



Queensland University of Technology
AMB240 Semester 2 2013
QUTopia Marketing Simulation
Purple Cow Award Winners



Business: Lets Spoon

Product: Chocolate coated spoons – blonde, brunette and redhead

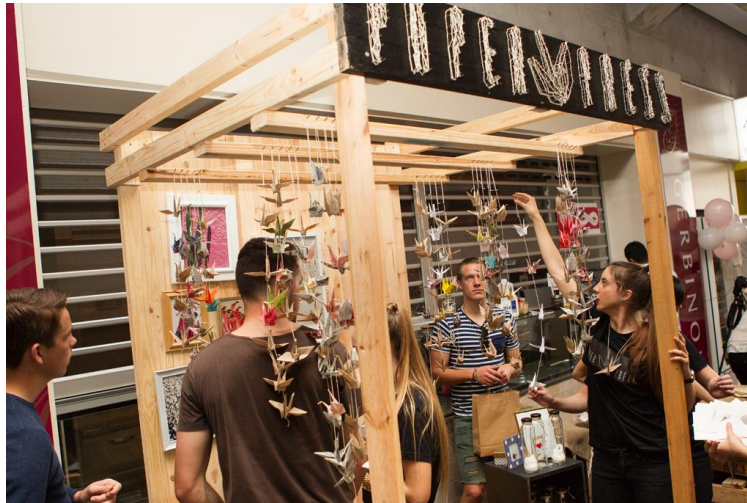
Award: Winner Innovation in Branding This award is given to the business which displayed the Purple Cow Features of innovation and creativity in branding, and thus stood out from the crowd of 55 businesses. .



Business: Hardcover Hideaway

Product: Vintage books with the centre cut out of the pages to 'hide' an object.

Award: Winner Innovation – Product Concept and Design. This award is given to the business which displayed the Purple Cow Features of innovation and creativity in the product concept and design, and thus stood out from the crowd of 55 businesses



Business: Paper Press

Product: Origami cranes in jars and bottles

Awards: **Winner of the People's Choice award and the Innovation award.** 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 55 businesses



Business: Holy Floss

Product: Origami cranes in jars and bottles

Awards: **Winner of the Most Improved award.** This award is given to the business which displayed the Purple Cow Features of innovation and creativity in improving their marketing and thus stood out from the crowd of 55 businesses