

Project: Global Social Media Plan // June

Topic: Office Race

Format: video

Date: Flexible Content

Description	First person Hot Wheels videos have a huge impact on the internet, getting millions of views. This video follows a Golf GTI Hot Wheels car through a office race! #race = 7.175.943 hits on Instagram
Facebook	
Posting text (240)	Golf GTI is always fun. #officerace #vwgolfgti #volkswagen
Twitter	
Posting text (140)	Golf GTI is always fun. #officerace #vwgolfgti #volkswagen
Instagram	
Posting text	Golf GTI is always fun. #officerace #vwgolfgti #volkswagen #vw
Image	
	