



## Marketing Quiz 1:

# That's not what we meant

### *American Motors*

“Matador” has a glamorous image to Americans as the powerful figure in the bull fighting arena. When American Motors put the name on one of their cars the good people of Puerto Rico were reluctant to buy them. Why?

### *The boutique*

Trying to take advantage of the global economy found a boutique in China that would sell his items on consignment. He neatly boxed the shipment and even priced the product at 250 yuan. The boutique objected to the price. It was not that the price was too high, in fact everyone agreed it was a tremendous value. So why did they object?

### *Fresca*

Maria was quite pleased when she was assigned as a saleswoman in Mexico. She was surprised that her sales pitch was greeted with laughter. What was so funny?

- a) Bottled drinks are not popular in Mexico.
- b) Fresca is slang for a specific type of woman.
- c) Women are not respected as salespeople.
- d) Fresca means fresh and you cannot bottle freshness.

### *Fore*

A golf ball manufacturing company packaged golf balls in packs of four for convenient purchase in Japan. Why?

### *Kellogg's Bran Buds*

The cereal “Bran Buds”, made by Kellogg’s, was introduced to Sweden and soon underwent a name change. Why?

### *Pepsi slogan in China*

"Come alive with Pepsi" was a very popular promotional campaign in America that did not do so well in China. Why?