



LEA MARKETING CO. LTD.

Intuition, Energy and Involvement

Director ANDREE LEE's multidisciplinary background factors heavily in her company's commercial and social work.

Andree Lee was on the Dean's Honours List when she attained her master's degree in Corporate Communications at the Chinese University of Hong Kong, School of Journalism and Communication. Endowed with a varied set of skills and interests, she went on to acquire a number of diplomas and professional qualifications in several artistic pursuits. Her time on the field has earned her extensive experience in editing, training, public relations, marketing and business development.

A writer and artist, she has edited and authored some 10 books for children's language learning, and personally drew illustrations for some of her works, *100 Must-learn English Words (1-3)*. These and many activities were Andree's pre-occupations prior to establishing her company, a notion that only took shape at the onset of fatigue and sickness. Originally conceiving the launch of a T-shirt line, she designed the look, label and logo of what instead became Lea Marketing Co. Ltd.

Proactive Response

Andree's voluminous portfolio of early work had attracted a number of small to medium-sized clients, who commissioned her services for their promotions, fueling the need to grow her company quickly. "We changed from a 1-person firm to 5-person team with well-trained part-time staff in two years. In between, we have done many different kinds of online projects and through the line projects."

Meeting increased demand required organizational restructuring. In February 2015, it transferred all PR and events business to Lea Public Relations Ltd., now a subsidiary of On Stage Events & Communications Ltd. "This division will continue to serve our clients with the same focus – maximizing return on



marketing investment through strategic PR and event production. Lea Marketing will focus more on product development, wedding planning, art, and charity."

Provident Passion

Charity work is central in Andree's organization. She founded the *Lea is Me Love Education Fund*, which produces limited edition merchandise based on her serialized comic daily *Lea is Me*. Proceeds are donated to the registered Hong Kong charity U-Hearts, dedicated to helping improve education in Mainland China as well as uplifting the local community's needy.

Its services include subsidizing school reconstruction projects in remote areas in China to create appropriate learning environments, supporting poor students in continuing studies, and providing more teaching materials. In Yunnan, it has successfully rebuilt a primary school of 400 students, and set up three Lea is Me Love Education Fund Libraries in 2014. The charity has helped numerous students and families in Lincang Shuangjiang County, Guangdong Huaiji County, Yihuang County, Jiangxi Province and poor areas in Guangxi.

Creative Generosity

In May 2013, Andree worked in collaboration with Hong Kong Swiss Art Studio to jointly organize a small-scale *Lea is Me* Charity Exhibition, which for the first time adopted art as the main theme. From 2014 to 2015, she continued to join hands with different commercial and beneficiary organizations like Swiss Privilege Club in Hong Kong in working out different beneficiary endeavours. Meanwhile, she jointly organized the *Hand in Hand, Step by Step* Charity Exhibition and Parent-child Drawing Workshop with a number of local artists.

Besides client satisfaction and charitable action, Andree also looks toward building a stable growth and training platform for her staff. The busy entrepreneur wishes she had 72 hours in a day, to capitalize on opportunities and further improve her company. For now, recognition of her many achievements still comes as a pleasant surprise.

"It is an honor to be recognized for a most valuable service in Hong Kong by such a great and renowned publisher! Thank you for this great encouragement and support! We shall share this great honor with Lea PR Ltd., in continuing our 'can do' spirit and passion. We are not the best, the strongest, nor the biggest at the moment, but we have the dedication to grow even stronger and better. We will always improve!" ■

For additional information please visit www.leaisme.com

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