

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

**Topic:** Close-up Riddle

**Format:** image

**Date:** flexible Content



## Description

It's all about the details. Can the audience name a car just by looking at one detail? It's a 5 Cylinder Passat from 1982.

## Facebook

Posting text (240)

Which car model is this? #closeup #volkswagen

## Twitter

Posting text (140)

Which car model is this? #closeup #volkswagen

## Instagram

Posting text

Which car model is this? #closeup #volkswagen  
#vw

## Image

