

JUST FOR FUN

The following are nominees for the Chevy Nova award. This award is in honor of GM's effort to market its Nova model in Latin American. It was a flop since "No va" in Spanish means "It doesn't go."

1. The Dairy Association's success in the U.S. with the "Got milk?" campaign prompted them to extend it to Mexico. However, the translation in Spanish (¿Tiene leche?) translates to "Are you lactating?"
2. Pepsi's "Come alive with the Pepsi generation" translated into Chinese as "Pepsi brings your ancestors alive"
3. 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". In the ad the company used the word embarazar (to be impregnate). The ad in Spanish read "It won't leak in your pocket and impregnate you"
4. An American tee shirt maker in Miami printed shirts for the Spanish market to promote the Pope's visit. Instead of "I saw the Pope (el Papa), it read "I saw the potato" (la papa)
5. Gerber began marketing baby food in Africa where many people are illiterate. Consequently, they used packaging with a picture of a baby on the label only to find out that in African countries the picture on the label indicates the content of the product.
6. Colgate tried to introduce a toothpaste in France with the name "Cue" only to find out that in France "Cue" is the name of a notorious porn magazine.