

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

**Topic:** Air Care Climatronic

**Format:** Film

**Date:** Flexible Content

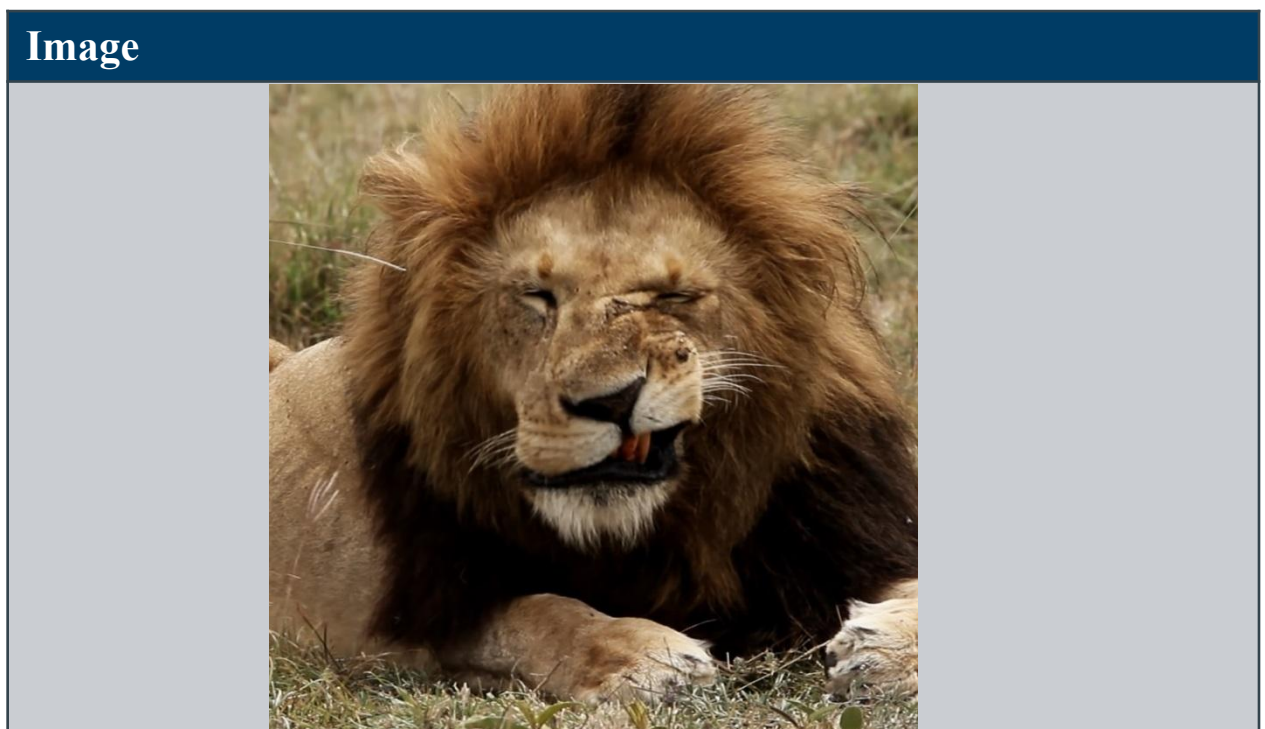


<b>Description</b>	Rising air pollution due to fine particulates is a concern in urban areas, while in the countryside the allergy season begins in spring. The filter effectively blocks fine particulates and pollen.
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<b>Facebook</b>	
Posting text (240)	Helps to protect you from pollen: The optional Air Care Climatronic. <a href="#">#allergy</a> <a href="#">#climatronic</a> <a href="#">#volkswagen</a>

<b>Twitter</b>	
Posting text (140)	Helps to protect you from pollen: The optional Air Care Climatronic. <a href="#">#allergy</a> <a href="#">#climatronic</a> <a href="#">#volkswagen</a>

<b>Instagram</b>	
Posting text	Helps to protect you from pollen: The optional Air Care Climatronic. <a href="#">#allergy</a> <a href="#">#climatronic</a> <a href="#">#volkswagen</a>



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YouTube	
Titel	Helps to protect you from pollen: The Air Care Climatronic from Volkswagen.
Description	The allergy season begins in spring. The filter effectively blocks fine particulates and pollen.
Thumbnail	
Tags	Volkswagen, VW, pure, air, climatronic, airconditioning, touran, animals, animal, sneeze, sneezing, pollen, allergy, cat, lion, panda, fox, nature, protect, protection, care
Text in video	Helps to protect you from pollen. The Air Care Climatronic.
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Link material	