

Project: Global Social Media Plan // November

Topic: Cake Day

Subline: Presenting Volkswagen as a sweet temptation

Format: Video

Date: Date related // 26.11.2017



Description

Beautiful cake pictures are everywhere on social media. And today is Cake Day—the perfect opportunity for us to get on board with the trend and bring a little sweetness into people's lives.

Facebook

Posting text (240)

It's not like you need an excuse... but today is International Cake Day! #cakeday #cake #volkswagen

Twitter

Posting text (140)

It's not like you need an excuse... but today is International Cake Day! #cakeday #cake #volkswagen

Instagram

Posting text

It's not like you need an excuse... but today is International Cake Day! #cakeday #cake #volkswagen #vw

Image

