

The winner of the competition, selected by an independent judge, was Bethany Frances Margaret Amanda Nichol age 11 from Mill O' Forest Primary School.

Bethany's design will be applied to an MK3 box and this box, with her name prominently displayed, will be The Bay's children's meal box throughout 2009. Bethany will also receive one free portion of children's fish and chips every week for a year.



The winning entry by **Bethany Frances Margaret Amanda Nichol** age 11 from Mill O' Forest Primary School.



The runner up entry by **Jessica Ogilvy**



The third placed entry by **Emily Park**

### So... what have Calum and Lindsay really done?

- They have used their imagination and put some time and effort into promoting their business.
- They have involved the local community.
- They have invested in encouraging children, their future customers, to “participate”.
- They have informed children about Fish & Chips and hopefully the children will enthuse their parents!
- They have profiled, promoted and advertised their business!!

**OF COURSE...** Calum and Lindsay also involved the local press. Bethany and the other winners will be presented with their prizes in front of their fellow students AND THE LOCAL PAPER and yes, you've guessed it...

**Calum and Lindsay will then get even more publicity for their business!!**

With a little effort and imagination Calum & Lindsay have devised and executed a superb marketing plan and invested in their business

**... WHAT ARE YOU DOING?**