

Project: Global Social Media Plan // August

Topic: Watermelon Day

Subline: Featuring the iconic Microbus

Format: image

Date: 3 August



Description

Watermelons are currently a huge trend on social media and a symbol for summer. This iconic Microbus picks up the trend and expresses fresh summer feelings. Put a smile on everyone's face!

Facebook

Posting text (240)

Fresh pick of the day. #watermelonday
#watermelon #vwmicrobus #volkswagen

Twitter

Posting text (140)

Fresh pick of the day. #watermelonday
#watermelon #vwmicrobus #volkswagen

Instagram

Posting text

Fresh pick of the day. #watermelonday
#watermelon #vwmicrobus #volkswagen
#vw

Image

