



Queensland University of Technology  
AMB240 Marketing Planning and Management  
Semester 1 2013  
QUTopia Marketing Simulation  
Award Winners



**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

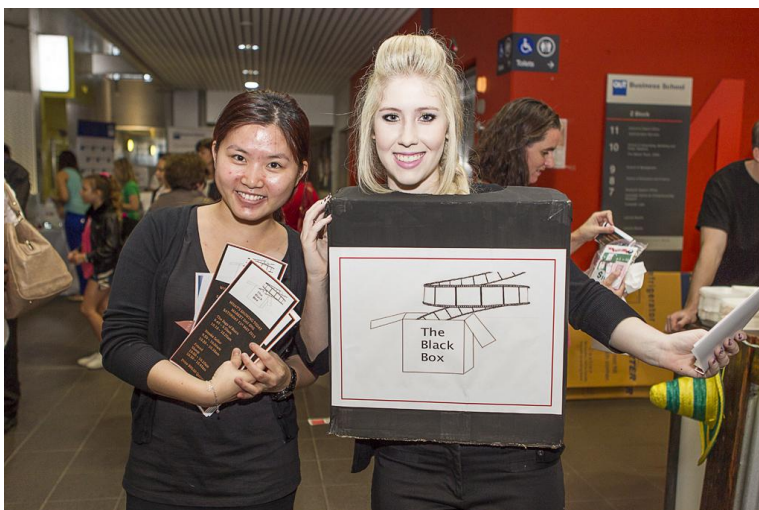
**Award:** Joint winner, "People's Choice Award" (this award is given to the business which was voted the most popular in the QUTopia Marketing Simulation out of 46 businesses).



**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).