

Plag Patrol

By Team Algorithm Avengers

Date of Creation = (9-6-2024) / Time Of Creation = 22:26:21

Word Count = 112

Total Instances of Plagiarism = 2

Plagiarism Percetage = 106.2%

Hello Kitty was created in 1974 and the first item, a vinyl coin purse, was introduced in 1975.

Found on :

https://en.wikipedia.org/wiki/Hello_Kitty

[13][14] Originally, Hello Kitty was only marketed towards pre-

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https://en.wikipedia.org/wiki/Hello_Kitty

teenage girls, but beginning in the 1990s, the brand found commercial success among teenage and adult consumers as well.

Found on :

https://en.wikipedia.org/wiki/Hello_Kitty

[15] Hello Kitty's popularity also grew with the emergence of kawaii (cute) culture.

Found on :

https://en.wikipedia.org/wiki/Hello_Kitty

[16] The brand went into decline in Japan after the 1990s, but continued to grow in the international market.

Found on :

https://en.wikipedia.org/wiki/Hello_Kitty

[17] By 2010 the character was worth \$5 billion a year and The New York Times called her a "

Found on :

https://en.wikipedia.org/wiki/Hello_Kitty

global marketing phenomenon.

Found on :

<https://www.amazon.com/Pop-Up-Retail-Master-Marketing-Phenomenon/dp/0985271108>

"

[17] By 2014, when Hello Kitty was 40 years old, she was worth about \$8 billion a year.

Found on :

https://en.wikipedia.org/wiki/Hello_Kitty

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References

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