

Martin Doering  
... (Straße) ...  
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Parfümerie Douglas GmbH  
Werbeabteilung  
Kabeler Straße 4

58099 Hagen

Berlin, den 1.11.2002

Sehr geehrte Damen und Herren, liebe Frau Douglas,  
very honored Ladies and Misters, dear Mrs. Douglas,

I write on English to you because I looked very often your advertising in the farwatcher, where a voice always in allbest English says: „Come in and find out“. Luckywise my English is very goodily, so I know what you mean, on German something like: „Komm 'rein und finde 'raus“.

So I came in one of your shops in Berlin and tried to find out: At first, I wondered me, wherefor I should income only to outfind again – I expected a labyrinth or so what. So when I in your shop inkicked, I thought, that the outfinding would be a great challenge, but, what shall I tell you, it was so easy how incoming! I tried it again and again – it was *always* so easy how the first time. So I asked me: „What for do I this?“

And then (I believe after 20 or 30 foreseeks) the sellerin came to me and asked me, if I had not more all cups in the board. That was really a strong piece, say I you: Your advertising has brought me in a very painly situation. Wherewith have I that earned?

I explained her, that I looked your TV-spot and I really tried to find out, how and what for I should come in and find out, but that went full in the trousers, because she understood no English! First as I spoke in German, she understood me and apologized her (that was a nice train from her).

And now comes the jumping point: I didn't find out what I should outfind, but what I found out was, that we should speak German toanother. That would avoid a lot of misunderstandings, right? Are we in Germany or not? Must advertising always use English? Bethink you: Not all withburgers are the English speech powerful! Always when I hear English from you or other firms (f. i. Schwarzkopf: „Professional hair care for you“ or T-DSL: „High speed zu low cost“ – this is a hot mix, what!?), my hair stands me to mountain! By the way: Is you already upfallen, that Uncle Ben's afterdid your slogan (they say: „Taste in – find out“)?

So what I would like to ask you is, if you can futurely only german speak in your TV-spots. That would it easier make to communicate withanother in this our land.

I hope, that I served you therewith  
and remain with friendly greetings