

Brussels, January 29th, 2007

To Whom It May Concern:

Beginning in 2002, Mei-Yin Teo worked as a copywriter for Dentsu BLD Group on different clients writing headlines and body copy for ads, brochures, leaflets, presentations and content for websites. Many of these projects were integrated campaigns based on a strategy developed by the agency.

Mei worked on the following clients for us: Bridgestone, Toyota Lexus, BT, Autodesk, Caterpillar, Bobcat and Sharp. To give you some specific examples, she has developed content for the entire Bridgestone Europe website (including F1 stories after each Grand Prix) and integrated campaigns for Autodesk, including product pages, banners, promo boxes and promo pages.

Mei has proven her ability to adapt her writing style to meet different client needs and various audiences and never missed a deadline. She is very flexible and dependable, resulting in projects that were greatly appreciated by our clients.

It was a joy to work with Mei and I would be happy to give her a reference and discuss her skills and competences. Feel free to call me at + 32 2 543 39 18.



Vincent Brassinne,  
Account Manager  
Dentsu Brussels.