

Martin Doering  
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O<sub>2</sub> Germany GmbH & Co. OHG  
Marketing  
Georg Brauchle Ring 23-25  
  
80992 München

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Sehr geehrte Damen und Herren,  
very honored Ladies and Misters,

since some time you always say in your advertising: „O<sub>2</sub> can do“. This is English, and so I write you back on English. Luckywise I learned many English in school, so I can oversit it into German and understand what you mean. That hots: I *should* understand what you want to say me. But this is not the fall, and thatways I write you this letter, because I understand only railway station.

When you say, you „can do“, I miss an explanation *what* you can do. So I ask me and you, *what* you can do. Or mean you, that you can do *everything*? But I don't believe, that you can do everything, because you are a mobile phone company and you are not an egg-laying wool-milk-pig. Everythings have you made a big deal with „the emperor“ Mr. Basinbuilder, who formerly made advertising for E-Plus and speaks now for O<sub>2</sub>. How did you do it? First he was „free & easy“, now he „loops up his life“. And this is my next point, I don't understand: Why should I loop up my life? My life goes so far whole good and I don't want to live it in a loop. Muchlight I come then in an endless-loop and there is no task-manager to stop it... No, it is me safer, when I don't loop up my life – nothing for ungood!

Betraintaking on your advertising I must say you, that I find it not good, what midlerwhile many firms do when they speak English like „professional haircare for you“, „come in and find out“, „the future, together, now“ or if they are just „connecting people“ or „can do“ (whatever). Always when I hear these spots, my hair stands me to mountain and I ask me, what all the people do, who aren't the English tongue powerful. Much older people learned namely no English in school, so they can't understand, what you mean. And I ask me, why you so many money outgive for advertising, that much people can't understand, and even if they (as I) can understand English, it remains open, *what* you can do and why they should loop up their life. Nevertheless I think, in Germany we should speak German toanother. That would it easier make for all to communicate, and you as a communication company should walk with good example in front.

I hope, you can bring light into my darkness of questions and explain me the behindgrounds of your doing.

With friendly greetings