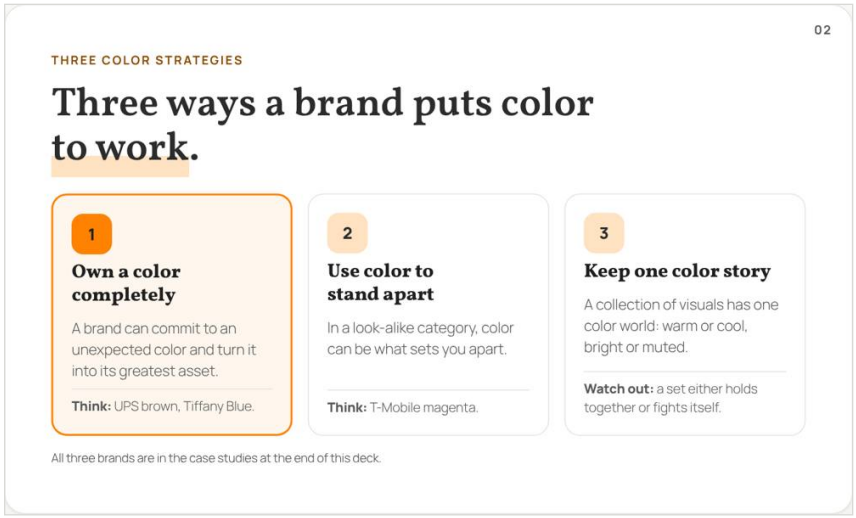
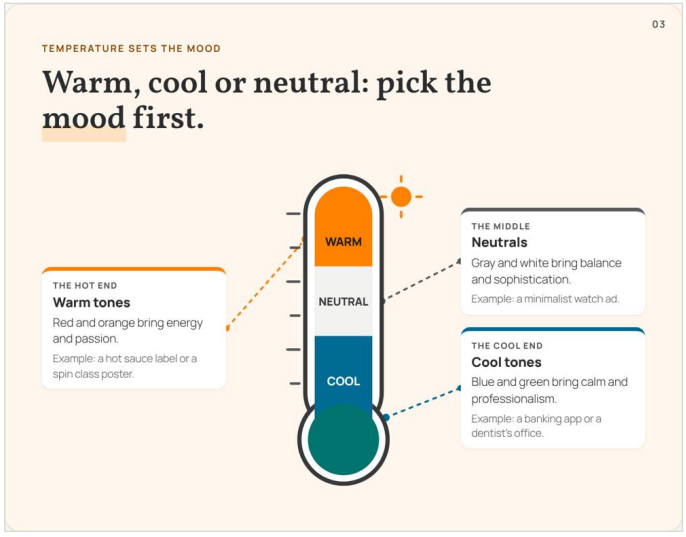


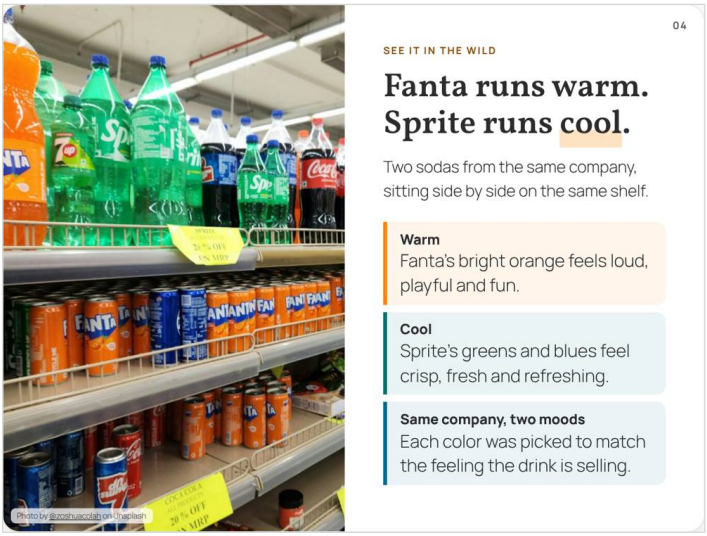
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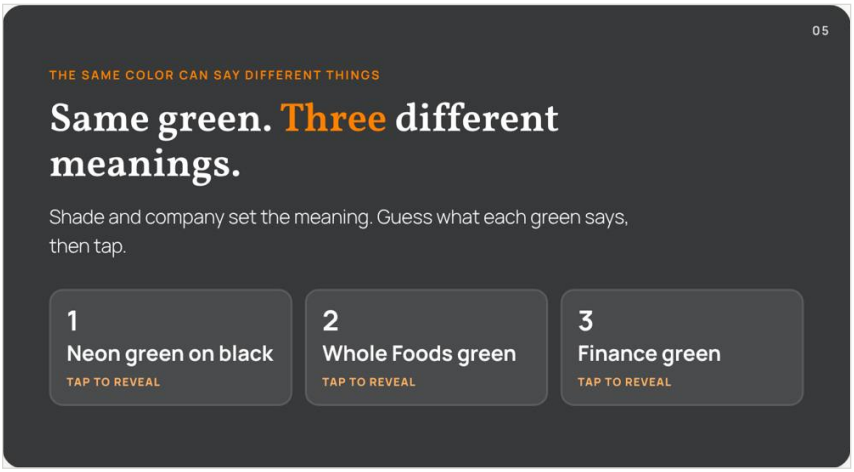
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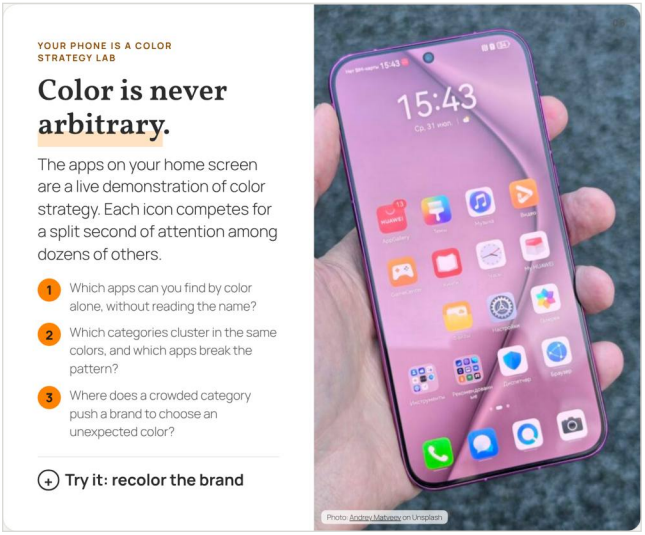
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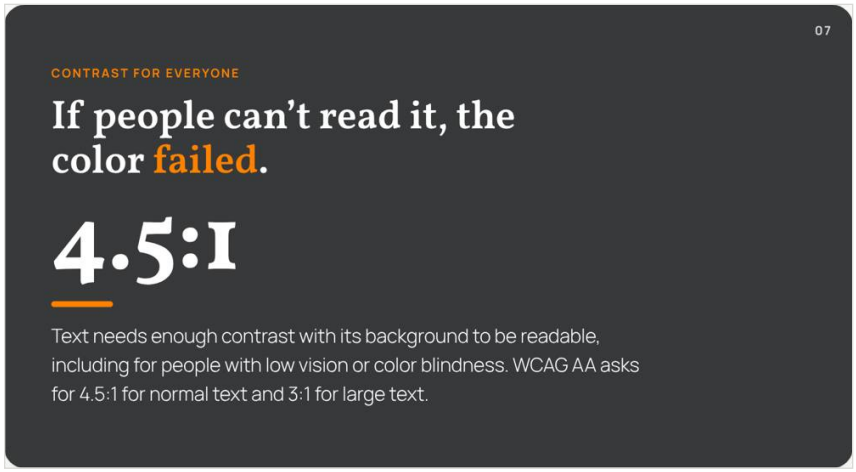
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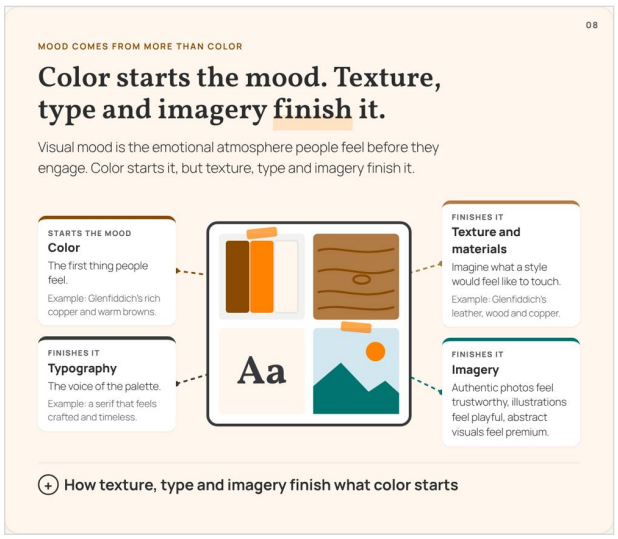
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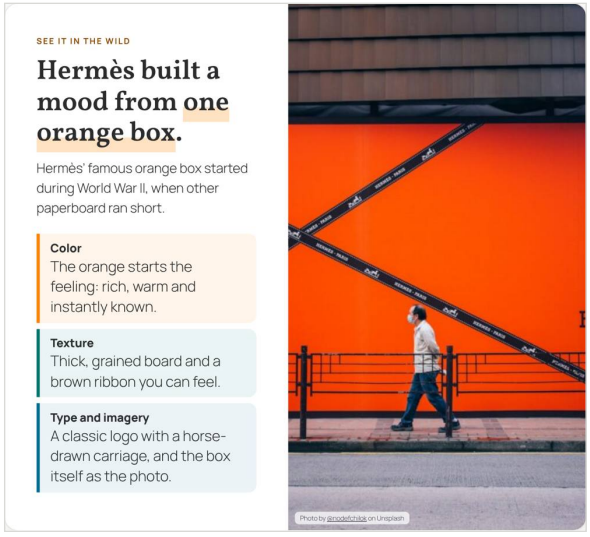
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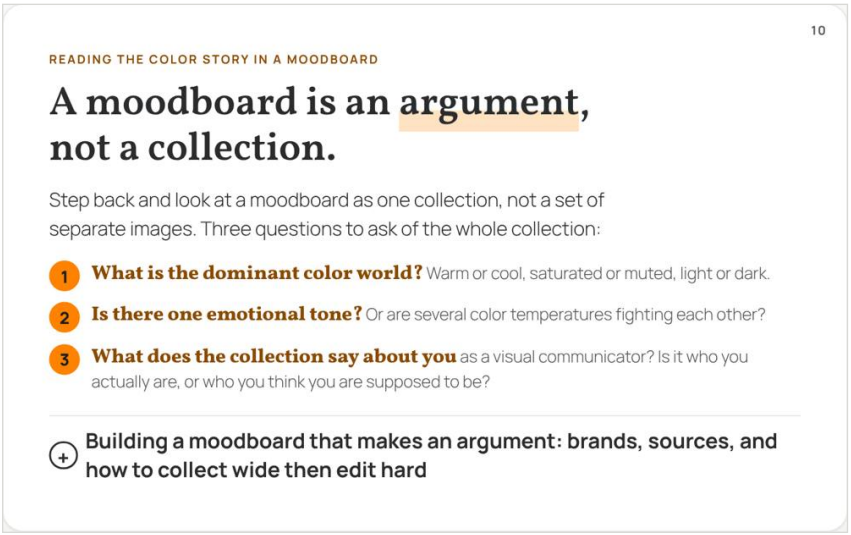
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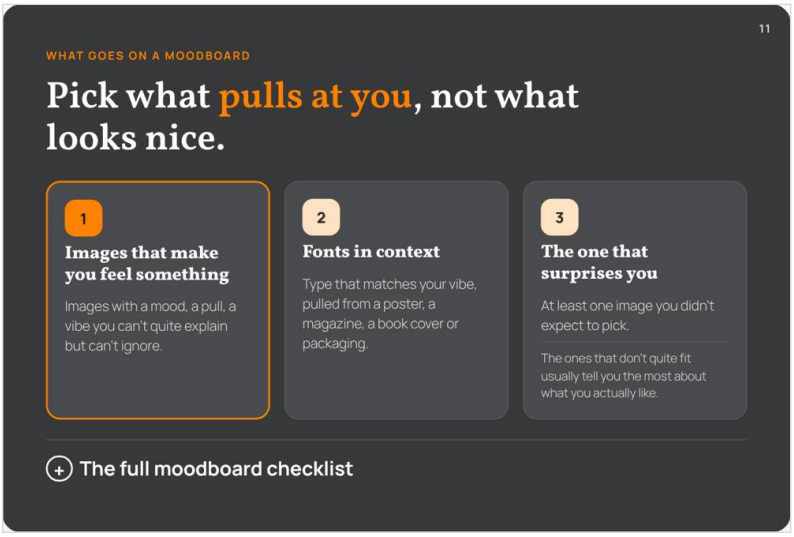
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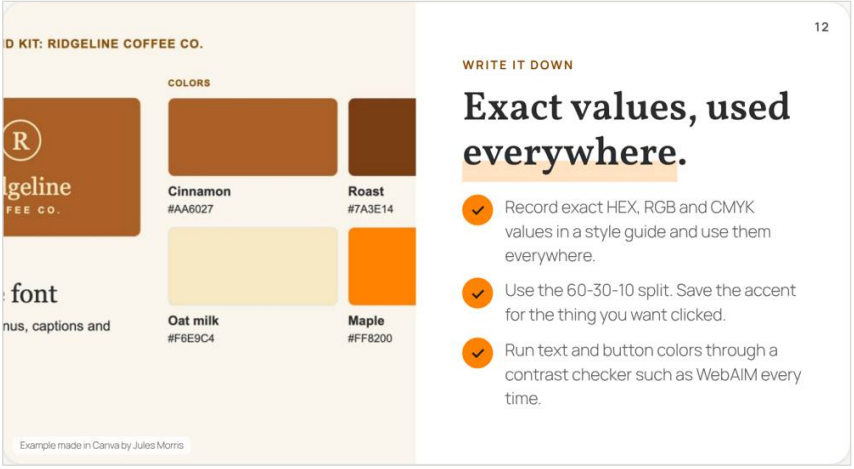
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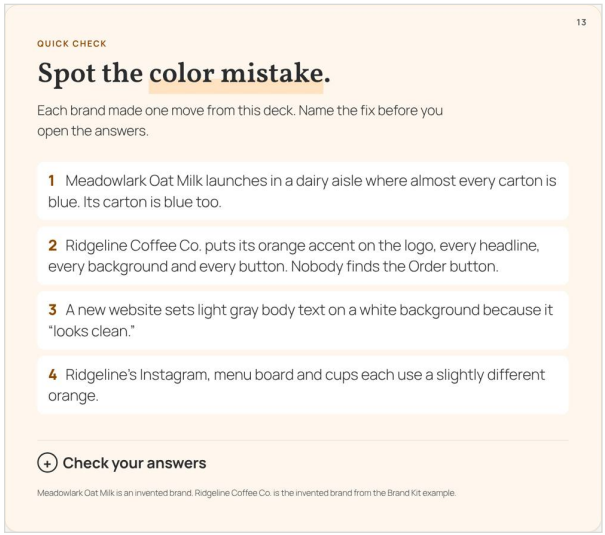
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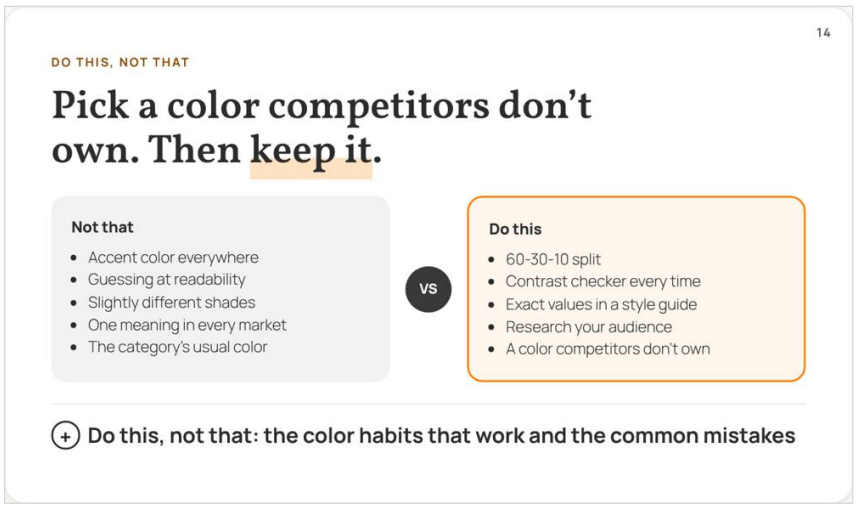
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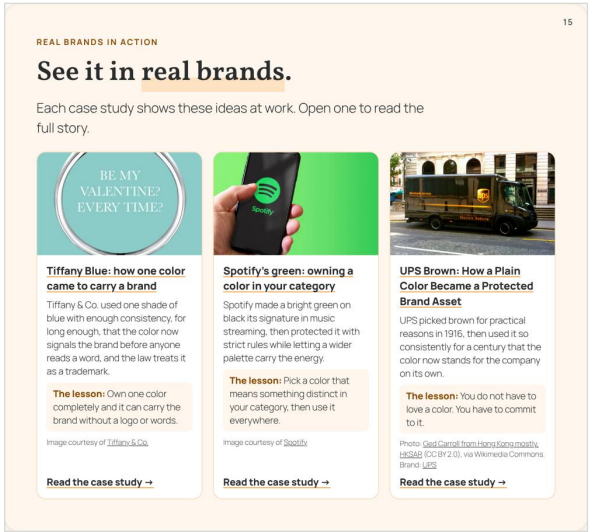
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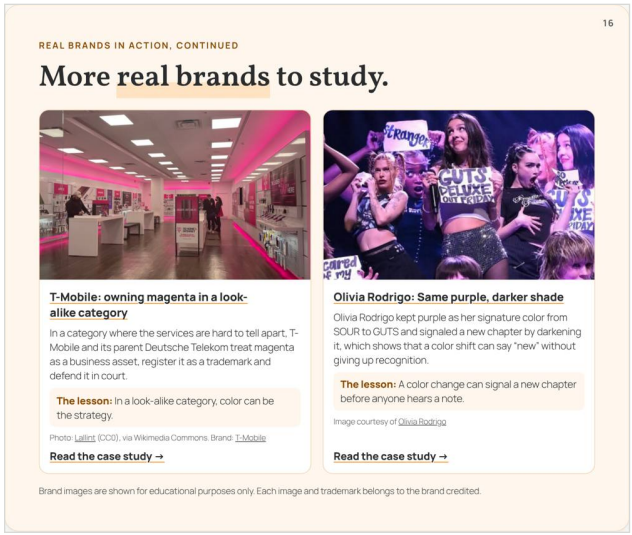
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Slide 14



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REAL BRANDS IN ACTION, CONTINUED
More real brands to study.
T-Mobile: owning magenta in a look-alike category
In a category where the services are hard to tell apart, T-Mobile and its parent Deutsche Telekom treat magenta as a business asset, register it as a trademark and defend it in court.
The lesson: In a look-alike category, color can be the strategy.
Photo: LaBint (CC0), via Wikimedia Commons. Brand: T-Mobile
Read the case study →
Olivia Rodrigo: Same purple, darker shade
Olivia Rodrigo kept purple as her signature color from SOUR to GUTS and signaled a new chapter by darkening it, which shows that a color shift can say "new" without giving up recognition.
The lesson: A color change can signal a new chapter before anyone hears a note.
Image courtesy of Olivia Rodrigo
Read the case study →
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