

**A. Read the article. Then for each statement, type T (true), F (false) or (NG) Not given.**

1. General Motors did a lot of research before naming the Chevy Nova. \_\_\_\_\_
2. The "Come alive with Pepsi!" campaign worked well in the U.S. \_\_\_\_\_
3. Pepsi still sold well in Germany and China. \_\_\_\_\_
4. Gerber changed its packaging after the problem in Africa. \_\_\_\_\_
5. The problem for Revlon was the name "Camellia." \_\_\_\_\_
6. Revlon no longer sells cosmetics in Brazil. \_\_\_\_\_

**B. Look at the marketing problems below. In each situation, was the problem related to the product's name (N) or slogan (S)?**

1. The Ford Fiera didn't sell well in Spain, where fieras means "ugly old woman." \_\_\_\_\_
2. Braniff Airlines "Fly in leather" campaign was meant to promote its comfortable new seats. In Spanish, the company was telling passengers to "Fly with no clothes on." \_\_\_\_\_