

Project: Global Social Media Plan // March

Topic: Barbie's Birthday

Format: Image

Date: March 9th



Description	Big News: Barbie turns 58.
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Facebook	
Posting text (240)	Happy Birthday to a real doll! #volkswagen

Twitter	
Posting text (140)	Happy Birthday to a real doll! #volkswagen

Instagram	
Posting text	Happy Birthday to a real doll! #volkswagen #happybirthday

Image		
	A photograph of a bright pink Volkswagen Beetle driving on a paved street. The car is in the foreground, moving towards the right. In the background, there are colorful buildings, one in shades of teal and another in bright blue. The scene is captured with a slight motion blur, suggesting the car is in motion.	