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

**Topic: Traffic Light Beetle** 



Format: Video

Date: Flexible Content	
Description	Let the audience interact with a stop-the-gif game that features the original colours of the Beetle Convertible. Frequently used hashtags on Instagram, e.g. #traffic 3.7 million, #game 16.8 million
Facebook	
Posting text (240)	Stop when you see a traffic light! #traffic #game #wbeetle #volkswagen
Twitter	
Posting text (140)	Stop when you see a traffic light! #traffic #game #wbeetle #volkswagen
Instagram	
Posting text	Stop when you see a traffic light! #traffic #game #wbeetle #volkswagen #vw
Image	

