

Find an image or story that illustrates the concept of doppelgänger brand image.



http://1.bp.blogspot.com/_ImHSqtO7w0I/S65pBJwo_HI/AAAAAAAAAE8/UZCHijtdXMo/s1600/STARBUCKS%2Bcopy.jpg

Author unknown

Explain how the image or story that is selected illustrates the concept of doppelgänger brand image.

The image portrays a negative image about Starbucks as being a company that is everywhere and is the same wherever you go. It is a negative opinion towards big chains taking over business from smaller, independent coffee shops.