

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

**Topic:** Fresh Breeze

**Subline:** Enjoy a fresh breeze in a Beetle Cabriolet

**Format:** video

**Date:** 23 August



## Description

Dynamic, sporty, confident - setting standards by following its roots. And what can be more liberating than driving a Beetle Cabriolet?

## Facebook

Posting text (240)

Let the wind blow through your hair. #breeze #wind #convertible #vwbeetle

## Twitter

Posting text (140)

Let the wind blow through your hair. #breeze #wind #convertible #vwbeetle

## Instagram

Posting text

Let the wind blow through your hair. #breeze #dog #wind #convertible #vwbeetle #volkswagen #vw

## Image

