

@storiediordinariacucina

www.storiediordinariacucina.it

Food and Travel Blog

MEDIA KIT

Daniela Compassi





ABOUT

Daniela Compassi

Journalist, teacher, food and travel blogger

Storie di ordinaria cucina was born in 2014 from a passion for good quality food, travel and writing. The goal is to make people falling in love with places, traditions and cuisine from Italy and the world. I'm able to do this thanks to the skills acquired in 12 years working as a communication consultant, teacher and consultant for brands, hotels and tourism offices with which I share values and philosophy.

TUTTI I SAPORI DEL MONDO

My project; a journey to discover cuisines, ingredients, places and traditions

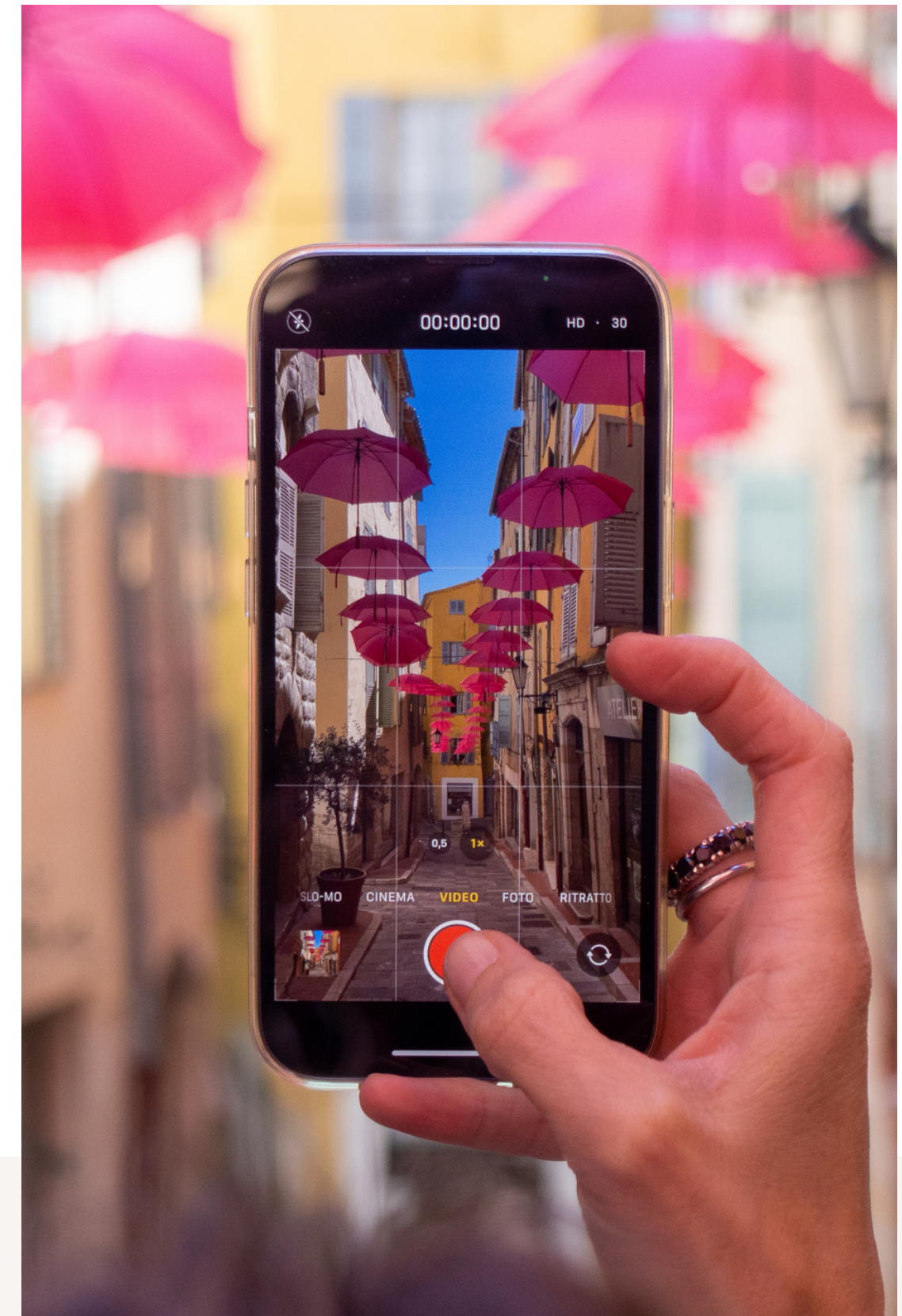
Tutti i sapori del mondo (all the flavors of the world) was born in full lockdown from the need and desire to make people dreaming about countries, stories and culture through food and recipes from all over the globe. From the collaboration with KitchenAid 24 recipes were born, 12 Instagram reels and 2 E-Books. Today is an independent, recognized format and constantly growing.



BLOG E SOCIAL

Extensive in-depth articles along with photos that are authentic, curated that tell a story

I believe in kind and never shouted communication, the power of food that unites, in enriching journeys and sharing. I write each article with professionalism and passion in a way that it is useful and interesting for those who read it, but also for the brands and structures that rely on me to promote and tell their stories. The same attention is dedicated to storytelling through photographs and texts on my social channels.



AUDIENCE REACH

BLOG

+ 7500
VIEW/MONTH

+ 260
SUBSCRIBED TO
THE SUBSTACK'S
NEWSLETTER

INSTAGRAM

+ 12.400
FOLLOWERS

+ 60.000
IMPRESSION/MONTH

+ 1000
INTERACTIONS/MONTH

FACEBOOK

+ 1200
FOLLOWERS

+ 950
IMPRESSION/MONTH

+ 300
INTERACTIONS/MONTH

MY SERVICES

I collaborate with brands, tourism offices and hotels to create strategic communication and to promote contents through well-written texts and evocative images by following principles of consistency and transparency. This makes me credible and allows me to receive trust both from my audience, an attentive and curious niche, and from companies that choose to entrust their story to my professionalism and experience..

What can I do for you

- CONTENT CREATION
- WEB ARTICLES
- BRAND PARTNERSHIP
- BRAND AMBASSADOR
- FOOD AND TRAVEL STORYTELLING
- CREATING RECIPES
- PARTICIPATE IN PRESS TOURS
- DEVELOPED AD HOC COMMUNICATION PROJECTS

EXAMPLES OF COLLABORATIONS WHIT BRANDS

FOOD: KITCHENAID, MULINO BIANCO, TRE MARIE, PESTO TIGULLIO, PASTA GAROFALO, RIGONI DI ASIAGO, NESTLÈ, DELICIOUS, SALUMI PASINI, MELA VAL VENOSTA, BANCO FRESCO, MAPLEFARM, TASSONI, ALPRO, PERONI

LIFESTYLE: BOIRON, DEMAK UP, BIODERMA, MRS. MEYER'S CLEAN DAY, SOLVAY, ESI

PUBLISHING: IL CUCCHIAIO D'ARGENTO, LINKISTA GASTRONOMIKA, GLAMOUR

TRAVEL: AUBERGE DU BON LABOUREUR - CHENONCEAUX VALLE DELLA LOIRA, HOTEL BEETHOVEN - VIENNA, BGOOD MILANO, BOTTEGA LUCIA MILANO,



FOOD: SOCIAL CAMPAIGN FOR PESTO TIGULLIO

Photographs and texts, Instagram stories, Instagram reels and blog posts

After participating in the Pesto Tigullio event live with Instagram stories, I created an ad hoc recipe for the brand in reel format on my Instagram profile and as an in-depth post on my blog.

[READ HERE THE POST BLOG](#)

[WATCH THE RECIPE REEL HERE](#)



TRAVEL: SOCIAL CAMPAIGN FOR HOTEL BEETHOVEN

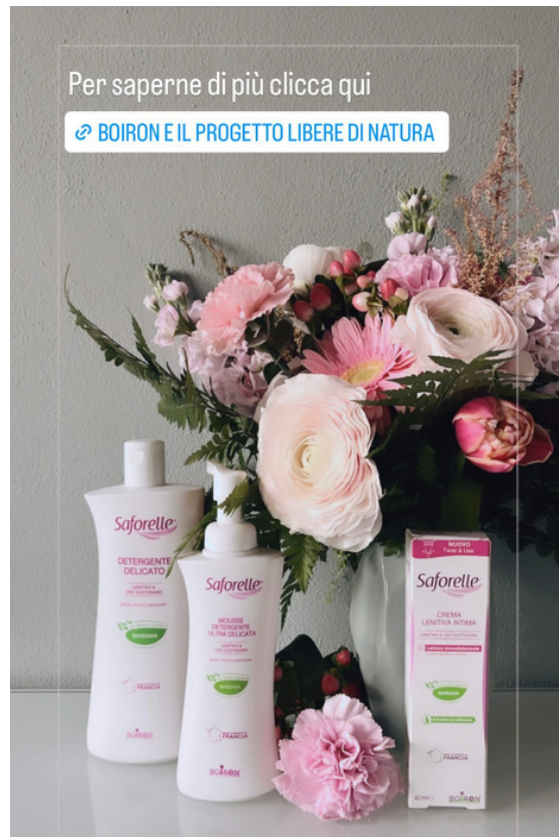
Photographs and texts, Instagram stories, Instagram reels and blog post

With the precious collaboration of the press office and the owner, I was able to stay, discover and tell the story of this Boutique Hotel and the gastronomic traditions of Vienna in a new and personal way.

[READ HERE THE POST BLOG](#)

[WATCH THE HOTEL REEL HERE](#)

[SEE FEATURED STORIES HERE - VIENNA](#)



LIFESTYLE: SOCIAL CAMPAIGN FOR BOIRON

Press conferences, blog tours, Instagram stories and Instagram posts

I have been collaborating with Boiron for many years by taking part in press conferences and launch events for initiatives and products, which I carefully document through Instagram stories and posts. In June 2022 I was invited to join the blog tour at the headquarter in Lyon.

[WATCH THE REEL OF THE BLOG TOUR IN LYON HERE](#)

[SEE THE DERMOPLASMINE POST HERE](#)

CONTACTS

To get to know each other, to get more informations and to understand together which projects to work on

Daniela Compassi
Via Quinto Orazio Flacco, 20
Busto Arsizio (VA)

daniela@storiediordinariacucina.it

Tel. +39.340.0751865

www.storiediordinariacucina.it

[@storiediordinariacucina](https://www.instagram.com/storiediordinariacucina)

