

Project: Global Social Media Plan // July
Topic: Despicable Me 3
Format: Video
Date: Flexible Content



Description	Despicable Me 3 will hit box offices at June 30th. The most loved actors: the yellow and goofy Minions. Let's pay a tribute to those funny little helpers with a big love for bananas.
-------------	--

Facebook	
Posting text (240)	Just as tasty! #vwup #banana #volkswagen

Twitter	
Posting text (140)	Just as tasty! #vwup #banana #volkswagen

Instagram	
Posting text	Just as tasty! #vwup #banana #volkswagen #vw

