

Project: Global Social Media Plan // November

Topic: Transformation Tuesday

Format: image

Date: Flexible Content



Description

This trending topic was started by athletes to show how their bodies had changed after working out. We hijack the hashtag to show how Volkswagen models have changed through engineering and design.

Facebook

Posting text (240)

It doesn't matter where you go as long as you know where you come from.
#transformationtuesday #vwscirocco

Twitter

Posting text (140)

It doesn't matter where you go as long as you know where you come from.
#transformationtuesday #vwscirocco

Instagram

Posting text

It doesn't matter where you go as long as you know where you come from.

#transformationtuesday #vwscirocco #volkswagen #vw #car #design #beforeandafter #contrast

Image

