

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



**Topic:** Old vs. New I

**Format:** image

**Date:** Flexible Content

<b>Description</b>	Presenting two Sciroccos from different generations.
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<b>Facebook</b>	
Posting text (240)	Size is always a matter of perspective! #vwscirocco #classiccar #volkswagen

<b>Twitter</b>	
Posting text (140)	Size is always a matter of #perspective! #vwscirocco #classiccar #volkswagen

<b>Instagram</b>	
Posting text	Size is always a matter of perspective! #vwscirocco #classiccar #vw #volkswagen #car #perspective #sky #generations

<b>Image</b>	
	A photograph showing the front view of a classic yellow Volkswagen Scirocco. The car is positioned centrally against a bright blue sky with scattered white clouds. The license plate on the car reads 'WOB SC 75H'. The car's iconic four-headlight design and black bumper are clearly visible.