

Project: Global Social Media Plan // **March**
Topic: Slot Machine
Format: loop
Date: Flexible Content



Description	Social media audiences love to play games. The Volkswagen Slot Machine combines a “stop the loop” mechanism with the gamification factor.
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Facebook	
Posting text (240)	Three in a row – are you fast enough? #slotmachine #stoptheloop
Twitter	
Posting text (140)	Three in a row – are you #fast enough? #slotmachine #stoptheloop
Instagram	
Posting text	Three in a row – are you fast enough? #slotmachine #stoptheloop #volkswagen #car #game #playing #lucky
Image	