY

**DR. APARAJITA PANDIT**

SPECIALIST PROSTHODONTIST & IMPLANTOLOGIST

**DR. AHAD RAHMAN**

SPECIALIST IN ORAL & MAXILLOFACIAL SURGERY



PRIME MEDICAL CENTER

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CONTACT US AT

04 7070 999

PRIME HEALTH

WWW.PRIMEHEALTH.COM

SCAN TO BOOK AN APPOINTMENT  
\* Terms and conditions apply

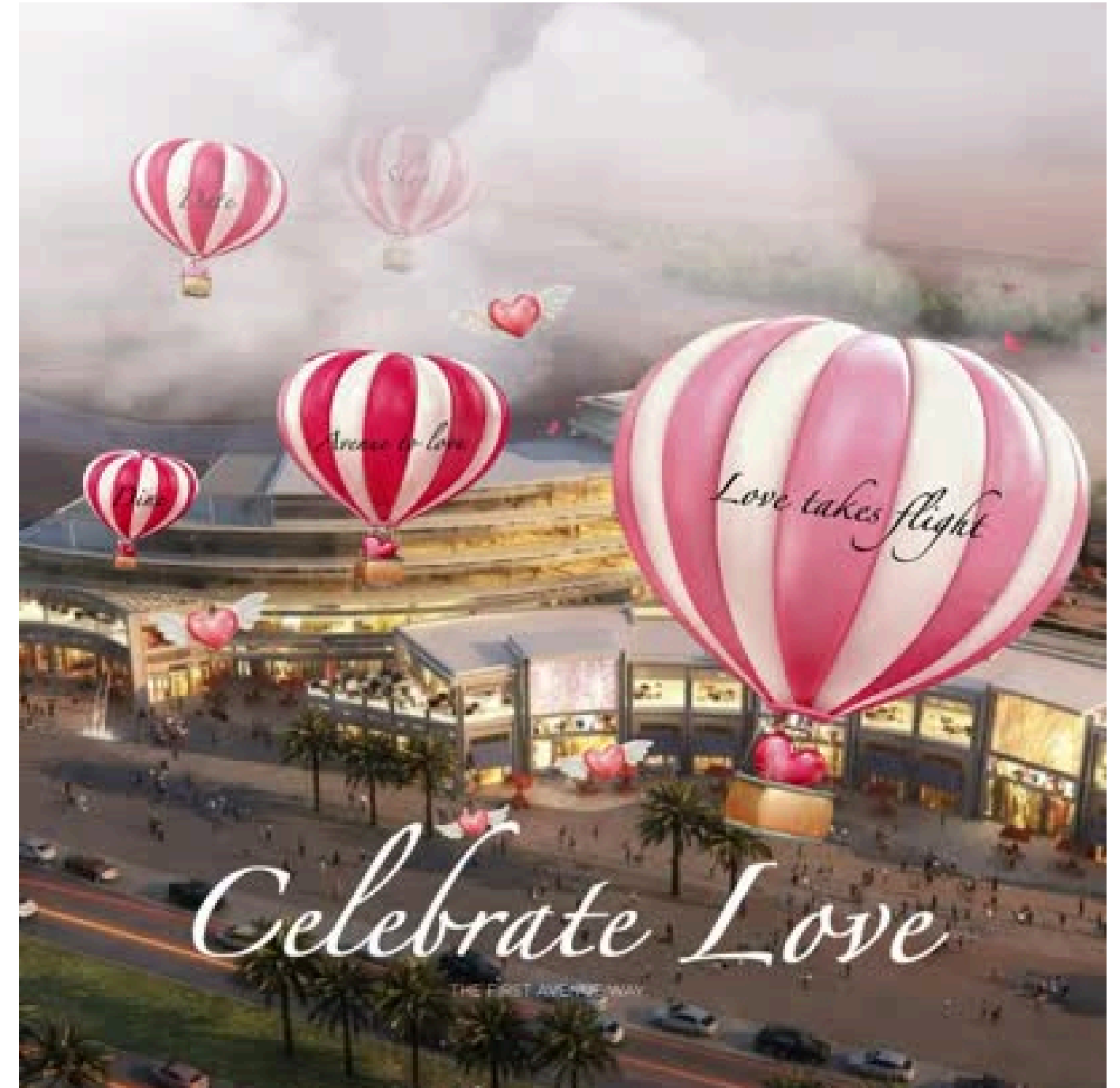
# ValentinesDay Reel

**DONE**

Love is in the air at First Avenue Mall ❤️  
Celebrate Valentine's Day with shopping, dining, and moments worth sharing.

Tag your Valentine and plan your visit 💕

#FirstAvenueMall #DubaiEats #ValentinesDay  
#CoupleGoals #LoveInTheAir #ValentinesVibes



## Reel - 2 Diso

# DONE

Iftar moments come alive with magic. 🕯️ 🌙  
The Ramadan Collection features intricate patterns,  
golden accents, and cozy lighting turning every  
gathering into something truly special. 🏠 ❤️

Available now at the nearest Daiso store! 🛒

#DaisoRamadan #Ramadan #famdubai  
#RamadanVibes #RamadanDecor



# Reel - 3 Jailbird

# DONE

Serving life sentences of flavor.

Crunch on the outside, soul on the inside. ✨

Where the street art meets the street food. 🎨

📍 Jailbird, First Avenue Mall

#famdubai #Jailbird #FriedChicken #DubaiEats  
#SandoMelt



# Reel - 4 ACE

# DONE

From preparation to celebration. ✨🌙

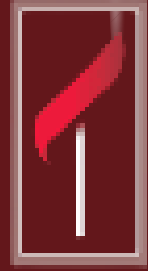
Step into the ACE Ramadan Souk your ultimate destination for a home refresh.

Whether you're setting the mood with festive decoration or upgrading your kitchen for Iftar we've got you covered.

Enjoy 25% OFF on selected items!

Visit us at ACE Ramadan Souk in First Avenue Mall  
#famdubai #ramadanoffer #ACEUAE  
#RamadanSouk #HomeImprovement





فيرست أفنيو  
FIRST AVENUE

THANK  
YOU