



# 2010 Purple Cow Competition



*Think Outside The Cubicle*



## THE PURPLE COW CONCEPT

The Bryant University Collegiate Entrepreneurs' Organization is proud to present the 3<sup>rd</sup> Annual Purple Cow Competition. The *Purple Cow* concept was developed by Seth Godin, entrepreneur and author of ten books including New York Times Best Seller "Purple Cow" and the best selling e-book of all time, "Unleashing the Ideavirus".

Godin describes how one day he was driving through France with his family and they stared in amazement at all of the cows on the side of the road. However, after 5 minutes, all of the cows looked the same. Nothing about the next cow was any different than the hundred before it. Godin and his family's amazement soon turned into boredom. But, if there had been a **purple** cow among the thousands of other cows, Godin surely would have gotten out of his car and ran to the cow, while his children certainly would have touched and stared at the cow for hours in astonishment. The purple cow is an analogy for what successful companies have to be today. In an age when power has shifted from the hands of the companies to their consumers, companies can no longer afford to use the same old advertising tricks and tactics to be successful. They have to be different. They have to be remarkable.

Every year, CEO hooks up with a business that has a marketing initiative they are willing to let Bryant students take on. In the past, we have had successful competitions for Newport Storm beer, a local Yoga company, and many more. The idea is to give students a chance to do some hands on, professional marketing in exchange for a cash prize that is given to the best overall submission. This year's prizes for first, second, and third place are in the amount of **\$250, \$100, and \$25**, respectively. Often times, professors add to the excitement by offering extra credit to any students who submit.

This is a great resume booster and opens the door to potential employment opportunities. This year, students have nothing to lose and everything to gain by developing a marketing strategy for **Photobooth Planet**, a company that provides photobooth services for events, primarily weddings.

## THIS YEAR'S COMPETITION

Develop a marketing plan that helps Photobooth Planet into new markets, specifically the Bar/Bat Mitzvah scene, along with corporate and school event markets. We have had difficulty making inroads to these groups because there is not an advertising vehicle that caters to these markets. We have a website that most people find using Google, but have done nothing with social networking and believe this may be an avenue through which to upgrade our interactive promotional strategy.

**Description of the market (i.e. the target customer)**

Photobooth Planet's target market is primarily in the wedding industry. Our end users are brides (we are hired almost exclusively by brides and mothers of brides, not grooms) who have a wedding budget of 25-50K. Our photo booths are classic, elegantly-styled, hard-sided booths with modern digital capabilities. Two identical strips of three, high-quality, glossy photos (color or b/w, and customizable to include text) are printed out for you and your guests (they take one as a wedding favor and you keep the other for a "photo guest book" which is assembled on-site by our attendant). Our standard package includes four hours (we have a four hour minimum) of unlimited photos, a trained attendant for the duration of the event, and a CD with all of the images that were taken by your guests. For a four hour rental in Smithfield RI, the price would be \$1495. That price includes everything except the scrapbook itself which we ask you to provide - tastes vary so much. Additional hours are \$150 each. Currently we own two photoboos and a trailer for delivering them. The booths fold up for ease of transportation



Because we print out duplicate strips, the guests keep theirs as a wedding favor and the other goes into a photo guestbook that our attendant assembles right there on site. Guests are encouraged to put thoughtful, witty, meaningful messages (no pressure!) in the guestbook. The couples who are getting married receive a beautiful album at the end of the night along with a CD with all the images that were taken during the reception.

To learn more about Photobooth visit their website at [www.photoboothplanet.com](http://www.photoboothplanet.com)

**STEPS TO ENTER THE CHALLENGE:**

**Step 1: Register Online.**

Email Emily Murphy at [emurphy3@bryant.edu](mailto:emurphy3@bryant.edu) to register as soon as possible. Include your name, your phone number and your professor and class section.

**Step 2: Written Portion**

Draft a 3-page maximum, double spaced explanation of your marketing plan and why you think it will make Photobooth Planet more successful. The document should also feature your last name and class section (if you are competing independent of a class, please write *Independent*) in the

header section of each page. Other than that feel free to take the explanation in any direction you like. Creativity will be rewarded! The submission deadline is **Thursday, April 15 at 11:59 PM**. All submissions must be emailed to [emurphy3@bryant.edu](mailto:emurphy3@bryant.edu).

### QUESTIONS TO ASK YOURSELF

- ✓ How is my plan effective and unique?
- ✓ How realistic is my plan?
- ✓ Will it grab the customers' attention and stick in their minds?
- ✓ Is it consistent with the message that All That Matters wants to portray?

### COMPETITION FACTS

- ✓ **First Prize: \$250; Second Prize: \$100; Third Prize: \$25**
- ✓ Students can enter the competition individually or in teams of up to two.
- ✓ Each team can enter one submission.
- ✓ Open to all students of Bryant University.
- ✓ Teams will have the opportunity to receive feedback on their ideas.
- ✓ Judges will include faculty, staff, and representatives from Photobooth Planet
- ✓ Judges use guidelines provided by CEO to score teams.

### DISCLAIMER

Although one of the main goals of this competition is to implement the winning ideas, Photobooth Planet is in no way required to do so. All submissions, even if you don't win, become the property of Photobooth Planet.

### DON'T FORGET:

**Written Portion** submission deadline is **Thursday, April 15<sup>th</sup> at 11:59 PM**. All submissions must be emailed to Emily Murphy at [emurphy3@bryant.edu](mailto:emurphy3@bryant.edu).

Good Luck!