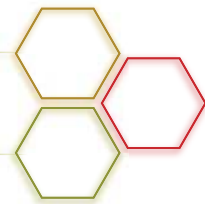


Travelogue



Lea-Ann W. Berst – US Marketing

New Expertus Team Member Followed Olympic Torch Relay around the Globe

For many people, the Olympic Games are synonymous with passion, pride, athleticism and inspiration. The same could be applied to the marketing campaign that Lea-Ann W. Berst crafted during the 2008 torch relay that leads up to the Olympic Games.

Lea-Ann recently returned to Raleigh, N.C., after living with her family in Beijing, China. Her husband, David, accepted an assignment there with computer manufacturer Lenovo, leaving Lea-Ann to accept freelance work; helping a Chinese company take advantage of their Olympic TOP sponsorship. The job would prove to be the most challenging and fulfilling of Lea-Ann's career.

"It was a day-and-night effort, conference calls around the clock," Lea-Ann said. "The relay and the Olympic celebration that goes with it made it an unparalleled opportunity for brand building. Each stop featured the relay with runners, a parade and a city celebration," shared Lea-Ann. TOP sponsors were allowed to assemble a team of six runners to move the flame on the ground through 21 countries, many of which Lea-Ann visited. "I went to every continent but Antarctica," she said. "I'm not the same person I



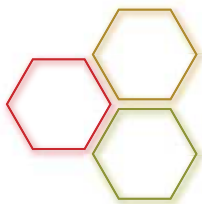
LeaBerstTorch

was. It was an incredible experience." Crossing international lines presented numerous challenges. Each country had cultural standards to maintain and each city, different ordinances that at times were prohibitive. "We prepared a major marketing effort for 17 of the 21 countries," Lea-Ann said. "Before, during and after the relay – what we did during each time period had significant importance to the brand-building effort. And culture played a role. We had to tweak the campaigns to adhere to cultural differences." For instance a parade float that featured



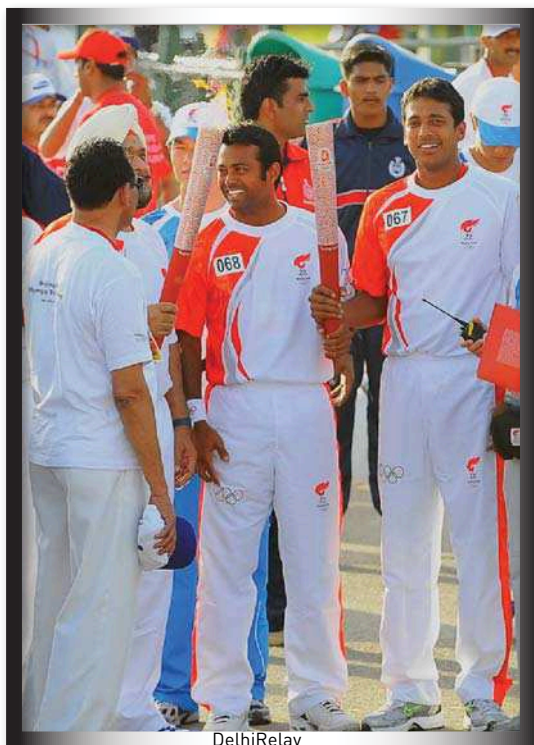
FlamePlane

InsideFlamePlane



dancers in daring outfits worked in Russia, but didn't go over well in a place like India. A major highlight for Lea-Ann was riding in the "Flame Plane," which transports the Olympic torch fire. "Sometimes I traveled on commercial airlines and sometimes I traveled on the official plane; where members of the Olympic Committee and choice members of the media traveled from country to country. I sat with the Chinese paramilitary and other Relay sponsors. We kept conversation limited, but honestly – we were too tired to talk! Traveling around the world in 5 weeks was exhausting!"

The years overseas also provided a unique experience for her family. Two of her four children graduated from high school in China, where international schools educate English-speaking students. "It was the smartest thing we've ever done," Lea-Ann said of the decision to live in China. "We saw the world; we traveled all over Asia with the kids." The family explored jungles, cities,



DelhiRelay



LeaTeachingInIndonesia

small villages, religious temples, and even Disneyland in Hong Kong. Lea-Ann filled her spare time by volunteering at a local orphanage for unwanted children with medical issues. "That has got to be the most rewarding experience in my entire life," shared Lea-Ann. "Getting a year old baby to laugh for the first time is the best thing I have ever done."

And as she reflects on her recent experience, the cravings for exploration are only stronger. "I need to get out there again because there's so much more I need to see and experience," Lea-Ann said. "This just made my appetite bigger."

About Lea-Ann W. Berst: Lea-Ann is a marketing professional with extensive experience in planning and executing integrated regional and global marketing strategy and campaigns.