

Project: Global Social Media Plan // December

Topic: Look Back

Format: image

Date: 30 December



Description	The rear camera is used as a metaphor for „looking back“.
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Facebook	
Posting text (240)	2016 is behind us. Take a second to look back. #volkswagen #rearview #newyear

Twitter	
Posting text (140)	2016 is behind us. Take a second to look back. #volkswagen #rearview #newyear

Instagram	
Posting text	2016 is behind us. Take a second to look back. #volkswagen #rearview #newyear #vw #car #carsofinsta

