

S3 Projekt: Für britische Produkte auf Deutsch Werbung machen

Thema: Britische Woche bei LIDL

You are working for the German supermarket chain LIDL. They send you to Germany on business to support the Britische Woche campaign. In a team of three, you have the following tasks to solve:

1. Identify British food products which would sell well in LIDL supermarkets in Germany and Austria.
Develop a short description for each product in German.
2. Design a flyer (A4) displaying the products and prices in Euros.
3. Present the flyer and your marketing strategies to the General Manager in German.

