

# APFELSCHORLE

## Task

Work in a team. Imagine you work for an advertising agency and your task is to promote a new German product on the US market: *Apfelschorle*.

During the next 15 minutes your team needs to invent a name for the product, come up with a **slogan**, and design a **poster**. Have a look at the words and descriptions that are used in German advertisements. You don't need to use and translate them all, they are simply to give you some inspiration.

You can use an online dictionary, such as <https://dict.leo.org/german-english/> to find suitable translations.



You will have to present your advertising to your class.  
Each presentation is rated and there is a prize for the best one!





## REFLECTION SHEET

### 1. GERMAN LANGUAGE

What have you learned today? Write down the words and chunks from today's session in your personal word bank. **My word bank:**

### 2. GERMAN LANGUAGE

What have you learned today about the German language? Was there anything that surprised you?

### 3. INTERCULTURAL LEARNING

What have you learned today about the German-speaking world – about culture, people, about differences and similarities to your own country and culture, etc.?

What surprised you most and why?

### 4. INTERCULTURAL LEARNING

What are you curious about now? What else would you like to know about the German-speaking world? Write down questions that you have.