

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



**Topic:** Memory 1

**Subline:** An interactive game with the up!

**Format:** Video

**Date:** Flexible Content

<b>Description</b>	Social media users love games and engagement with their community. Here is a memory game that shows different cars appearing and disappearing in a grid. The goal is to remember where a particular car was. Answer: 7			
<b>Facebook</b>				
Posting text (240)	Where did you see the yellow up!? #memory #game #vwup #volkswagen			
<b>Twitter</b>				
Posting text (140)	Where did you see the yellow up!? #memory #game #vwup #volkswagen			
<b>Instagram</b>				
Posting text	Where did you see the yellow up!? #memory #game #vwup #volkswagen #vw			
<b>Image</b>				
	1	2	3	
	4	5	6	
	7	8	9	