

Project: Global Social Media Plan // August



Topic: Mosaic Puzzle

Subline: An interactive challenge featuring the new Polo

Format: video

Date: Flexible Content

Description

Introduce the new Polo with a puzzle that starts as a low resolution image and gradually becomes clearer.

Facebook

Posting text (240)

Beat the clock and guess which car this is.
#mosaic #puzzle #volkswagen

Twitter

Posting text (140)

Beat the clock and guess which car this is.
#mosaic #puzzle #volkswagen

Instagram

Posting text

Beat the clock and guess which car this is.
#mosaic #puzzle #volkswagen #vw

Image

