



# THE STORY OF LIDL BEAR

## VIDEO TRANSCRIPT

Father

Aw my jumper. I've shrunk it.

**We never intended to create a Christmas Character. It just happened. And one big Christmas shop later a star was born.**

Security Guard

It's some sort of Lidl bear

TV Producer

Okay Lidl Bear. Happy. Surprised. Overjoyed.

**Suddenly its furry face was everywhere.**

Interviewer

What are you wearing Lidl bear?

Music Producer

Sing it Lidl Bear.

**But fame can get in the way of what really matters.**

Fan

Lidl Bear you've changed.

**A little girl missed her bear.**

Daughter

Come home Bear. Come home Bear. Come home Bear.

**Christmas Day came with everything she could wish for. Even a little Lidl Bear. Big hug, tasty food, narrative complete. Now that's a Christmas you can believe in.**

Copyright © 2023 Accenture  
All rights reserved.