

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

## Task 4 : Match up

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

