



Case study – 5 huge international marketing blunders

Trying to market a brand to international customers without researching is just asking for trouble. The examples of this case study show that companies have proven this time, and time again.

Blunder 1 – Pepsodent

Pepsodent (an American brand of toothpaste) tried to market its toothpaste in Southeast Asia by claiming that it "whitens your teeth". Only after this promotional campaign they learned that some locals chewed nuts to blacken their teeth, a sign of attractiveness in their culture.

Blunder 2 – Electrolux

The Scandinavian vacuum manufacturer Electrolux did not account for a common American popular expression when marketing their vacuum in the U.S: "Nothing sucks like an Electrolux".

Blunder 3 - Fresca

The soft drink Fresca was marketed under that name in Mexico ... before the company discovered that 'fresca' is a slang term for lesbian in parts of Mexico.

Blunder 4 - Pepsi

Pepsi used the slogan "Come Alive With Pepsi" in Taiwan ... or so they thought. The slogan was actually translated as: "Pepsi brings your ancestors back from the dead."

Blunder 5 – Coors beer

The Coors (an American beer brand) slogan "Turn It Loose," was translated into Spanish as "Suffer From Diarrhea."

Think about your own start-up company and its existing brand name, slogan and promotional campaign. If you do not have a company idea yet, think of a regional company that you know well. What is their national marketing campaign? What would you change when going international?



Company name:

Factor	National marketing strategy	Considerations	New country marketing strategy
Language			
Political climate			
Cultural attitudes			
Religious practices			
Demographics			
Economic factors			

