

Project: Global Social Media Plan // June

Topic: Easy Open Move

Format: GIF

Date: Flexible Content



Description	Dance clips are extremely popular on social media, and so is the Tiguan. Volkswagen brings both together to feature the Easy Open function. #breakdance = 803.704 hits on Instagram
Facebook	
Posting text (240)	What is your easy open move? #breakdance #vwtiguan #volkswagen
Twitter	
Posting text (140)	What is your easy open move? #breakdance #vwtiguan #volkswagen
Instagram	
Posting text	What is your easy open move? #breakdance #vwtiguan #volkswagen #vw
Image	
 A photograph showing a person in a blue t-shirt and dark pants performing a breakdance move in a parking garage. A black Volkswagen Tiguan is parked to the left of the person. The background features a colorful graffiti wall.	