

Project: Global Social Media Plan // September



Topic: Traffic Light Beetle

Subline: An interactive game showing the range of colourful Beetle

Format: Video

Date: Flexible Content

Description

Let the audience interact with a stop-the-gif game that features the original colours of the Beetle Convertible.

Frequently used hashtags on Instagram, e.g. #traffic 3.7 million, #game 16.8 million

Facebook

Posting text (240)

Stop when you see a traffic light! #traffic #game #wbeetle #volkswagen

Twitter

Posting text (140)

Stop when you see a traffic light! #traffic #game #wbeetle #volkswagen

Instagram

Posting text

Stop when you see a traffic light! #traffic #game #wbeetle #volkswagen #vw

Image

