

**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

