

# Katrina

***On the floor, in front of shoppers, making brands memorable.***

Media Kit — London & surrounding areas

## What's included

Sampling and activations only work when the person on the ground is prepared, on brand, and easy to work with.

### Sampling sessions

In-store or event tastings and demos, fully briefed and on brand.

### Extra coverage

Additional hands for bigger jobs, busy weekends, or last-minute gaps.

### Activations

Full setup support for launches, pop-ups, and opening days, end to end.

## Where I fit in

London based — most sessions sit in a few categories such as:

### Food & drink

Tastings, demos, new product trial

### Beauty & skincare

Counter demos, gifting, in-store trial

### Retail & launch

Opening days, pop-ups, in-store staffing

Doesn't fit neatly into one of these? That's fine — get in touch and we'll figure out the right format together.

## Rates

***£20 / hour***

### Hourly rate

For sessions between 2 and 6 hours.

***£155 / day***

### Day rate (7 hours)

For full-day events such as trade shows — includes help with pack down.

Larger or multi-day activations are quoted individually — get in touch for details.

# How a session runs

The same four steps whether it's one activation or a rolling schedule.

## 01

### Brief

We align on product, audience, locations, and what success looks like.

## 02

### Prep

I confirm logistics, prep materials, and get familiar with the product.

## 03

### Activate

I run the floor, and I'm on call for any other sessions happening at the same time.

## 04

### Report back

Photos, numbers, and honest feedback from the floor after every run.

## Spaces worked in

- Selfridges
- Whole Foods Market
- Baxter Storey
- Allergy & Free From Show
- Harrods
- Planet Organic
- IFE
- John Lewis & Partners
- Fortnum & Mason
- lunch! Food to Go Show

## Let's plan your session

Tell me about the product, the timing, and where you'd like to be seen — I'll come back with availability and next steps.

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