

Copenhagen April 29, 2015

USCIS

Vermont Service Center

75 Lower Welden Street

St. Albans, VT 05479

Dear Sir/Madam:

I am currently the Market Activation Manager for Coca-Cola (Denmark) and previously served as the Brand Manager for The Carlsberg Group, where I collaborated with Trine Keller-Andreasen on marketing projects for Tuborg and Tuborg Gold. I have spent my lengthy career in the marketing industry and therefore I am keenly aware of who is leading the pack and significantly contributing to the advancement of ideas in this field. Trine Keller-Andreasen is one such person. I am happy to write a letter of support on behalf of her visa application to the Immigration Service, as she is one of the most skilled and innovative marketing and branding directors I know.

Trine has developed an international reputation as a progressive thinker with an inspiring sense of aesthetics. In particular, she is renowned for her complete understanding of the growing importance of social media channels in maximizing marketing opportunities. I witnessed Trine's leadership firsthand when we worked together on several exceptionally successful marketing projects for Tuborg and Tuborg Gold, one of Denmark's premier brewing companies. This includes her work developing image adverts for Tuborg Gold, which were incorporated into widespread media campaigns, as well as creating one of the best performing Facebook sites in the domestic beer industry. She also helped oversee the creation of Tuborg Gold store and the creation of our Tuborg Gold mix tape with leading rappers, designed to promote the brand in the urban market. Tuborg Gold received a lot of buzz in the industry for these projects—it was a huge success and of course Trine was behind it all. In fact, the campaign Trine led for Tuborg Gold resulted in tremendous financial success for the brand, ensuring a steady growth of sales over six years, the only beer brand under the Carlsberg Denmark umbrella to achieve such a feat.

In addition, I am also well aware of her award winning work on the #HappyBeerTime campaign, which was such a resounding success that it received numerous industry awards, including two Bronze Lovie Awards, 1 Cannes Lions Shortlist, 2 Gold Creative Circle Awards, and 2 Danish Internet Awards. These represent some of the top awards given in the international marketing and advertising industries, and I can confirm that Trine's leadership of this campaign was absolutely critical to the receipt of these awards.

Trine is among the few people I know who are interested in ideas anchored on real and sound consumer insights. She has shown a special instinct for reaching the very essence of a brand and translating that into marketing and branding campaigns that elevate the brand to the highest level. Hence, she is able to harness creative strategies that encompass all of her clients' criteria, complementing the company ethos in the process. This overall artistic vision is critical to the successful inception and execution of branding and marketing ideas.