

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

**Topic:** Despicable Me 3

**Format:** Video

**Date:** Flexible Content



<b>Description</b>	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.
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<b>Facebook</b>	
Posting text (240)	Just as tasty! #vwup #banana #volkswagen

<b>Twitter</b>	
Posting text (140)	Just as tasty! #vwup #banana #volkswagen

<b>Instagram</b>	
Posting text	Just as tasty! #vwup #banana #volkswagen #vw

