

Project: Global Social Media Plan // October



Topic: Classic Detail

Subline: Beautiful heritage – a vintage Beetle dashboard

Format: Image

Date: Flexible Content

Description

Highlighting the interior detail of a Pretzel Beetle from 1952 with a touch of classic elegance. Frequently used hashtags on Instagram, e.g. #details 12.5 million posts, #vintage 56 million posts

Facebook

Posting text (240)

The smallest details make the biggest impressions.
#classic #vintage #vwbeetle #volkswagen

Twitter

Posting text (140)

The smallest details make the biggest impressions.
#classic #vintage #vwbeetle #volkswagen

Instagram

Posting text

The smallest details make the biggest impressions.
#classic #vintage #vwbeetle #volkswagen #vw

Image

