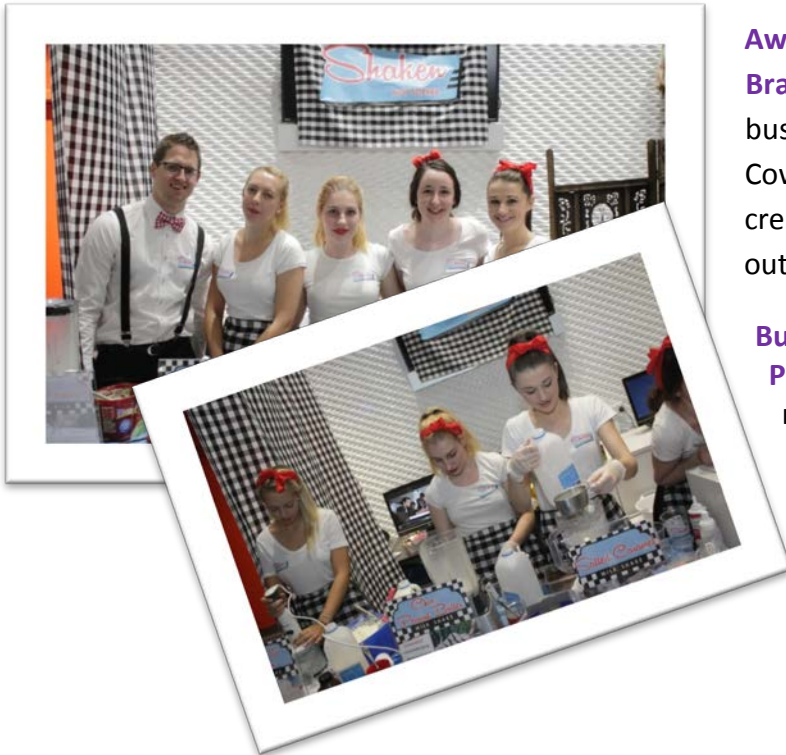




Queensland University of Technology
AMB240 Semester 2 2014
QUTopia Marketing Simulation
Purple Cow Award Winners



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 58 businesses. .

Business: Shaken Not Stirred
Product: Retro theme 1950s milkbar

Award: Winner Innovation in 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 58 businesses

Business: Brand Aid Old Time Photo Booth

Product: Photo booth with old time props to create old time style photos





Award: Winner Most Improved.

This award is given to the business which displayed the Purple Cow Features of innovation in improving their marketing between marketday 1 and 2 and thus stood out from the crowd of 58 businesses

Business: Dirt

Product: Black coffee body scrub – improvements were the co-branding deal with Berry Sweet and improvements in stall design

Award: Winner Innovation in Product Concept. 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 58 businesses

Business: Pet Rocks
Product: Personalised pet rocks



Award: Winner of the People's Choice award. This award is given to the business voted as most popular by the students enrolled in the subject.

Business: Shaken Not Stirred
Product: Retro theme 1950s milkbar

