

Name: _____

Date: _____

Purple Cow

O C X S L R F J Y V U T L Y F F Q
R X Z H A C E Y B J M Q B K P C I
K B C Q R T H M B H E L H Z V Q H
V Z E K P A T L A G S U Y R P E G
H N U W Y W B E N R U E V A R B V
T E L P R U P A N X K K A B M X V
U A N S H W H O F T S A S P T R A
O E I A P C S R Q G I J B Z P Z Z
M Y Z M C B X V T E N O R L S Q C
F A O W P L D U G U R R N U E U C
O R S H B R O Y S Q X Y K X Y A B
D P J N M D E Y M I R I S K U M L
R L M M N D Z S C N C O G Q O Z K
O N G A M S E S S U K E P D V P H
W R T M A R K E T I N G T O D R D
Y S X P H K W H Q F O R C D Q B F
N C D E V I T A V O N N I P N J L

innovative

impression

brave

word of mouth

attention

purple

marketing

change

risk

stand out

unique

remarkable