

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

**Topic:** Street Art

**Format:** image

**Date:** Flexible Content



## Description

Small but tough: the cross up! is a real city kid. The exciting Volkswagen up! has been an acknowledged leader in the city car class since its launch in 2011. It's a lovely little car that's practical, accessible and fun.

## Facebook

Posting text (240)

Street art ... and the house is cool, too. #streetart #vwup #volkswagen

## Twitter

Posting text (140)

Street art ... and the house is cool, too. #streetart #vwup #volkswagen

## Instagram

Posting text

Street art ... and the house is cool, too. #streetart #vwup #volkswagen

## Image

