

UNIT 4 International
customer communications**Part 1** The challenges of international
communication

Read the six examples of international launch campaigns (A–F). Then answer the following questions.

1. What did all these campaigns have in common?
2. Which campaign(s) ...
 - a. showed a lack of local cultural knowledge?
 - b. made a language translation error?
3. How could these problems have been solved?
4. What other factors should international marketers consider when expanding products and services internationally?

FAMOUS MARKETING MISTAKES**A**

Scandinavian vacuum manufacturer Electrolux used the following in an American campaign: 'Bothing sucks like an Electrolux. (In the U.S., 'sucks' means 'bad' or 'terrible'.)

B

When Gerber started selling baby food in Africa, they used the same packaging as they did in the U.S., with a beautiful baby on the label. Later they learned that in some parts of Africa, it is normal for companies to put pictures on the label of what's inside for those consumers who can't read.

C

An American T-shirt maker in Miami printed shirts for the Spanish market which promoted the Pope's visit. Instead of 'I saw the Pope' (el papa), the shirts read 'I saw the potato' (la papa).

D

Pepsi's 'Come alive with the Pepsi Generation' translated into 'Pepsi brings your ancestors back from the grave', in Chinese.

E

The Coca-Cola name in China was first read as 'Ka-kou-ka-ka', meaning 'Bite the wax tadpole' (a tadpole is a baby frog) or 'female horse stuffed with wax', depending on the dialect.

F

When Parker Pen marketed a ball-point pen in Mexico, its ads were supposed to have read: 'It won't leak in your pocket and embarrass you.' Instead, the company thought that the Spanish word 'embuzazar' (to become pregnant) meant 'to embarrass', so the ad read: 'It won't leak in your pocket and make you pregnant.'

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JS Bruner



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