

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." _____