

Martin Doering
... (Straße) ...
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Firma
Maggi GmbH
Lyoner Straße 23

60528 Frankfurt / Main

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Sehr geehrte Frau Maggi, sehr geehrter Herr Maggi,
very honored Mrs. Maggi, very honored Mr. Maggi,

I write you on English, because I saw you on TV, as I newly watched far. At the end of the spot you say „die neuen feel good Suppen von Maggi“ and „cook with friends“. So I think, that you perhaps like the English more than the German speech. Fortunalety I learned a lot of English in school, so I understood, what you mean and I can backwrite you on English.

Tofirst I must say, that I am a huge Maggi-fan. Already my mother and my greatmother used your products and I find them very good too. I can me no kitchen without Maggi be-forestand. In the tradition of Jürgen Sprenzinger who wrote you some years ago, I thought, it can nothing damage, to write you again. The ground therefor is the following:

I really want to feel good (who want's that not?), but a soup is the last, where I would come upon when I think about feeling good (outer, when I am nearly frozen in the coldness of the winter). So I ask me, what a soup has to do therewith. There fall me a lot of other things in, that I would do to „ feel good“ – to byplay going on a public festival, in the cinema or hear good music (and naturally other things, that I must not describe here). When I think about music, there falls me Dr. Feelgood in, a band out the late 70's, that played music, that is all other than good for the feeling (outer you want to jump from a bridge or a highhouse).

So your advertising can wake also bad associations, and I believe, this is not the intended effect. But this is only the one ground, why I write you. The other is the following: I ask me, why a lot of german firms make advertising slogans in English. Bethink you: Not all our withburgers are the English tongue powerful. Especially older people haven't had English in school, so they can't understand, what you mean with „feel good“. Maybe they hear „vill gutt“ and mean, this is a spot for our Turkish landsman („is' vill gutt, weissu, hab' isch voll konkret krass ausprobiert...“) – everyfalls it can go after behind loose. And that would be a pity, because you have so many money therefor outgiven. And what me concearns: Always when I hear English in the German TV, all my hairs stand me to mountain, and that is no nice onlook, say I you!

So what I would like to ask you is, if you can futurely only German speak in your advertising. Then would *all* people in this our land forestand your spots and we all would better out-look. Outerthem you would make many more aroundsentence, and this is what I really wish you, because you have earned it!

With friendly and good-feelingly greetings