

Choose the missing slogan/product from the boxes below that match the brand

Task 4 : Match up

<p>IKEA</p> <hr/>	<p>Choose 1 of the 5 here below to fill in the gaps on the left.</p> <p><i>Fly in Leather</i></p>	<p>Why it failed?</p> <p>Fartfull means <i>full speed</i> in Swedish but clearly not in English.</p>
<p>PEPSODENT</p> <hr/>	<p><i>Got milk?</i></p>	<p>Why it failed?</p> <p>Locals in Southeast Asia chew betel nuts to blacken their teeth, since black teeth are considered the goal.</p>
<p>AMERICAN DAIRY ASSOCIATION</p> <hr/>	<p><i>Fartfull bench</i></p>	<p>Why it failed?</p> <p>In Spain, this was translated to <i>Are you lactating?</i></p>
<p>MCDONALDS</p> <hr/>	<p><i>Whitens your teeth</i></p>	<p>Why it failed?</p> <p>In France, was initially launched as <i>Gros Mec</i>, which means “big pimp.”</p>
<p>AMERICAN AIRLINES</p> <hr/>	<p><i>Big Mac</i></p>	<p>Why it failed?</p> <p>In Mexico, was translated incorrectly as <i>Fly Naked</i>.</p>

