

Project: Global Social Media Plan // August



Topic: Chocolate

Subline: Showing colours of the Golf as tempting as chocolate

Format: Video

Date: Flexible Content

Description

Whether milk, white, or dark chocolate, there is one for each taste – just like the colour range of the Golf.

Facebook

Posting text (240)

Which is to your taste? #chocolate #vwgolf #volkswagen

Twitter

Posting text (140)

Which is to your taste? #chocolate #vwgolf #volkswagen

Instagram

Posting text

Which is to your taste? #chocolate #vwgolf #volkswagen #vw

 Deep Black  Pure White  Toffee Brown

