What was the product?

How was the product initially received?

Why did this change?

How long had they tested the product for?

Were they able to keep the story quiet?

What did they do in response to the crisis?

Look at the following sentence:

1. *We didn’t know what to do…*
2. *It was making red marks on their faces.*
3. *We had invested a lot in the product.*

Which action is finished at the time action one happens? Which action is still continuing at the time action one happens?

We use the *past continuous/past perfect* to refer to an action which is in progress at the time of the main action in the simple past

We use the *past continuous/past perfect* to refer to an action which is finished before the main action in the simple past