

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.

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

