
Anti-princess branding beyond the bandwagon - Christian Science Monitor

[Anti-princess branding beyond the bandwagon](#) [1] Christian Science Monitor

Anti-princess marketing campaigns have earned a lot of public good will as two resoundingly anti-princess themed ads have gone viral in the last few days.

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[1] <https://www.csmonitor.com/The-Culture/Family/Modern-Parenthood/2013/1121/Anti-princess-branding-beyond-the-bandwagon>