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story

ELEVATE YOUR INTERNATIONAL MARKETING

B2B2C GROWTH SOLUTIONS

Empowering B2B2C companies to expand in Europe through strategic market insights, powerful networking, storytelling & influence.

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1. OUR OFFER



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01 Tailored Market insights

Unveil in-depth market studies in European niche sectors.

02 Business Networker: Building Strategic Partnerships

Connect with key players in the industry.

03 Storytelling & Influence: Crafting Your Brand Narrative

Engage audiences through powerful narratives.

2. OUR NICHE INDUSTRY SECTORS



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Food & Agriculture

Fresh produce & food

Dairy products

Plant-based alternatives

Nutraceuticals &
supplements

Consumer & Retail

Large retail chains

HORECA solutions

Cosmetics & Beauty

Biotechnology &
science

Media & Society

Trade publications

Society & lifestyle

Brand partnerships

Event collaborations

20+ YEARS

**International
Marketing &
Branding
Expertise**

15+ YEARS

PR Experience

10+ YEARS

Trade Journalism



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**20 COUNTRIES
Worldwide Coverage**

3. OUR GLOBAL COVERAGE

AMERICAS

- 1 Canada

- 2 USA

- 3 Argentina

- 4 Brazil

- 5 Chile

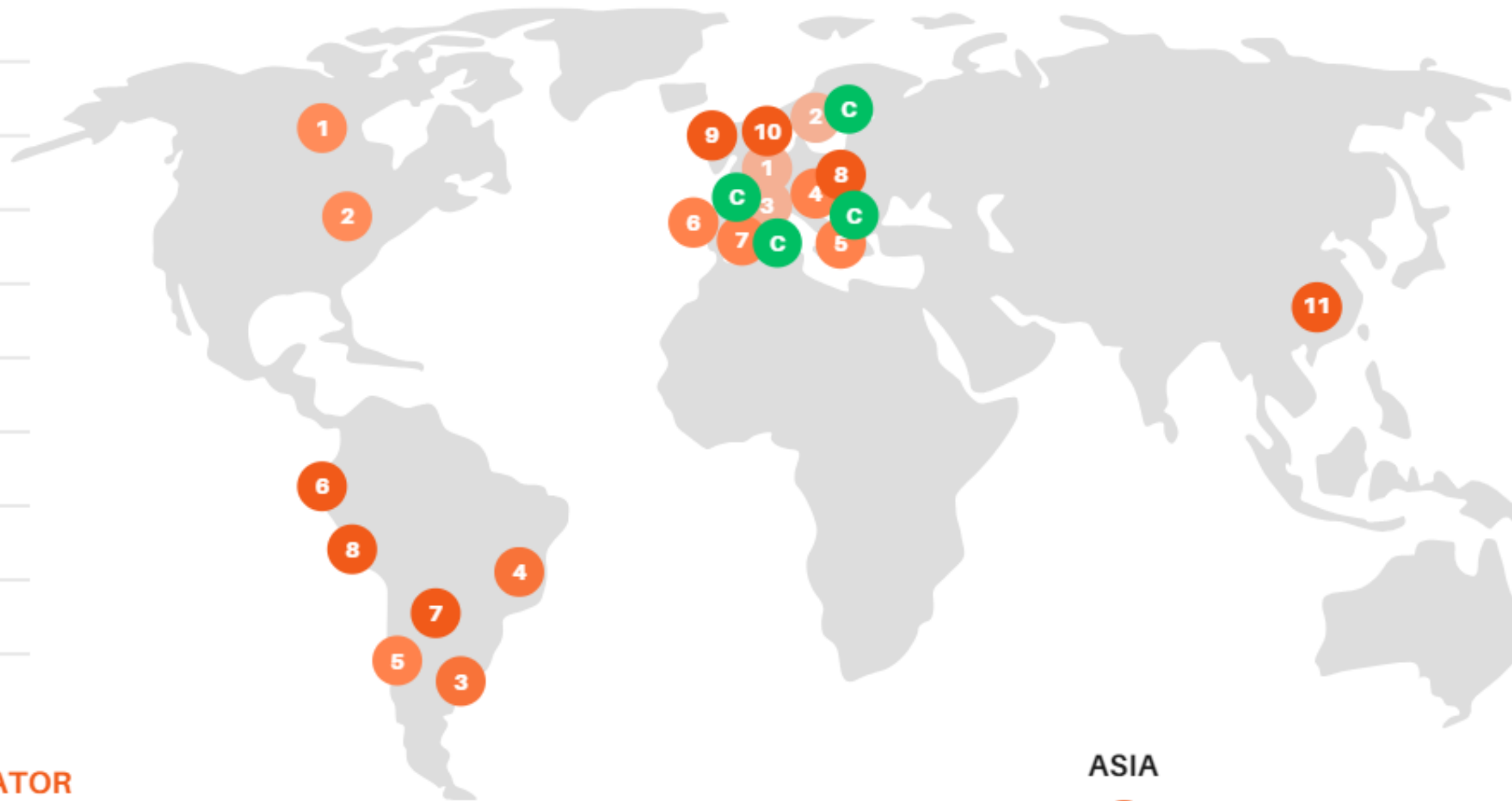
- 6 Ecuador

- 7 Paraguay

- 8 Peru

SPEAKER OR MODERATOR
In International Conferences or Summit

C France, Italy, Spain, Sweden



EUROPE

- 1 Belgium

- 2 Denmark

- 3 France

- 4 Germany

- 5 Italy

- 6 Portugal

- 7 Spain

- 8 Switzerland

- 9 The Netherlands

- 10 United Kingdom

ASIA

- 11 China

4. BRANDS & SECTORS



4. BRANDS & SECTORS INGREDIENTS



- Dutch medium-sized company creating Brand awareness for passion fruit derivatives in the food, cosmetics and nutraceuticals sectors through comprehensive branding strategy development, including mission, vision and values alignment for enhanced market positioning. Coordinated the new website structure, content, and launch together with its booth at the SIAL Paris trade fair. Passina was acquired a few months later by Döhler.
The Wins: 15+ International Trade Media Coverage
Increased the visibility and notoriety of the Brand and Company among its potential investors & B2B Clients



- Identify new business food opportunities beyond the juice sector for the Passina company by unveiling market research in drinks, dairy and ice-cream in Europe, Chinese consumers' trends and networking with organic European food trade fairs.
The Wins: Change the company's culture into a Service mindset.



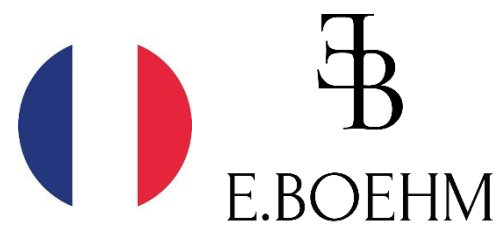
- Create Brand awareness in the cosmetics sector for Naturamus castor oil, utilising the Fair for Life label (2019) at in-Cosmetics Global Paris.
The Wins: Editing a press release before the trade show.
Follow up with specialised trade media for coverage & Media Clipping.
Press coverage in 10 international specialised trade media.
Naturamus was nominated for the in-Cosmetics Rising Star award.



- International Press Consultant for the International Conference « Sourcing with Respect » organised by the Union for Ethical Biobased Trade organisation in Paris.
The Wins: Releasing a press release to French journalists specialised in cosmetics, ingredients, sustainable development and economic topics.
Coverage by +10 international trade publications in Ingredients, Cosmetics, and Sustainable development.

4. BRANDS & SECTORS

INTERIOR DESIGN & LUXURY



- The Maison E. BOEHM brand, Sustainable Textile Art Editor, presented "La Récolte Sauvage" to international media, showcasing singular arts and crafts from communities in Nepal that have mastered ancestral, artisanal, and disruptive know-how based on nettle fibre.

The Win: Brand collaborations: Increased the visibility and notoriety of the Brand and Company among potential collaborators.



- Coordinating the production and the inauguration of a new sculpture aimed at conserving the environment and protecting the planet between Paris (Palais de la Monnaie) and Barcelona (Museum of La Caixa).

The Win: Brand collaborations: Usage of Claudia Vasquez's network to create new collaborations between a philanthropist and the Caixa Foundation.

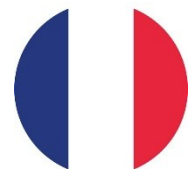
4. BRANDS & SECTORS

NUTRACEUTICALS & COSMETICS



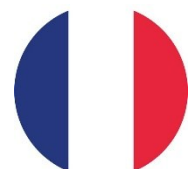
Livere

- **Business Networker and PR consultant on behalf of Livere. Livere wanted to introduce its products (toothpaste & beauty pills) in the European market.**
The Wins: Successfully introduced the CEO to key influencers, potential importers, and five distributors in Spain during a trade fair.



evoleum
PARIS

- **Connected Evoleum, a French cosmetics brand, to a French women's wellness event: a strategic pop-up during the 2-day event.**
The Wins: A contract was signed with the women's magazine, and goodies were shared with the attendants. Increased Brand awareness and followers during the event's coverage.



PUMP'SKIN
COSMÉTIQUES ET SUPERALIMENT BIO

- **Networking Pump'skin, a French brand to Spanish territory and evaluate potential opportunities among natural herbal shops and distributors. Coordinated its participation as exhibitor at the Eco Living Natural Products trade fair in Madrid and connected to possible distributors.**
The Win: Created a PR Campaign in France with journalists and influencers and Press Release was sent to Spanish influencers and Beauty journalists

4. BRANDS & SECTORS

B2C ORGANIC FOOD



- **Influencers Campaign Strategy and Implementation for the opening of Maya Organic food products in Malaga.**

The Wins: Attendance and Coverage by +15 local influencers.

Teamwork with the founder, her sales team in Malaga & designer based in India.



- **Creating and editing a Corporate presentation for the Belgian Organic ice cream brand, Flores, for a Dutch e-commerce platform.**

The Wins: Contract signed and purchase of products.

Teamwork with a Spanish founder based in Belgium.



- **Influencers Campaign Strategy, DNA and Implementation for the launch of Abbot Kinney's organic dairy product in Spain to Spanish influencers.**

The Win: Coverage reached: 40+ influencers and +1,500 posts shared.



- **Work on Brazilian organic brand Petruz's mission, vision and values to share them with the European market, then position its products accordingly.**

The Wins: Changing the cultural mindset within the leadership organisation to reach new markets.

Teamwork with the Brazilian Leadership team, Marketing Manager and Spanish collaborators.



- **Translating and adapting claims, descriptions, and ingredients copy on Products' Packaging from English to Spanish to introduce English organic products Rude Health to Spanish retailers.**

The Win: Usage of local Spanish expressions makes technical information easier to understand.

4. BRANDS & SECTORS

B2B AGRIFOOD



- **Business Networker and Brand awareness of a new range of vegetables rich in phytonutrients, Phylorich by Japanese seed company Takii Seed.**

The Wins: Reformulating scientifically-validated content adapted to Marketing purposes for the Top 5 European Premium retailers before the Fruit Logistica trade fair.
Edited press releases for European Trade Publications and publication of the news in +15 European Fresh Produce publications.



- **Unveiled a complete personalised market research about Spanish Berry producers in the Huelva area to evaluate the introduction of Perlite in the Spanish market.**

The Wins: A contract was signed with the women's magazine, and goodies were shared with the attendants.
Increased Brand awareness and followers during the event's coverage.
Teamwork composed by the Client based in Switzerland, Survey & Customer call centre based in Seville, Original Story based in Barcelona.



- **Created Marketing and Communication strategies & operational plans for Key Vegetable and Fruit crops at an EMEA Level together with R&D, Legal, Agronomists, Sales and Key Account managers in Northern, Western and Southern European countries.**

The Wins: Visionary team to introduce Bellaverde variety (Long-stem broccoli competitor of Bimi) in the UK, Germany and Spain when Food was not trendy.
The team consists of the Client, based in the UK & The Netherlands, a UK-based PR agency, and marketing teams in the Netherlands and Spain.

4. BRANDS & SECTORS

GOURMET FOOD



- **Mission, Vision and Values Strategy for a Spanish truffles producer aimed at exporting its fine delicatessen products to EMEA and the US.**

The Wins: Valorisation of the uniqueness of their know-how and leveraging on its authenticity and quality.
Teamwork with the R&D, Quality, and CEO team.



- **Unveiling a Market Research in the Spanish Food service sector and editing a Creative DNA Briefing & Moodboard to the Designer in charge of the Branding visuals.**

The Wins: Highlighting the power of millennial techniques and local communities throughout the whole Branding process.
Teamwork with the exporter, founder, designer and marketing manager.



4. BRANDS & SECTORS

PHARMA & HEALTH

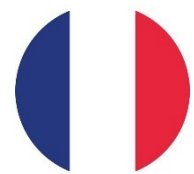


- In-depth market research, including review and analysis of more than 50 documents from a large and rich number of sources, for a Mexican emerging small-sized marketing agency that looks for expansion in the Spanish market

The Wins: 20+ Insights and Creative Ideas for Possible Services in the New Spanish Market for Public and Private Health Services.

Overview of the current situation of Public Health, Patients, Professionals and System in Spain from scratch to understand the current key challenges in the Health sector.

Review of events and conferences that take place in Spain about the Pharma sector.



- Brand awareness of a conference held in Paris, France, about the Health Public Sector aimed at Public institutions, health experts and specialised health media.

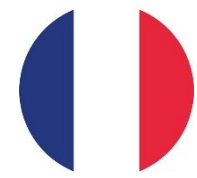
The Wins: Edition of a press release in English & French before the event, during and after the event.

Coverage by French local press agencies that divulgated the info about the event to French trade publications.

4. BRANDS & SECTORS

EUROPEAN FOOD & INGREDIENTS

TRADE FAIRS



2022



Moderator of the conference:

“Key strategies for start-ups in bringing innovative finished food products with health benefits to market”



2022



Speaker:

“Transferring ingredients and materials: Welcome to the circular economy”



2023



15

Co-Speaker at the General Conference:

“How are Women in Leadership Promoting Equality Among Workers in the Food Industry?”



2023



Moderator at the General Assambly & Consultant at Marketing & Communications workshop

Food for the Future: From traditions to innovative ingredients that meet consumers needs and expectations.



2025



Speaker -Consumer Insights & Marketing- :

“Anticipating the Next Wave of Consumer Desires: Unlocking New Business Niches in Food, Ingredients & Nutraceuticals



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**EXPAND AND THRIVE
IN EUROPEAN MARKETS**



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**WITH EXPERT GUIDANCE
AND A TRUSTED NETWORK.**



ORIGENAL STORY
IS YOUR STRATEGIC PARTNER IN GROWING
AND THRIVING YOUR BUSINESS INTERNATIONALLY.

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**Where is light, there is inspiration.
Where there is life, there is hope.
Where there is laugh, there is love.**



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