

Marketing blunder	Category	MARKED	SOUNDEX	LOOKUP	COMBINE
Olympia Roto (copier) <i>roto</i> means <i>broken</i> in Spanish	negative	✓ 2/2	✗ 0/5	✓ 5/20	✓ 2/2
Kinki Nippon Tourist <i>kinki</i> sounds similar to the English <i>kinky</i>	sexual	✗ 0/1	✓ 8/19	✗ 0/8	✓ 8/20
Matador (US car) <i>matador</i> means <i>killer</i> in Portuguese	negative	✗ 0/0	✓ 3/10	✓ 9/10	✓ 3/10
Toyota MR2 <i>MR2</i> sounds similar to the French <i>merde</i> (excrement)	vulgar	✗ 0/0	✗ 0/1	✗ 0/11	✗ 0/12
Studebaker Dictator <i>dictatorship</i> has a negative connotation	negative	✗ 0/0	✗ 0/1	✓ 10/12	✓ 10/13
Buick LaCrosse (US car) <i>la crosse</i> means <i>masturbation</i> in French	sexual	✗ 0/0	✗ 0/3	✗ 0/12	✗ 0/15
Fiera (US car) <i>fiera</i> means <i>ugly</i> in Spanish	negative	✗ 0/0	✓ 1/1	✗ 0/16	✓ 1/1
Mercury Caliente (US car) <i>caliente</i> means <i>sexually aroused</i> in Spanish	sexual	✓ 1/2	✗ 0/5	✓ 22/40	✓ 1/2
Pinto (US car) <i>pinto</i> means <i>small appendage</i> in Brazilian Portuguese	sexual	✓ 3/3	✗ 0/8	✓ 4/16	✓ 3/3
Silver Mist (UK car) <i>Mist</i> means <i>manure</i> and is used as a vulgarity in German	vulgar	✓ 3/3	✗ 0/2	✓ 9/48	✓ 3/3
Mist Stick (hair curling iron) <i>Mist</i> means <i>manure</i> and is used as a vulgarity in German	vulgar	✓ 6/11	✓ 1/14	✓ 28/100	✓ 6/11
Bundh (UK sauce) <i>bundh</i> means <i>arse</i> in Punjabi	vulgar	✗ 0/0	✓ 7/11	✗ 0/0	✓ 7/11
Pavian (fruit drink) <i>Pavian</i> means <i>baboon</i> in German	intent	✗ 0/0	✗ 0/0	✓ 6/6	✓ 6/6
Grab Bucket (excavator part) <i>Grab</i> means <i>grave</i> , and <i>bucket</i> sounds like <i>bouquet</i> in German	negative	✓ 2/6	✗ 0/2	✓ 5/54	✓ 2/6
Vicks (cough drops) <i>vicks</i> sounds similar to the German vulgarity <i>fick</i> (sexual intercourse)	sexual	✗ 0/0	✗ 0/2	✗ 0/0	✗ 0/2
Puff tissues (facial tissues) <i>Puff</i> means <i>whorehouse</i> in German and <i>homosexual</i> in the UK	sexual	✓ 3/10	✓ 10/12	✓ 4/40	✓ 3/10
Probe (US car) <i>Probe</i> means <i>test</i> or <i>rehearsal</i> in German	negative	✗ 0/0	✗ 0/5	✓ 12/39	✓ 12/44
Bardak (machine) <i>бардак</i> means <i>whorehouse</i> in Russian	sexual	✗ 0/0	✗ 0/2	✗ 0/3	✗ 0/5
Bran Buds (cereal) <i>bran</i> means <i>burned</i> in Swedish	intent	✗ 0/0	✗ 0/6	✓ 4/15	✓ 4/21
Jotter (US pen) <i>jotter</i> means <i>jockstrap</i> in some Latin America markets	sexual	✗ 0/0	✗ 0/1	✗ 0/3	✗ 0/4
Zit! (chocolate) <i>zit</i> is a slang word for <i>pimple</i> in English	negative	✗ 0/0	✓ 1/3	✗ 0/0	✓ 1/3
Sic (French soft drink) <i>sic</i> sounds similar to <i>sick</i> in English	negative	✗ 0/0	✓ 5/14	✓ 2/19	✓ 5/14
Super Piss (Finnish de-icer) <i>piss</i> is a slang word for <i>urine</i> in English	vulgar	✓ 14/33	✗ 0/4	✓ 15/75	✓ 14/33
Bum (Spanish potato chips) <i>bum</i> is a slang word for <i>buttocks</i> in English	vulgar	✓ 16/17	✓ 1/2	✓ 23/33	✓ 16/17
Polio (Czech detergent) <i>Polio</i> is a short form of the disease <i>Poliomyelitis</i>	negative	✗ 0/0	✓ 6/19	✓ 3/4	✓ 6/19
Homo (Asian fish sausage) <i>homo</i> is a short form of <i>homosexual</i>	sexual	✓ 11/11	✗ 0/3	✓ 41/66	✓ 11/11
Swine (Chinese chocolate) <i>swine</i> is used pejoratively in English and considered dirty	negative	✓ 9/9	✓ 6/6	✓ 16/16	✓ 9/9
Ass Glue (Chinese glue) <i>ass</i> is a slang word for <i>buttocks</i> in English	vulgar	✓ 13/14	✓ 11/11	✓ 15/71	✓ 13/14
Last Climax (Japanese tissues) <i>climax</i> is a slang word for <i>orgasm</i> in English	vulgar	✓ 1/1	✗ 0/5	✓ 20/149	✓ 1/1
Creap (Japanese coffee creamer) <i>creap</i> sounds similar to <i>crap</i> and <i>creep</i> in English	negative	✗ 0/0	✓ 5/10	✗ 0/0	✓ 5/10
Maxipuke (Chinese playing cards) <i>puke</i> is a slang word for <i>vomit</i> in English	vulgar	✗ 0/0	✗ 0/0	✗ 0/0	✗ 0/0
Pansy (Chinese underwear) <i>pansy</i> is a slang word for <i>homosexual</i> in English	vulgar	✓ 2/2	✓ 2/16	✓ 2/7	✓ 2/2
Skintababe (Japanese soap) sounds similar to <i>skin a babe</i> in English	negative	✗ 0/0	✗ 0/0	✗ 0/0	✗ 0/0
PET (US dairy products) <i>pet</i> means <i>fart</i> in French	vulgar	✓ 3/4	✓ 4/10	✓ 12/53	✓ 3/4
Cue (US toothpaste) <i>Cue</i> is an infamous pornographic magazine in France	sexual	✗ 0/0	✗ 0/1	✗ 0/13	✗ 0/14
Fesca (US soda pop) <i>fresca</i> means <i>lesbian</i> in Mexican slang	sexual	✗ 0/0	✗ 0/9	✗ 0/0	✗ 0/9
Misair (Egyptian airline) <i>misair</i> sounds similar to the French <i>misère</i> (misery)	negative	✗ 0/0	✓ 5/10	✗ 0/0	✓ 5/10
EMU Airways (Australian airline) an <i>emu</i> is a bird that can't fly	negative	✗ 0/0	✗ 0/0	✓ 36/51	✓ 36/51
AMF Corporation (Australian airline) <i>AMF</i> is a short form of <i>Australian military forces</i>	intent	✗ 0/3	✗ 0/0	✓ 3/15	✓ 3/15
Gift (giftware magazine teaser) <i>Gift</i> means <i>poison</i> in German	negative	✗ 0/0	✗ 0/0	✓ 12/61	✓ 12/61
Touch Woody – the Internet Pecker <i>woody</i> and <i>pecker</i> are slang words for the male genitals in English	sexual	✓ 3/6	✗ 0/3	✓ 4/75	✓ 3/6
FARTFULL (Swedish furniture) sounds like <i>full of farts</i> in English	vulgar	✗ 0/0	✗ 0/0	✗ 0/0	✗ 0/0
Wang Cares (company slogan) sounds similar to the British <i>wanker</i> ; <i>wang</i> is also an English slang term for the male genitals	sexual	✓ 2/2	✓ 1/1	✓ 3/20	✓ 2/2
Honda Fitta (Japanese car) <i>fitta</i> is a slang word for women's genitals in Swedish	sexual	✓ 11/11	✓ 8/10	✓ 16/21	✓ 11/11

Table 1: Number of relevant and retrieved clues for previously occurred marketing blunders