

## Postcards from the ed

Opel, the headline sponsor for the Opel Rocking Future Roadshow, has recently been handing out 'Win A Corsa Lite' postcards to Grade 12 learners across the country in order to further entrench its brand amongst school leavers.



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The Opel Rocking Future Roadshow targets Grade 12 learners by inspiring them about career choices, fields of study and gap-year opportunities by participating tertiary education institutions. The Raj brothers 1 and 2 are incorporated in the hour-long performance, which is extended into the postcard element.

The Raj brothers banter in 'metro' slang about winning 'Da Corsa Lite', using some weird and wacky visuals that are attracting the attention of the Grade 12 learners to encourage them to SMS their entry to win one of three Opel Corsa Lites that are up for grabs. The competition closes 15 August 2007.

For more, visit: <https://www.bizcommunity.com>