



**Name of Organization:** Valeo Company

**Opportunity Name:** Valeo Innovation Challenge 2017

**Deadline Date:** January 31, 2017

**Targeting:** Students from around the world with at least high school diploma

## **Marketing Text:**

**HEADLINE:** Unleash your innovation with Valeo!

Compete to come up with a product or system that will (between now and 2030) make vehicles more intelligent, intuitive, green, and fun! This is your chance to have your say in how the future of vehicles should be - team up with friends or classmates and you'll be in the running for the grand prize of €100,000 in each of the following categories:

- **Technological Innovation**
- **Idea for new ways of using cars**

Innovate - compete - win. Valeo Innovation Challenge 2017. Registrations are open today!

## **Social Media Text:**

### **Facebook ad/Banner Text Text**

Unleash your innovation spirit - take the wheel with Valeo!

**Headline:** Join the competition!



### **Link description**

Team up with friends or coursemates and you'll be in the running for the grand prize of €100,000 in each of the following categories: technological innovation and idea for new ways of using cars.

### **Tweet (123 characters without link)**

Team up with friends or coursemates and you'll be in the running for one of the two €100,000 prizes with @Valeo\_Group #competition [Valeo Innovation Challenge 2017](#)