

**Project:** Global Social Media Plan // August

**Topic:** The Millionth Beetle

**Subline:** Celebrating the anniversary of the millionth Beetle

**Format:** image

**Date:** 5 August



## Description

On August 5, 1955, the millionth Beetle was built – this unique model was painted in Ingot Gold.

## Facebook

Posting text (240)

Happy anniversary! On August 5th, 1955, the millionth Beetle rolled off the production line.  
#golden #anniversary #vwbeetle #volkswagen

## Twitter

Posting text (140)

Happy anniversary! On August 5th, 1955, the millionth Beetle rolled off the production line.  
#golden #anniversary #vwbeetle #volkswagen

## Instagram

Posting text

Happy anniversary! On August 5th, 1955, the millionth Beetle rolled off the production line.  
#golden #anniversary #vwbeetle #volkswagen  
#vw

## Image

