

April 28, 2015

USCIS  
Vermont Service Center  
75 Lower Welden Street  
St. Albans, VT 05479-0001

Dear Sir/Madam:

I am the Client Service Director at Isobar, a global full service digital agency. With a team of 4,000 working in 70 locations across 43 markets, Isobar combines creative, strategic, technology and brand commerce expertise to deliver positive business transformation for brands including Adidas, Coca-Cola, Huawei, Google, Enterprise, Kellogg's and P&G. My career spans nearly twenty years and throughout that time I have seen who in the marketing industry has become a leader, who is making waves in the industry, and who is respected in the field. Without a doubt, Trine Keller-Andreasen is all of those things and more. I could not recommend anyone more highly for a visa based on extraordinary ability. She is truly a marketing and branding guru.

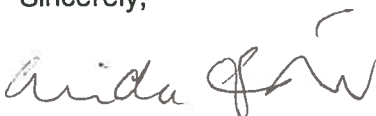
Speaking from experience, Trine's preeminence in her occupation can be clearly measured by her results. I first met Trine when I was the Brand Manager for Somersby Cider, a premium cider developed by Danish brewing company Carlsberg Group. Somersby Cider was an incredibly important product launch for Carlsberg and we could only rely on the top talent in the marketing industry for such an important project. From the minute we began working together for Somersby Cider, I knew that we had a perfect collaborator in Trine. Indeed, she played a leading and critical role in several crucial aspects of the product launch, including developing the public relations strategy, selecting strategic partners, negotiating media deals, and devising a wide range of promotional events.

The results were absolutely fantastic. Not only was the campaign globally recognized with a prestigious IPA (Institute of Practitioners in Advertising) Advertising Effectiveness Award Grand Prix in 2009, but it was so successful that Carlsberg requested that Trine and her team create the launch manual for all future markets Somersby Cider was set to enter, which today consists of more than 40 countries, including the US and UK.

In light of the crucial role a marketing and branding director plays in the overall prosperity and prestige of any successful business, companies have not only a desire, but also a responsibility to hire only the most talented and innovative candidates to take on this challenging position. Marketing and branding directors are responsible for developing striking brand identities, implementing creative strategies, and keeping projects on track from beginning to end. For many, this is a daunting task, but Trine manages to make it look easy due to her excellent training and extensive experience in the field, during which she has led campaigns for such esteemed companies as The Lego Group, Samsung, Schweppes, Burn Energy Drink, Budweiser, Telia, Mondelez/Kraft, and many more.

Trine is the consummate professional with a dedication and attention to detail that is quite invaluable. She is relied upon to spark consumer interest using her unique creative process to form the overall public perception of a brand. She has never failed to deliver stunning results. It is this special ability for which Trine is treasured that explains why top companies constantly seek out her expertise.

Sincerely,

A handwritten signature in black ink, appearing to read "Linda Frøkjær".

Linda Frøkjær  
Client Service Director