

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

**Topic:** Old vs. New II

**Format:** image

**Date:** Flexible Content



## Description

We let our followers choose which car they prefer – classic or modern.

## Facebook

Posting text (240)

Which Passat do you prefer? #vwpassat  
#classiccar

## Twitter

Posting text (140)

Which #vwpassat do you prefer? #classiccar

## Instagram

Posting text

Which Passat do you prefer?  
#vwpassat #classiccar #vw #volkswagen #car  
#modern #model #love

## Image

