New __ may have been one of the worst marketing decisions ever.
In 2012, Oprah promoted the Surface tablet on Twitter using her __
The Ford __ launched in 1957 with a name and appearance few liked.
Microsoft's Zune and Windows __ products were not well-received.
__'s doll friend Ken was launched as Earring Magic Ken in 1993.
The HD DVD format lost out to __-__ DVDs.
Cocaine __ drink was pulled from stores in 2007 after FDA complaints.
Apple Maps were forced upon iPhone users who wanted __ Maps.
In 1984, the IBM PC Jr. failed to capture __ share partly due to its price.
Apple's Pippin game console and __ PDA were not successful products.
Reese's __ stepped in when M&M's declined to be in the movie E.T.
Decca Records passed on signing the __ in 1962.
__ water for pets that taste like beef and fish didn't catch on.
The Osborne effect: announcing an upcoming __ that kills current sales.
Chevy's Nova was poorly named since it meant "No go" in __.
__-free Crystal Pepsi was launched in the 1992 with limited success.
In 1993, __ launched a cruise line aimed exclusively at Spanish-speakers.
Sony Betamax video __ technology was better than VHS, but less popular.
Harley-__ perfume and Ben-Gay aspirin didn't resonate with customers.
McDonalds' 1984 Olympics campaign cost it millions when the Soviets __.
__'s Web TV in the mid-90's reached less than one million subscribers.
Maxwell House sold pre-brewed coffee except the package wasn't __-safe.
Arch Deluxe proved you can't charge premium prices for McDonald's __.
Frito-Lay and Life Savers both tried extending their brands into __.
__ manufacturer Colgate once tried to launch Colgate Kitchen Entrees.
Thalidomide was promoted as a morning sickness treatment; caused __.
Laser discs were bulky and expensive, but led to __ and DVDs.

Enter unused letters from puzzle, in order:

Copy boxed letters to form your hidden message:

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