

# Zrinka Ferina

WRITER, JOURNALIST, EDITOR,  
PR SPECIALIST

25 years of experience in lifestyle media,  
among other as an Editor in Chief of Story  
weekly, story.hr, Story Weddings, Story  
Summer, creator and EiC of Story  
Gourmet Owner of Taste Consulting and  
PR Studio for gastronomy



# About me

- 48 years old
- Proficient in English (C2), Croatian native speaker, French B2, Italian B1
- Experienced in Wordpress, Canva, SEO, Photoshop, InDesign, Magisto, WIX
- Excellent in following client's briefs and delivering desired content
- Creative and driven
- Focused on details while having highly developed 'balcony view' skills
- Respecting deadlines is in my DNA
- Up to date with trends and market



TASTE  
**CHEF'S  
CONSULTANCY**  
EXCELLENCE

TASTE  
**BRAND  
STRATEGY**  
TALENT

TASTE  
**MEDIA  
CONSULTING**  
EXPERIENCE



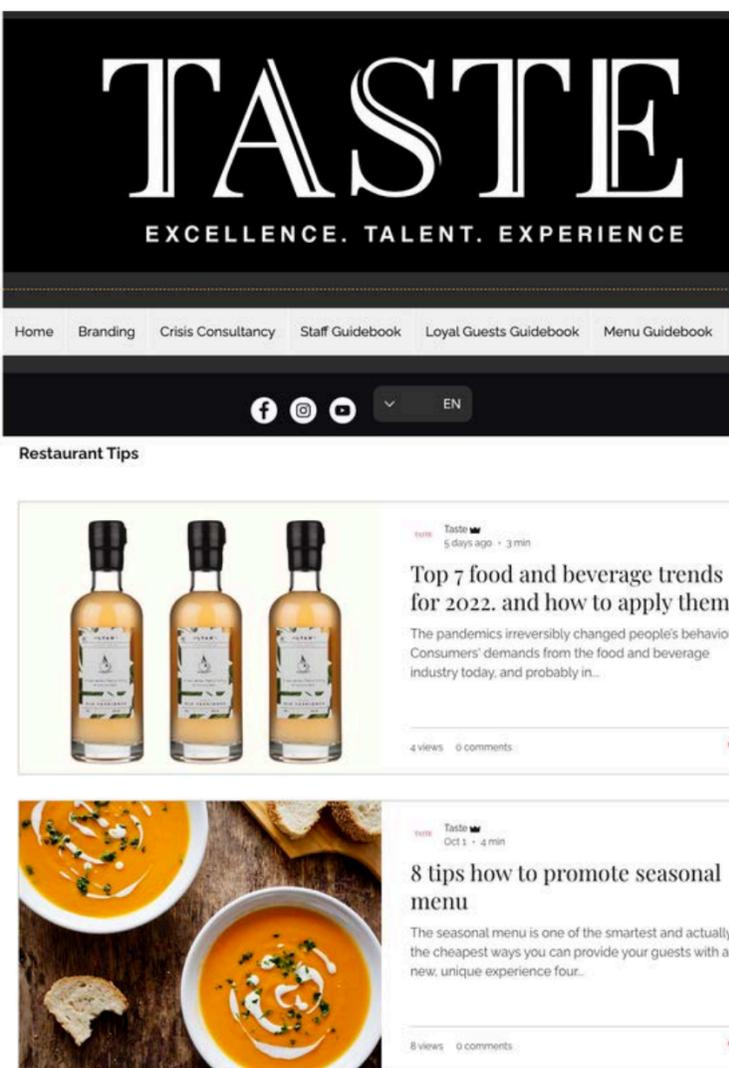
**TASTE**  
CONSULTING I PR STUDIO ZA UGOSTITELJSTVO

[www.taste-talent.com](http://www.taste-talent.com)

# Recent Work

- Branding and business consultancy
- Media consultancy, social media strategies
- PR
- Managing clients, creating content for guidebooks and blog for my Taste Consulting & PR Studio

# Taste Excellence, Talent & Experience

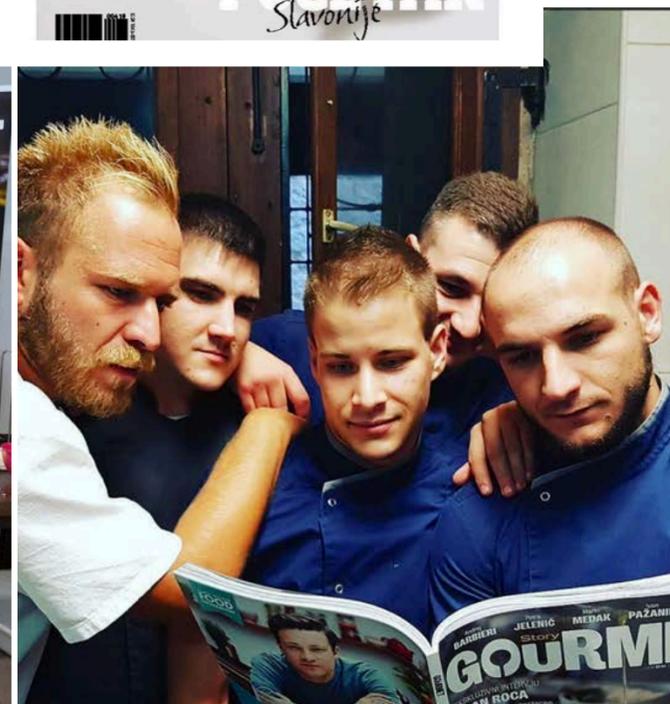


With Taste, my primary mission is to make your business successful. Among other, we offer chefs' consulting, restaurant guidebooks, marketing and media consultancy. As business management consulting firm Taste is dedicated to helping hospitality industry.

We are here to design strategies and tools for you not only to survive, but to progress and reach your desired goal.

# BRAND EVENTS

Experienced in co-creating events held by brand, managing brand awareness and representing brand in public





## PREMIUM CONTENT CREATOR

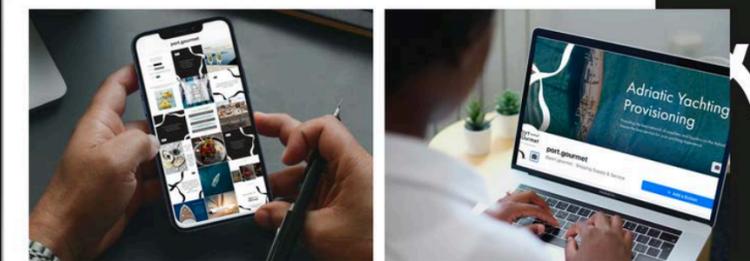
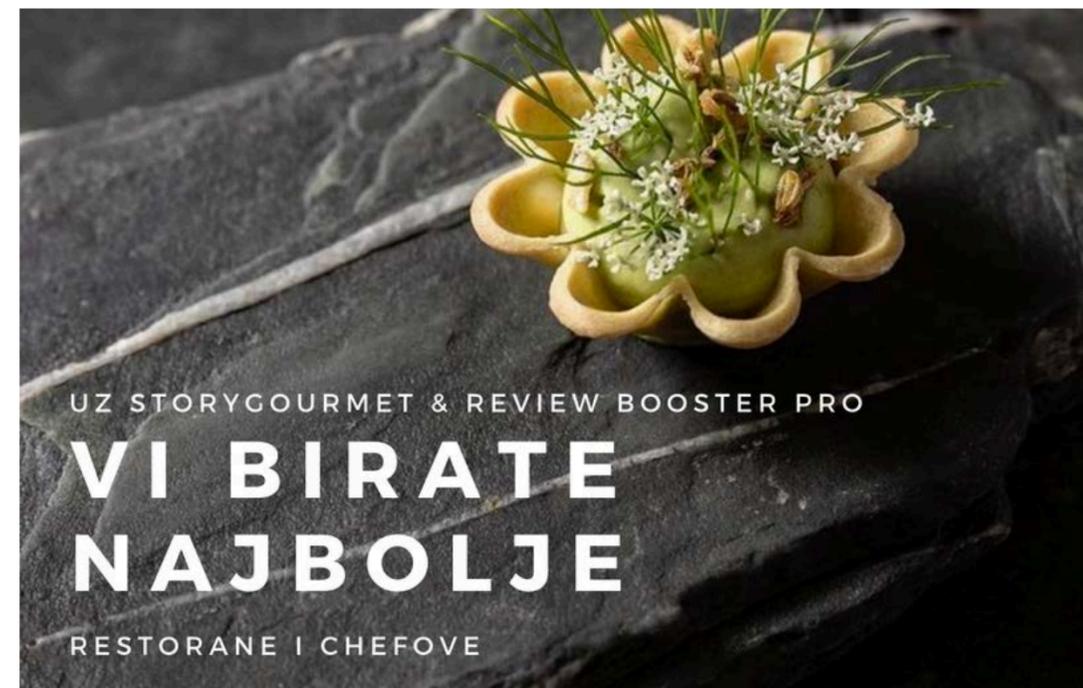
As media professional, in every assignment I strive to highest levels of quality, originality and authorship, whether it's in writing, photo usage of graphic design.





CONFERENCES  
PANNEL  
DISCUSSIONS, TV  
APPEARANCES,  
WORKSHOPS





## Instagram

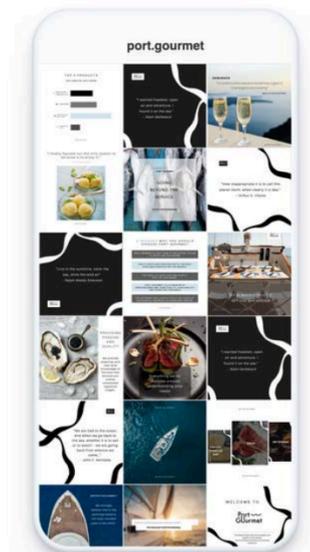
Vizualni identitet

**Boje:** crna, bijela, modra, tirkizna, beige

**Značenje:** pouzdanost, kvaliteta

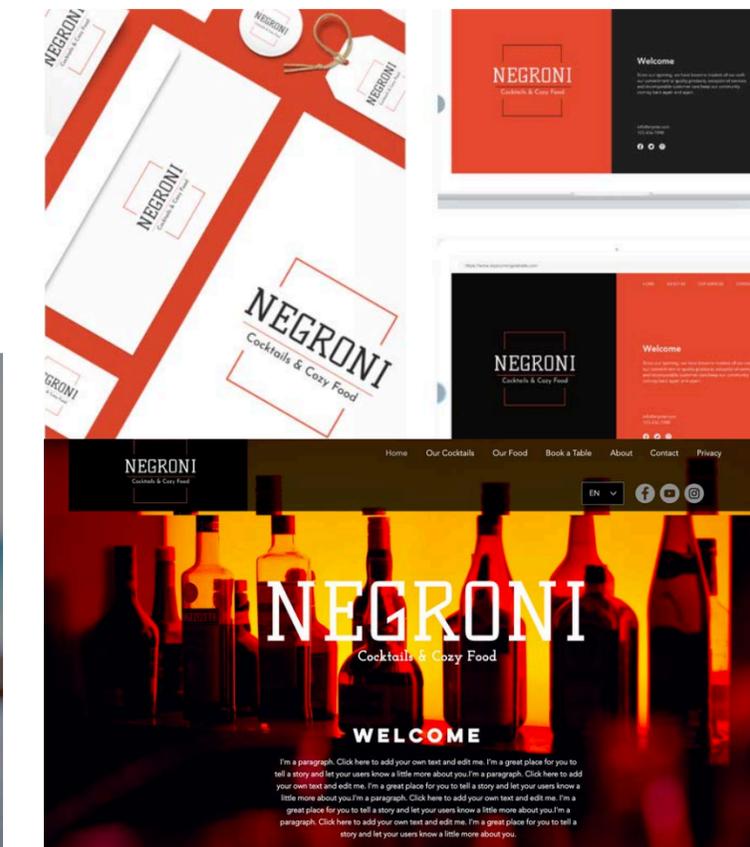
**Dojam:** Light, Elegancija, Luksuz

**Branding:** elementi loga u podlozi za quotes i logo kao branding na ponekim fotografijama



## BRAND VISION & DEVELOPMENT

As a business consultant, I developed numerous branding and marketing projects for clients: from designing logo and brand kits, to developing loyalty programs, marketing and social media strategies and events



# TASTE VODIČI

EXCELLENCE. TALENT. EXPERIENCE

4 KORAKA PRIJE PONOVRNOG OTVARANJA \* 5 KORAKA ZA OPORAVAK \* VODIČ ZA USPJEH NA DRUŠTVENIM MREŽAMA \* RESTORANSKI MENI \*

## BRAND VISION & DEVELOPMENT

As a business consultant, I developed numerous branding and marketing projects for clients: from designing logo and brand kits, to developing loyalty programs, marketing and social media strategies and events



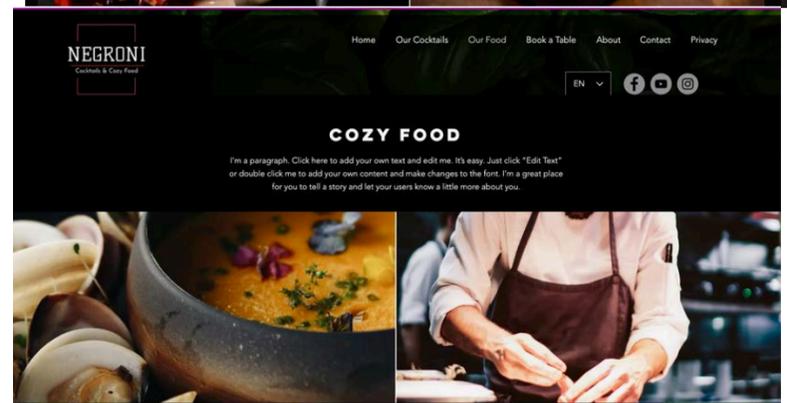
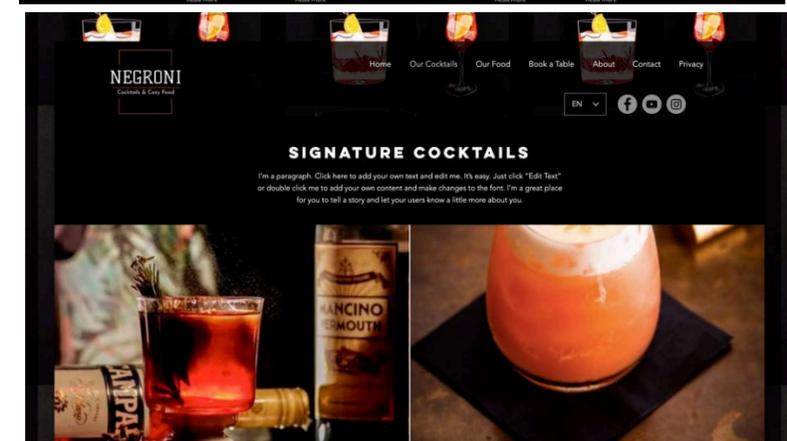
### Sadržaj

- 01 Kako do stalnog, lojalnog i idealnog gosta
- 02 5 stvari koje gosti žele - primjer milenijalaca
- 03 8 lakih poteza kako gostima dati što žele
- 04 4 koraka do iskrenog feedbacka gosta
- 05 ABECEDA odnosa s gostom



### ŠTO ZNAMO?

Znamo da stalni gosti više i češće troše, postoje i brojke koje to potvrđuju. Stalni gosti potroše u u prosjeku 67% više u našim restoranima od novih gostiju, k tome istraživanja su pokazala da nas košta 6-7 puta više pridobiti novog gosta nego što nas stoji uslužiti stalnoga. Stoga je posve logično zapitati se sljedeće: što čini našeg stalnog gosta tako lojalnim i kako možemo kultivirati više takvih?

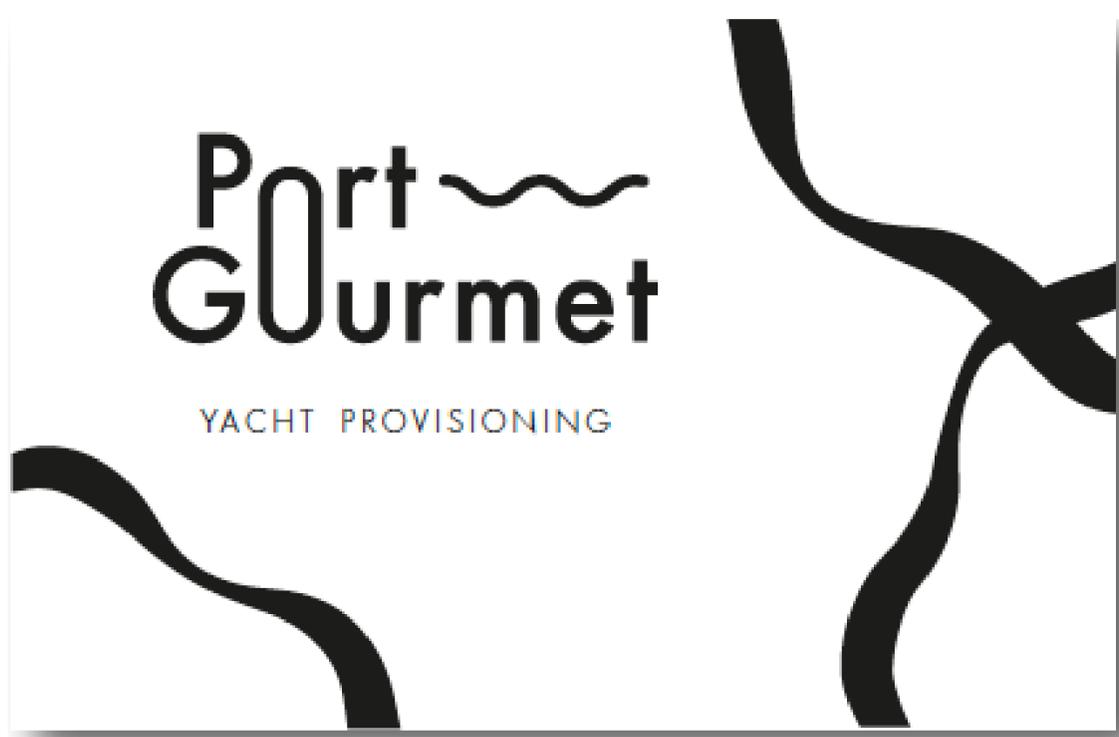




## BRAND VISION & DEVELOPMENT

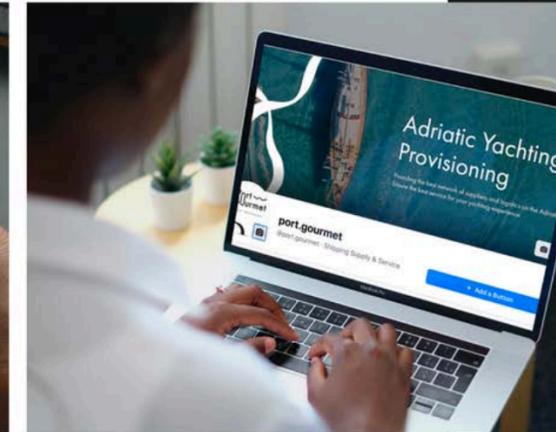
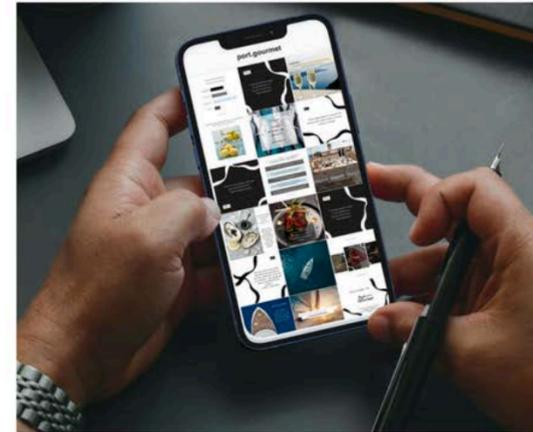
As a business consultant, I developed numerous branding and marketing projects for clients: from designing logo and brand kits, to developing loyalty programs, marketing and social media strategies and events





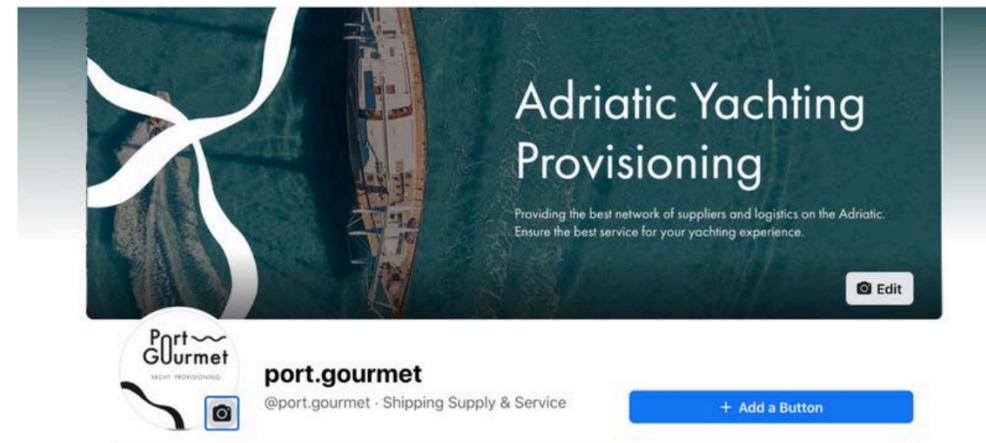
“ Content marketing is a commitment, not a campaign.

Jon Buscall



## BRAND VISION & DEVELOPMENT

As a business consultant, I developed numerous branding and marketing projects for clients: from designing logo and brand kits, to developing loyalty programs, marketing and social media strategies and events



**Facebook:** profil na FB-u vizualno prati standarde branda, no po prirodi platforme, traži raznovrsnije postove, prikladniji za izravniju komunikaciju, postove o konkretnim akcijama, FB je važan zbog izrazito učinkovitih FB Ads, kao i recenzija. Dio postova s Instagrama bi se dijelio i na FB-u, ali, dok se na IG-u mogu unaprijed planirati postovi, FB iziskuje aktualan sadržaj

## Instagram

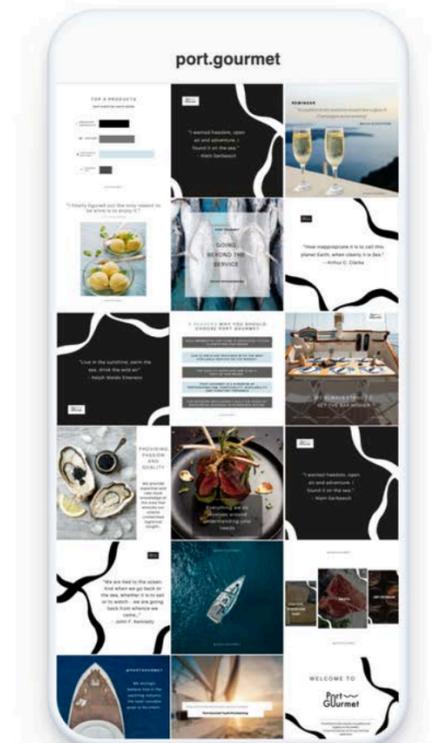
Vizualni identitet

**Boje:** crna, bijela, modra, tirkizna, beige

**Značenje:** pouzdanost, kvaliteta

**Dojam:** Light, Elegancija, Luksuz

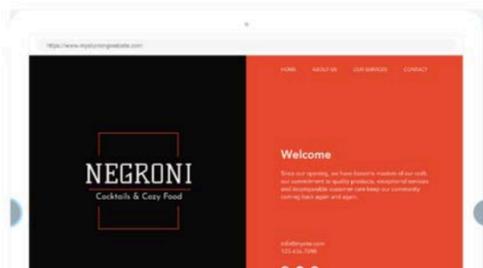
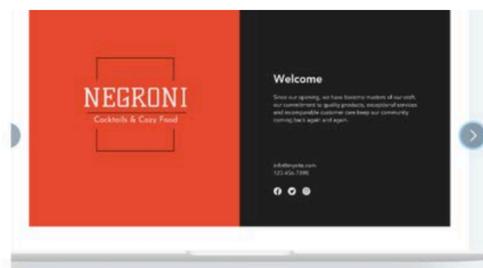
**Branding:** elementi loga u podlozi za quotes i logo kao branding na ponekim fotografijama





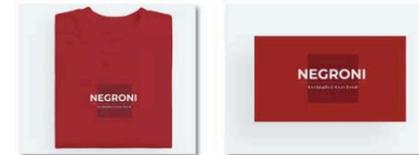
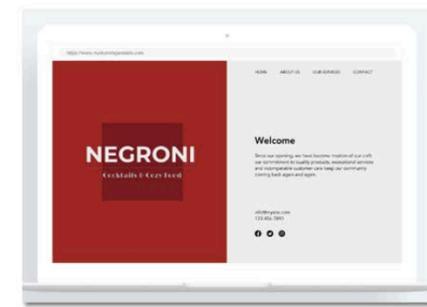
# BRAND VISION & DEVELOPMENT

Showcase of a brand vision and development project for a client Negroni - from logo design, to webiste design



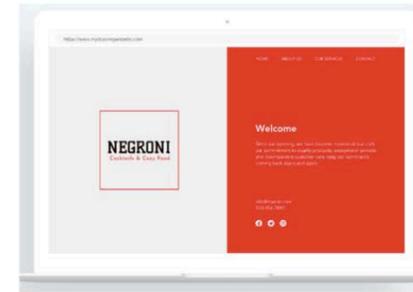
## Negroni Retro

- Glavni font stilski evocira originalni logo slavnog cocktaila, u kombinaciji sa sloganom u cinema fontu koji podsjeća na filmske plakate čini cjelinu klasike i trajne kvalitete
- Paleta boja crvena + bijela čisto, jasno komunicira, vidljiva je i pamtljiva
- Ovaj logo najjasnije priziva asocijacije sa slavim koktelom, snažan je i uočljiv, bezvremenski a opet moderan
- Tamno-crveni pravokutni okvir (koji sugerira čašu) daje dinamiku i dubinu, moderan detalj koji pritom ne narušava čistoću



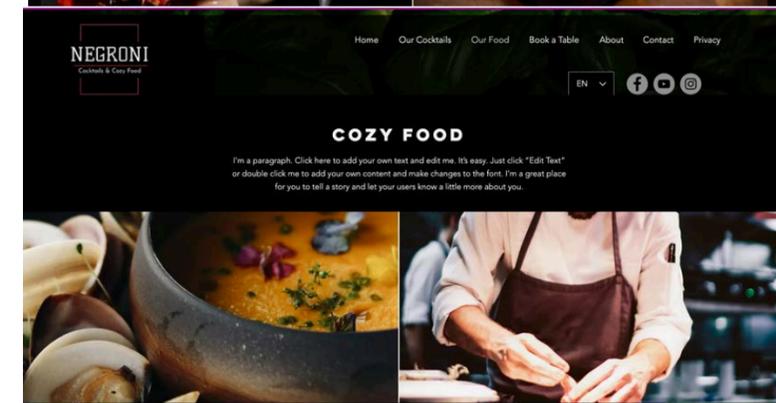
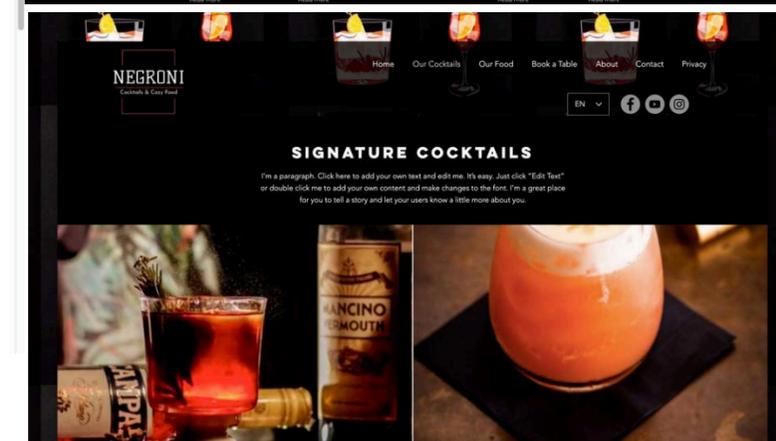
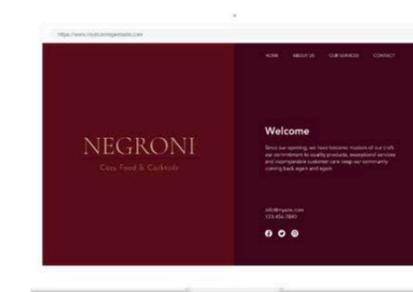
## Negroni Light

- Glavni font stilski podsjeća na art-deco stil a u kombinaciji s razigranim sloganom jasno šalje poruku spoja tradicije i modernog
- Paleta boja crno-crveno-bijela najmoćnija je vizualno, crvenu koristimo u svjetlijoj varijanti koja čak graniči sa narančastom, bojom istoimenoga koktela
- Ovaj logo jednako dobro komunicira i sa ljubiteljima klasike kao i s onima koji preferiraju moderan i opušten lifestyle
- Crveni pravokutni okvir čini ga statement logom, uočljivim, aplikabilnim, sačuvavši njegovu autentičnost



## Negroni Timeless

- Font evocira bezvremensku klasiku i eleganciju
- Paleta boja u nijansama bordo, zlatne i crne sugerira luksuz i tradiciju, te poziva na hedonizam
- Ovaj logo briše granice vremena i trendova, izgleda kao da je oduvijek tu i da će zauvijek ostati, izgleda poput dubrovačkih zidina, bogato, elegantno i ponosno





## BRAND ANALYTICS & STRATEGY

Browse several examples of Brand analytics and strategy made for different types of clients \_ music, retail and restaurant



[nava\\_pizzeria](#)



[muroskva.caffe.bar](#)



[marengo.restaurant](#)



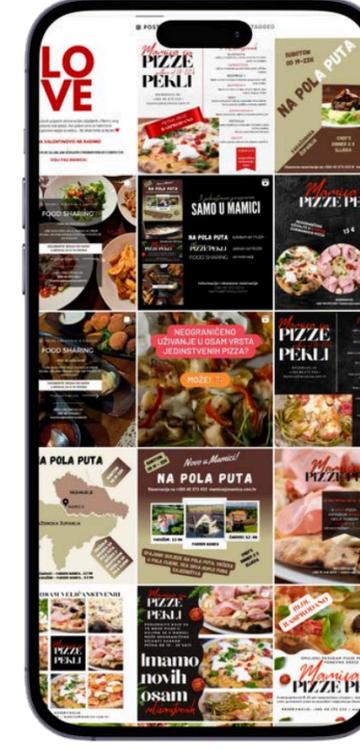
[plantpunkfood](#)



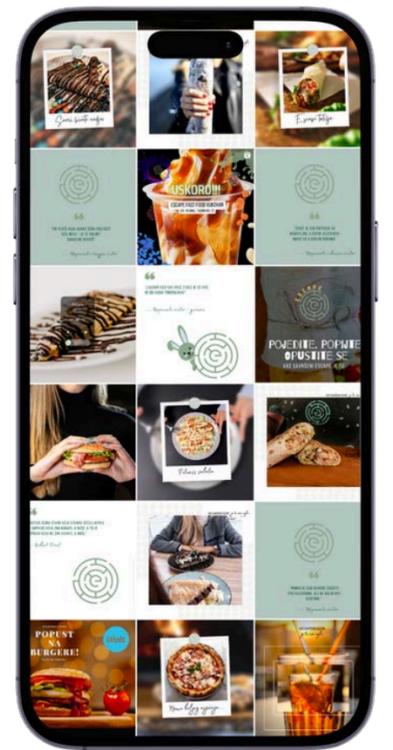
[astronaut.hr](#)



[pansion\\_mamica](#)



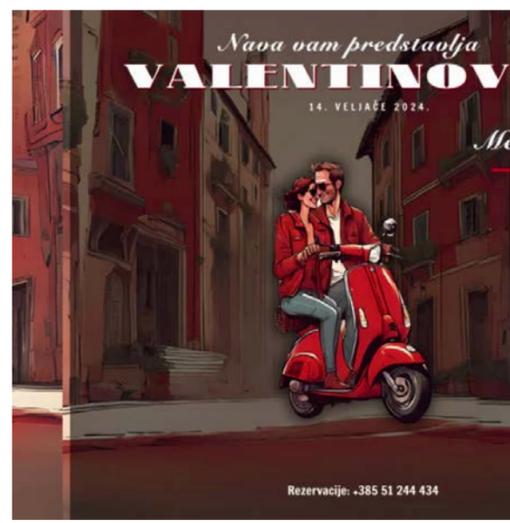
[escape\\_fastfood\\_vukovar](#)



## SOCIAL MEDIA MARKETING

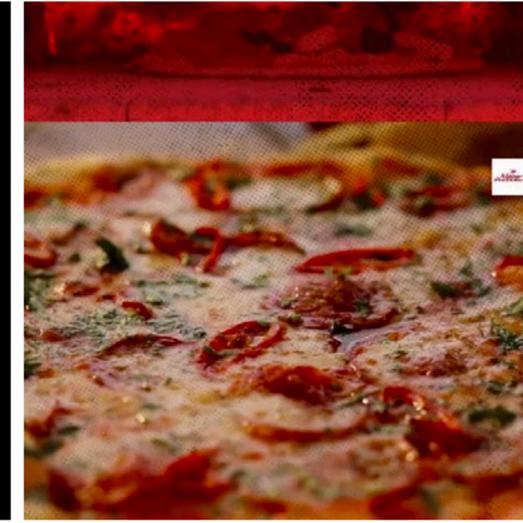
From developing SM visual identity and strategies, through creating brand lead content - copies, photo and video creation and editing to posting, boosting, and analytics - Taste Studio is proud to deliver to diverse clients unique SMM experience and service.

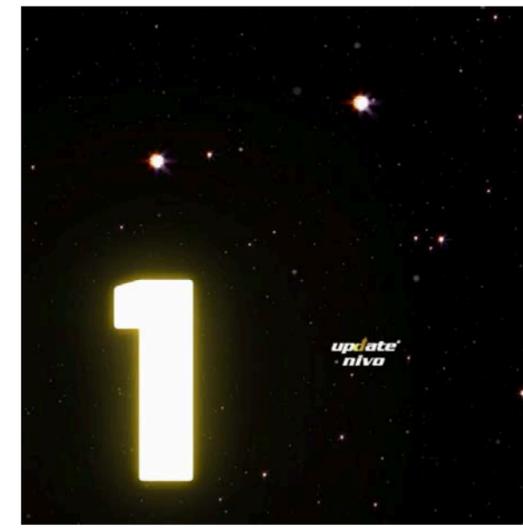
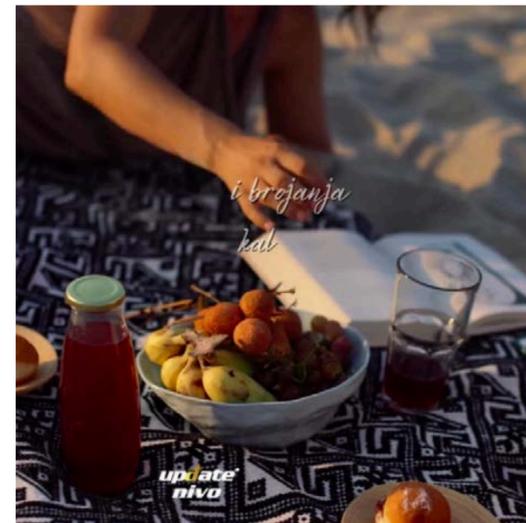
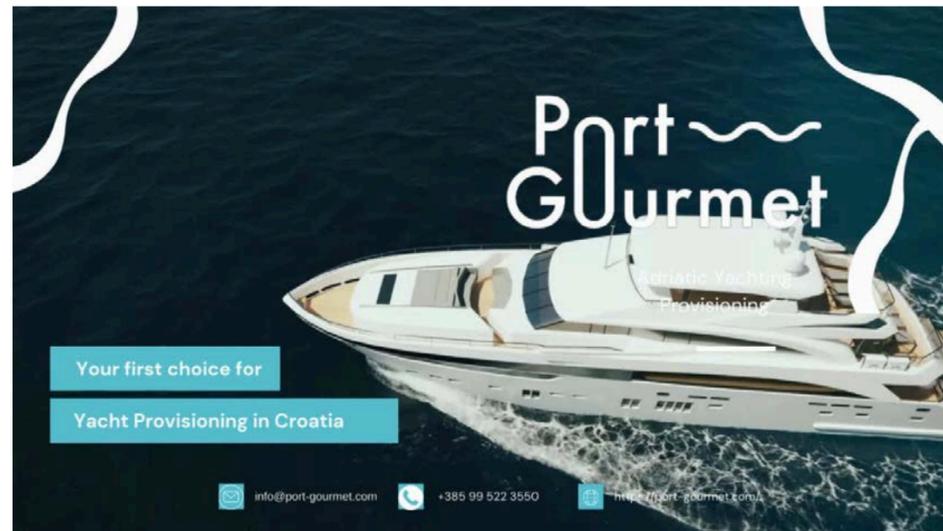




## VIDEO CREATION & EDITING

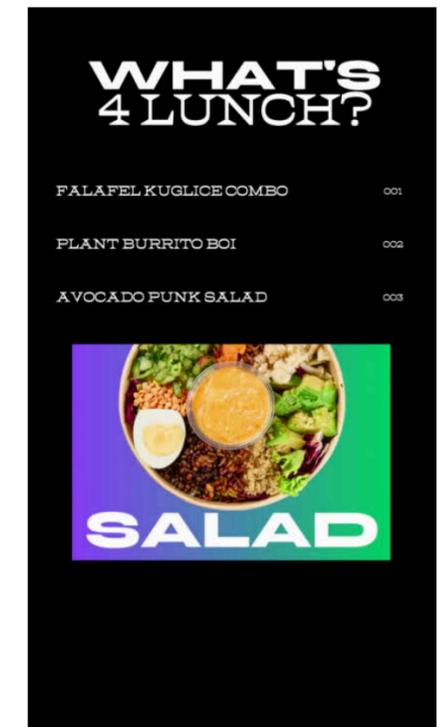
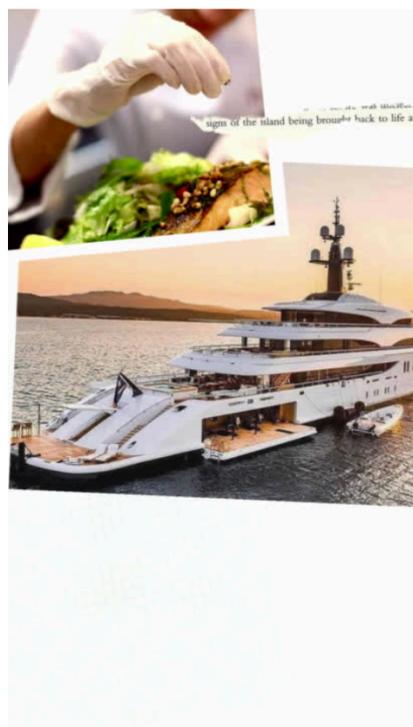
Browse several examples of Brand analytics and strategy made for different types of clients \_ music, retail and restaurant

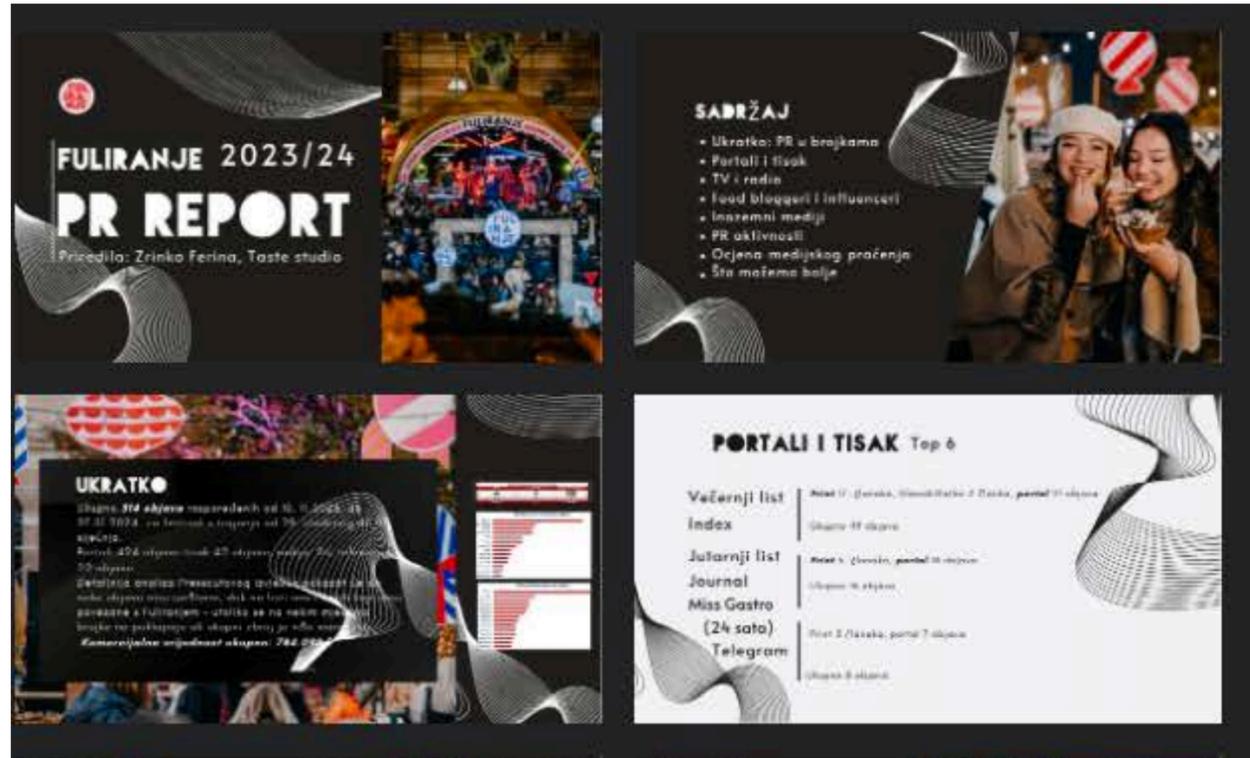




## VIDEO CREATION & EDITING

Browse several examples of Brand analytics and strategy made for different types of clients \_ music, retail and restaurant





# PR

Public Relation services are at this moment reserved for one major client, Chicken or Egg agency and their Street Food Festivals: Pizza Festival, Asian Street Food Festival, Burger Festivals Zagreb, Zadar, Pula, Varaždin, And Fuliranje

# PR PIZZA FESTIVAL ZAGREB

**PR REPORT**  
18. 05. 2023  
THE LAST MOMENTS  
**PIZZA FESTIVAL ZAGREB**

**Sadržaj**

- Ukrajko
- PR u blogovima
- PR aktivnosti
- Portal i tisak
- TV i radio
- Food blogeri
- Ocjena medijskog praćenja
- Hvala vam

**Ukratko**

**ON AIR**

**Portali & tisak**

**TV i radio**

**Food blogeri**

**PR aktivnosti**

**Ocjena medijskog praćenja**

**Hvala vam**

**TASTE**

Web: [www.taste.hr](http://www.taste.hr)  
E-mail: [pr@taste.hr](mailto:pr@taste.hr)

# PR Asian Street Food Festival

**PR REPORT**  
**ASIAN STREET FOOD FESTIVAL**

**SADRŽAJ**

- Food blogeri
- PR aktivnosti
- Ocjena medijskog praćenja
- Što možemo bolje

**UKRATKO**

**PORTALI & TISAK**

**TV I RADIO**

**FOOD BLOGGERI**

**PR AKTIVNOSTI**

**Ocjena medijskog praćenja**

**HVALA VAM**

**ŠTO MOŽEMO BOLJE**

**TASTE**

Web: [www.taste.hr](http://www.taste.hr)  
E-mail: [pr@taste.hr](mailto:pr@taste.hr)

# PR Burger Festival Zadar

**PR REPORT**  
**BURGER FESTIVAL ZADAR**

**Sadržaj**

- Ukrajko
- PR u blogovima
- PR aktivnosti
- Ocjena medijskog praćenja

**UKRATKO**

**Portali & tisak**

**Radio**

**TASTE**

Web: [www.taste.hr](http://www.taste.hr)  
E-mail: [pr@taste.hr](mailto:pr@taste.hr)

# PR Burger Festival Pula

**PR REPORT**  
**BURGER FESTIVAL PULA**

**Sadržaj**

- Ukrajko
- PR u blogovima
- PR aktivnosti
- Ocjena medijskog praćenja

**UKRATKO**

**Portali & tisak**

**TASTE**

Web: [www.taste.hr](http://www.taste.hr)  
E-mail: [pr@taste.hr](mailto:pr@taste.hr)

# PR Burger Festival Varaždin

**PR REPORT**  
**BURGER FESTIVAL SPANCIR**

**Sadržaj**

- Ukrajko
- PR u blogovima
- PR aktivnosti
- Ocjena medijskog praćenja

**UKRATKO**

**Portali & tisak**

**TASTE**

Web: [www.taste.hr](http://www.taste.hr)  
E-mail: [pr@taste.hr](mailto:pr@taste.hr)

# PR Burger Festival Zagreb

**PR REPORT**  
**BURGER FESTIVAL ZAGREB**

**Sadržaj**

- Ukrajko
- PR u blogovima
- PR aktivnosti
- Ocjena medijskog praćenja

**Ukratko**

**Portali & tisak**

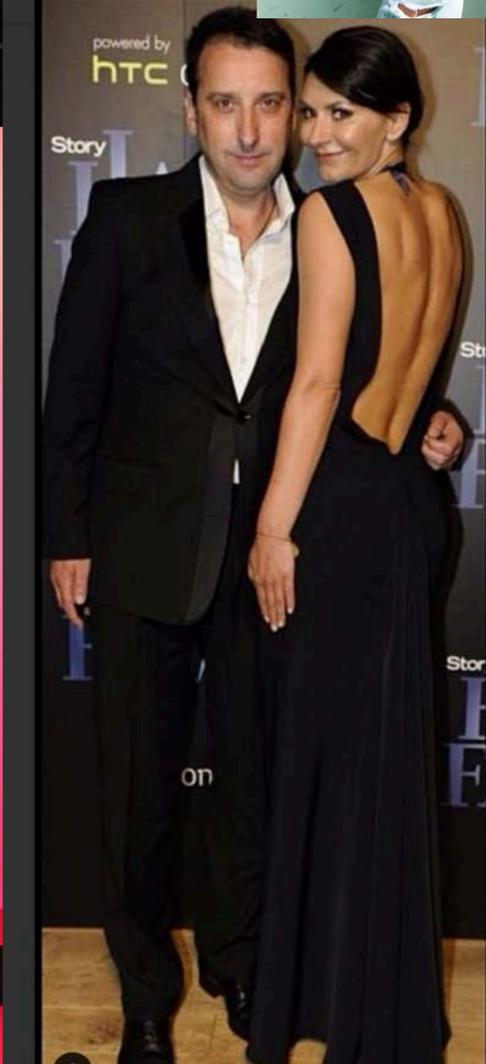
**TV i radio**

**TASTE**

Web: [www.taste.hr](http://www.taste.hr)  
E-mail: [pr@taste.hr](mailto:pr@taste.hr)



CO-CREATED AND HOSTED THE MOST FAMOUS LOCAL RED CARPET EVENTS



# SOCIAL MEDIA STATS, RELEVANT LINKS, WEBSITE



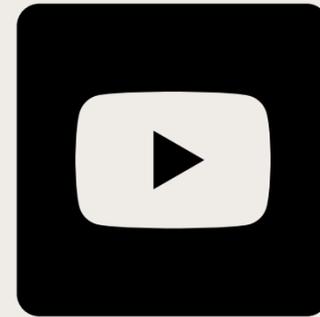
2.997

@Zrinka Ferina  
@taste.talent



2.792

@zrinkaf  
@taste.talent



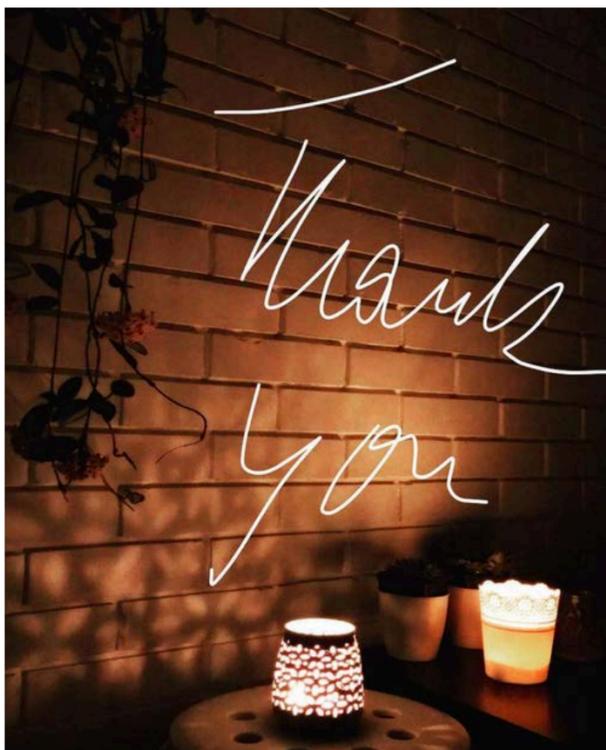
**Taste Studio**  
Taste provides professional consultancy, personalised strategies and trainings for gastronomy and hospitality industry. Brand analysis and strategies, marketing and...  
YouTube



[www.taste-talent.com](http://www.taste-talent.com)

<https://www.taste-talent.com/video>





## CONTACT

[zrinka.ferina@gmail.com](mailto:zrinka.ferina@gmail.com)

[zrinka-ferina@taste-talent.com](mailto:zrinka-ferina@taste-talent.com)

+385916000261

