

Taglines lost in translation



When PepsiCo launched in China with the cheery slogan "Come alive with Pepsi", it somehow neglected to realise that this directly translated became "Pepsi brings your ancestors back from the dead"!



It's finger lickin' good.

In China, the Kentucky Fried Chicken slogan "finger-lickin' good" became "eat your fingers off". Again, implying an action considered rude and uncivilised in Chinese culture.

American Airlines



To advertise their leather seats, American Airlines used the slogan, “Fly in Leather”, which translated in Spanish for the market in Mexico as, “Fly naked”.



Parker Pens wanted Spanish-speaking consumers to know its product wouldn't cause embarrassing pocket ink stains, but instead it reassured them that the pens would not get them pregnant

McDonalds gross faux-pas



We thought McDonald's biggest fault to date was popularising the term “French fries” (apparently they [originate from Belgium](#)), but how wrong we were. When McDonald's first brought its signature Big Mac to France, it was translated to “Gros Mec”, which in French reads as “Big Pimp”.