

Project: Global Social Media Plan // September

Topic: Teddy Bear Day

Subline: Guess who is taking a ride with the Passat

Format: Image

Date: 9 September



Description

The Teddy Bear is one of the most loved toys for children and adults alike. Celebrate this day by taking your best buddy out for a ride in your Volkswagen.

Facebook

Posting text (240)

A driver that you just have to love. #teddybear #driver #cuddle #vwpassat #volkswagen

Twitter

Posting text (140)

A driver that you just have to love. #teddybear #driver #cuddle #vwpassat #volkswagen

Instagram

Posting text

A driver that you just have to love. #teddybear #driver #cuddle #vwpassat #volkswagen #vw

Image

