

Marketing Quiz 2:

Lost in translation

Pepsodent

Remember the slogan, “You’ll wonder where the yellow went when you brush your teeth with Pepsodent?” When Pepsodent launched their product in Southeast Asia their ad campaign was not well received. Why?

- Their diet keeps teeth white naturally.
- Southeast Asians are loyal to Colgate.
- Law prohibits toothpaste, requiring tooth powder instead.
- White is not considered a favored color for teeth

Schweppes

Schweppes Tonic Water was translated into Italian as something a beverage does not want to be associated with.

Helmsley Hotels

Leona Helmsley wanted to attract South Asian Indians to her Helmsley Hotel in New York City. The marketing experts thought of the most elegant and beautiful building they knew of in the South Asian country. Therefore it seemed natural to compare their lodging facility to the elegance of the Taj Mahal. Why was this a faux pas?

Va Bene

When Va Bene, an expensive Italian restaurant, opened in Shanghai local residents chuckled. In Italian restaurant's name means “it goes well” but in Shanghainese it sounds like something else.

Procter and Gamble

Procter & Gamble was forced by the German government to pull Ariel detergent from shelves throughout the country. New packaging on the product announcing “Actilift” featured a green molecule picture, supposedly demonstrating the active ingredient. To appeal to the athletic customer a soccer shirt was also pictured featuring the number “18”.

The German government declared these labels were illegal prompting the immediate call to remove them from the shelves. What marketing mistake did Procter & Gamble make?

- The color green is only to be used on products that are ecologically friendly.
- The number 18 is considered to be a neo-Nazi symbol.
- No soccer references can be made without a signed licensing agreement from FIFA.
- Procter & Gamble had not paid the appropriate regulatory fees for a package change.

Starbucks

[Starbucks](#) has virtually left the land down under saying they cannot compete due to the continent’s sophisticated coffee culture. They closed all but 23 outlets after admitting defeat in their drive to hydrate thirsty Aussies. Why?

- The weather does not foster a desire for coffee.
- The coffee was not trendy enough.
- The name was confused with a low-end discounter, Buckstars.
- Too many employees had acne.