

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

**Topic:** Chicks

**Format:** video

**Date:** 16/17 April



## Description

Cute and striking: this little video catches the user's eye by transforming a pencil drawing into a moving picture.

## Facebook

Posting text (240)

Cool chicks taking a ride. #vwbeetle #volkswagen

## Twitter

Posting text (140)

Cool chicks taking a ride. #vwbeetle #volkswagen

## Instagram

Posting text

Cool chicks taking a ride. #vwbeetle #volkswagen

## Image

