

Project: Global Social Media Plan // June

Topic: Office Race

Format: video

Date: Flexible Content



Description

First person Hot Wheels videos have a huge impact on the internet, getting millions of views. This video follows a Golf GTI Hot Wheels car through a office race!
#race = 7.175.943 hits on Instagram

Facebook

Posting text (240)

Golf GTI is always fun. #officerace #vwgolfgti
#volkswagen

Twitter

Posting text (140)

Golf GTI is always fun. #officerace #vwgolfgti
#volkswagen

Instagram

Posting text

Golf GTI is always fun. #officerace #vwgolfgti
#volkswagen #vw

Image

