

# STEFANO MALACHI



## MEDIA KIT

Stefano Malachi promotes quality of lifestyle to connect a global community of luxury traveller, food enthusiast and fashion lover from Europe, USA and Asia. Since 2012, his social media has been attracted more than 50,000 followers.

### COLLABORATION OPPORTUNITIES

# GIFTED	<i>Instagram Post</i>
	<i>Instagram Story</i>
	<i>Instagram Video</i>
	<i>Instagram Highlight</i>

He has travelled to 28 countries, experienced their local culture & gastronomy. Since he has reviewed lots of luxury hotel, he is mentioned as top 1% on Trip Advisor. In addition, his Instagram engagement rate is more than 4%.

### PARTNERSHIP RATES

£ 200.00	<i>Insta Campaign</i>
£ 350.00	<i>Instagram Contest</i>
£ 500.00	<i>Ambassadorship</i>
BESPOKE	<i>Tailored / Contract</i>

### WE'VE WORKED WITH



50k+

@STEFANOMALACHI



62k+

ENGAGEMENTS



## #MalachiXHutong

Hutong in partnership Stefano Malachi #MalachiXHutong campaign aims to build strong brand awareness among potential visitors in the UK to visit Hutong at The Shard. The curated content on Instagram Contest becomes a visual inspiration for the potential diners to participate in the contest and win the giveaways to experience Hutong.

Photo

stefanomalachi  
The Shard - Hutong

More than 400 comments that participated

Liked by sophiebrozek and 2,650 others

View Insights Promote

400x

With 6% engagement rate on the main post alone

35k

Total 8 posts generates 35,000 impressions

### STORY

#### A Luxury Dining Experience at Hutong

Stefano Malachi is invited for a luxury dining experience at Hutong The Shard to taste the Northern Chinese Cuisine in regards to Chinese New Year Limited Time; including nine different menu and two cocktails.

### GOAL

#### Reaching Broader Audiences

The main goal of this campaign is to reach out future visitors from all over the world, especially foodies to let them know that Hutong The Shard offers a luxury dining experience while visiting London. Hutong itself wants to increase awareness especially during this 2019 - Year of Pig - Chinese New Year Season.

### SOLUTION

#### Instagram Contest

Hutong in partnership with Stefano Malachi hosted an intagram contest with giveaways as the prize. The prize is a dining experiene for the winner plus one who's tagged along in the comment. With the limited Chinese New Year Menu, Hutong wants to celebrate with everyone, which Stefano Malachi helps portray on his Instagram Post, Highlight & Story.

Photo

stefanomalachi Liked by sophiebrozek and 2,650 others

Competition ended congrats to @miatwittet — It's #Weekend #Giveaway time! Fancy dining at an award-winning restaurant with the beautiful view at @theshardlondon YES! To enter:

- Follow @hutongshard @stefanomalachi
- Comment & Tag someone you'd share the #prize both will have to follow @hutongshard @stefanomalachi

Every new person tagged counts as a new entry Enter as many times as you like! The more you enter, the higher chance to win! Good Luck! The prize includes:

- La Carte dinner for two
- Glass of champagne/cocktail on arrival
- Bottle of wine chosen by the sommelier
- Coffee or tea

(The prize cannot be exchanged for cash.)

Giveaway closes on the 9th February 2019 at 11PM UK Time. The voucher's redemption period is no later than 31st May 2019.

The randomly picked #winner will be announced on the 10th February 2019. The winner then has to get in touch via IG message within 2 days otherwise we will randomly pick other winner. #ad #MalachiXHutong #HutongShard

View all 424 comments

nikewikewa @baaaf459

charlottefarrey @nikewikewa

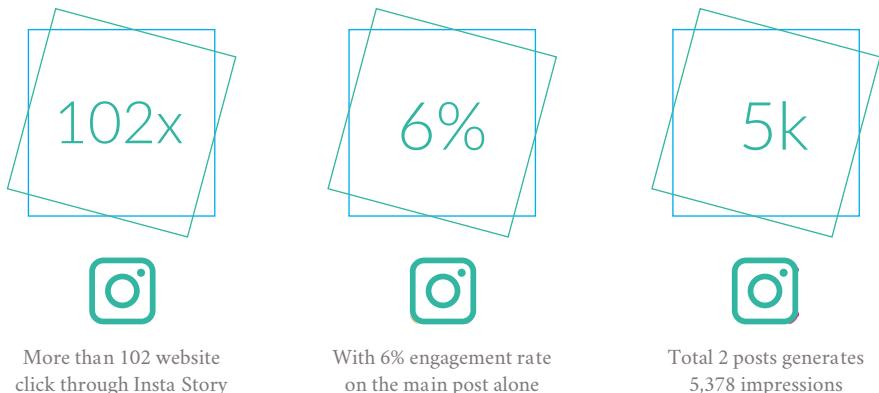
2 FEBRUARY

With Stefano Malachi's featuring Hutong The Shard post on his Social Media, the hero post generates more than 5,000 impressions. More than 1,000 instagram story views in total target audience from Europe, USA and Asia. In total with the other 8 posts, they generate more than 35,000 impressions.



## #ChangeWithTenzing

Tenzing in partnership Stefano Malachi #ChangeWithTenzing campaign aims to challenge consumers to think again about the food they eat, the exercise they do, and the lifestyle they lead. The curated content on both Instagram Post & Story to explain to audience what he has learned from Tenzing and encourage them to find out more about Tenzing.



### STORY

#### Plant-Based Diet

Stefano Malachi has been chosen to focus on one of Tenzing key pillar; plant-based diet, to promote Tenzing natural ingredients, low sugar, and low calories. Stefano Malachi then create a beautiful shot of eating a delicious plant based meal with a can of Tenzing.

### GOAL

#### Tenzing Should Be Consumed as Part of a Balanced Diet

The main goal of this campaign is to help audience to consider a number of key habits, which is a journey to enhance their well-being. From this plant-based diet that can lead to protect the environment, Tenzing also aim to increase awareness of how a small alterations to our daily routine could help protect the environment.

### SOLUTION

#### Instagram Post & Stories

Tenzing is a positive habit with energy that leads to a well-being. To deliver this, Stefano Malachi keeps the content focus on the benefits of living a healthy lifestyle. His content feels upbeat, happy, authentic and fits naturally with his normal theme and style. Stefano Malachi shares how his healthy habit in the morning with Tenzing could help seize the day.



With Stefano Malachi's featuring Tenzing on his Social Media, a single post alone generates more than 3,000 impressions. More than 1,200 instagram story views in total target audience from Europe, USA and Asia. The link that's feature on the Stories alone generates more than 100 clicks.