Business: The Tea Jar
Product: Ice tea with a twist
Award: Joint winner, “People’s Choice Award” (this award is given to the business which was voted the most popular in the QUTopia Marketing Simulation out of 46 businesses).

Business: The Nook
Product: Unique and quirky homewares
Award: Joint winner, “People’s Choice Award” (this award is given to the business which was voted the most popular in the QUTopia Marketing Simulation out of 46 businesses).
Business: Senoreata’s  
Product: Organic Mexican Nachos  
Award: Winner, “Purple Cow Award – Branding” (this award is given to the business which displayed the Purple Cow Features of innovation and creativity in branding, and thus stood out from the crowd of 46 businesses).

Business: Carpe di Cart/ Eat Pty Ltd  
Product: Desserts  
Award: Winner, “Purple Cow Award – Stall Design” (this award is given to the business which displayed the Purple Cow Features of innovation and creativity in stall design, and thus stood out from the crowd of 46 businesses).

Business: The Black Box  
Product: A unique visual experience to intrigue the senses  
Award: Winner, “Purple Cow Award – Product Concept” (this award is given to the business which displayed the Purple Cow Features of innovation and creativity in the product, and thus stood out from the crowd of 46 businesses).

Photos by Gideon Mina of Giddik Design & Photography (the official QUTopia photographer)