

100 Painted Cows Storm Florida – Better to Paint Cows Than Eat Them

SARASOTA, Fla. – August 7 (SEND2PRESS NEWSWIRE) – A surreal display of marketing creativity can be seen 2.3 miles east of I-75 on Fruitville Rd. in Sarasota, Florida – 100 cows grazing in a field, with a website address painted on their bodies and several even painted completely purple. No, this isn't an excerpt from a Hunter S. Thompson novel; it's the latest and most unusual marketing campaign by GoldenPalace.com.



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Photo Caption: According to PETA, this advertising idea promotes Golden Palace's company, as well as PETA's vegetarian philosophy.

The casino went above and beyond the call of duty when they painted several of the cows purple, as a literal interpretation of author Seth Godin's "purple cow" marketing analogy. Godin equates the advertising world to a sea of grazing cows, and that it takes a purple cow to see your brand amid today's marketing clutter.

PETA (People for the Ethical Treatment of Animals) is fully onboard with the campaign as some of the cows carry the message "Go Veg," supporting PETA's views on vegetarianism.

"When we heard about this campaign, we were looking forward to working with GoldenPalace.com," said PETA representative Dan Shannon. "This advertising

idea promotes Golden Palace's company, as well as PETA's vegetarian philosophy. Better to paint the cows than eat them."

Bruce Zalkin, the man behind the idea to sell this opportunity on eBay is very pleased with the event saying that "Golden Palace was the perfect company to bring this idea to life."

The farmer that owns the cows, Lem Chesser, agrees with Zalkin and adds that "the cows are fine and that [he] will jump at the chance to work with the casino whenever they ask." He also says that he would prefer to do more advertising like this in the future in order to generate enough income so there wouldn't be a need to send the cows to slaughter.

"This is definitely one of our most eccentric campaigns," said GoldenPalace.com CEO Richard Rowe. "Much of our marketing strategy is modeled after the 'purple cow' philosophy. Not only are we literally displaying purple cows here, but we will continue to break new ground and change the way people think about conventional advertising. The Golden Palace herd is yet another great addition to our list of outrageous advertising ideas. We would like to thank PETA for their support and are very pleased that they are onboard for this campaign."

Those that want to check out this surreal display of marketing creativity can take exit 210 off I-75 going South from Tampa. The cows are located 2.3 miles east of I-75 on Fruitville Rd. in Sarasota, Florida. They will be on display for several weeks during which millions of people will see them.

Video available.

More information: <http://www.GoldenPalace.com>

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