



MEDIA KIT

FOOD | WELLNESS | TRAVEL | HOTELS | EVENTS | EXPERIENCES

@DOUBLETAP.D

double tap d

**MEDIA
KIT**

Based in Los Angeles.
Built to travel.

Meet Double Tap'd.

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Double Tap'd helps people decide where to eat, stay, reset, gather, and travel next.

The brand started in Los Angeles, but it is not limited to one city. The point of view travels wherever food, wellness, hotels, events, and everyday experiences are worth someone's time.

For partners, Double Tap'd turns real visits into polished content that feels useful to the audience and valuable to the business.

FOUNDER AND CREATOR OVERVIEW

Led by someone who pays attention to the whole room.

Double Tap'd is creator-led, but it is built to behave like a media brand.

What gets noticed	Food, service, design, timing, music, wellness rituals, hotel details, and how a place actually feels.
What the audience gets	Clear recommendations they can save, send, and use when making plans.
What partners get	A thoughtful creative partner that understands both content and hospitality.



MISSION

Make discovery feel considered, not random.

Double Tap'd exists for people who care where they spend their time. The work should help them choose the dinner, the hotel, the reset day, the event, or the weekend plan that actually fits.

AUDIENCE AND VALUE PROPOSITION

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For people who plan
around taste, atmosphere,
and timing.

1,710 visible TikTok followers	129.5K visible TikTok likes	988.7K visible views on a pinned rooftop post
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Experience seekers People looking for restaurants, hotels, studios, trips, events, and plans worth sharing.	Social planners People organizing birthdays, dates, dinners, friend days, and weekend trips from saved posts.
Hospitality buyers Agencies and operators who need creators who understand positioning and deliverables.	Taste-led audiences People who care about the details: menu, light, service, crowd, neighborhood, and point of view.

PUBLIC VISIBLE PROFILE DATA ONLY. CURRENT AUDIENCE METRICS SHOULD BE REFRESHED BEFORE EACH MAJOR SEND.

The editorial map.

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Food Restaurants, openings, menus, coffee, cocktails, chef stories, and dishes with a reason to go.	Wellness Movement, recovery, beauty, spas, studio rituals, and reset days that feel useful.
Travel Weekend escapes, destination restaurants, design-led stays, and trip-worthy plans.	Hotels Rooms, lobbies, rooftops, pools, spas, restaurants, and itineraries around the stay.
Events Launches, hosted dinners, wellness mornings, pop-ups, tastings, and seasonal moments.	Experiences Routes, rituals, community moments, and plans that give people a reason to show up.



EXAMPLE PARTNERSHIP OPPORTUNITIES

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Packages agencies and partners can actually use.

Sponsored Content Native short-form video, carousel, stories, caption strategy, and optional usage rights.	Restaurant And Venue Activations Hosted tastings, preview nights, private-room moments, creator tables, and menu launches.
Event Coverage Pre-event awareness, on-site capture, same-week recap, sponsor clips, and attendee-facing assets.	Short-Form Video Concept development, vertical video capture, edit direction, captions, and publishing plan.
UGC And Social Campaigns Creator-shot assets for paid social, organic social, email, booking pages, and launch decks.	Guide Sponsorship A sponsored route, city edit, or itinerary that places the partner inside a useful plan.

Every package can include a recap with live links, posted assets, qualitative notes, and performance screenshots when available.

ACTIVATION IDEAS

Turn the visit into a reason to go.

Menu Moment	A single dish, cocktail, tasting path, brunch offer, or seasonal menu turned into a focused story.
Room To Ritual	Hotel room, lobby, spa, dining, and neighborhood moments packaged as a stay-worthy itinerary.
Wellness To Wine	Movement, recovery, healthy lunch, beauty stop, and a low-lit evening plan.
Launch Night	A preview, dinner, opening, or brand event captured before, during, and after the moment.
Partner Recap	A post-campaign summary with deliverables, links, content usage notes, and recommendations.



WHY DOUBLE TAP'D IS DIFFERENT

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It explains why the experience is worth someone's time.

Double Tap'd is not trying to list every place. It is built to make the right places easier to understand, remember, and book.

Specific taste

The brand chooses context over hype and makes the recommendation useful.

Hospitality fluency

Campaigns account for reservation flow, menus, service, private rooms, usage rights, and launch timing.

Creator-native execution

Short-form concepts are designed for how people actually discover places now.

Guide potential

Individual posts can become routes, calendars, newsletters, sponsored guides, and repeatable franchises.



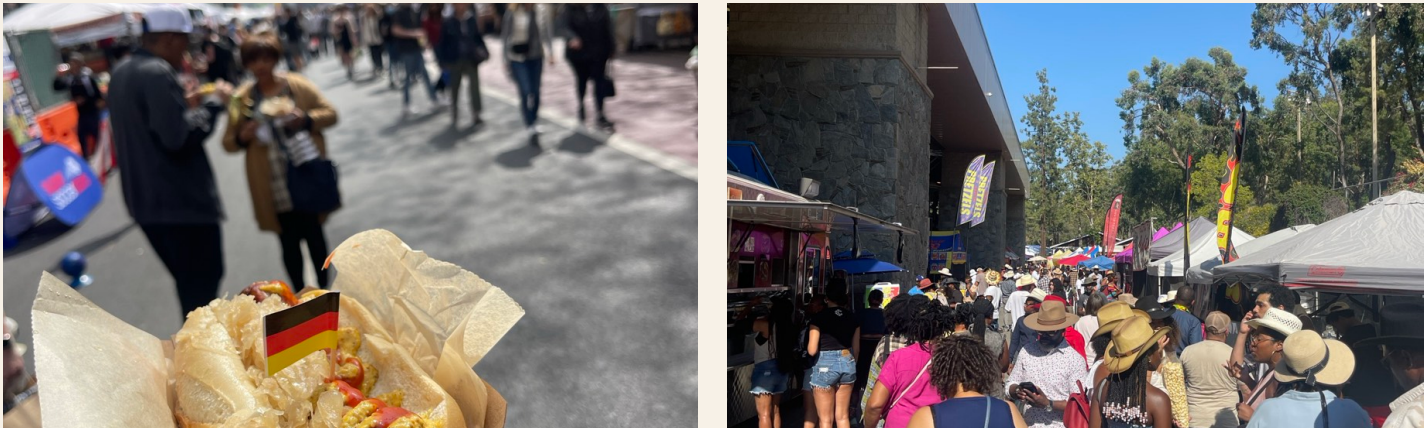
A guide system built

around how people make

plans.

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Date Night With Design Dinner, bar, hotel lobby, gallery, or lounge routes for visually led plans.	Wellness To Wine Recovery, movement, spa, healthy lunch, and an easy evening plan.
The Rooftop Route Skyline dining, hotel pools, sunset drinks, and food worth planning around.	48 Hours In Hotel, breakfast, wellness, shopping, dinner, events, and a reset itinerary.



Guide franchises give partners a way to show up inside useful planning content instead of sitting next to it.

VISUAL STYLE AND BRAND VIBE

Clean, warm, and specific to the moment.

The visuals should feel polished enough for a brand deck and alive enough to belong in the group chat.

Use

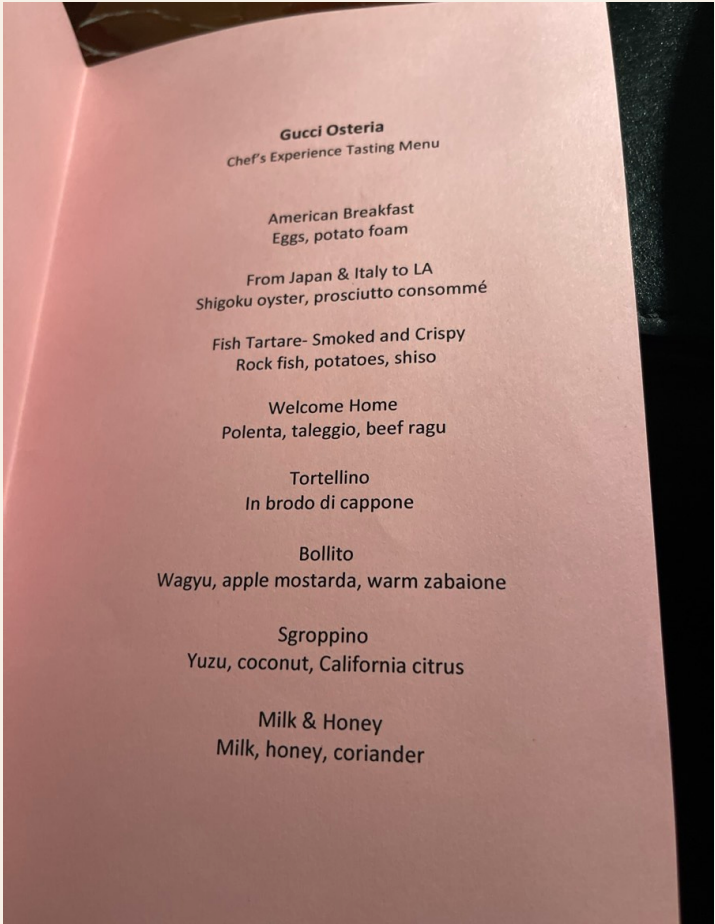
Warm light, strong food texture, hotel details, tables with life, city context, wellness rituals, and real arrival moments.

Avoid

Generic stock energy, repeated images, random food photos on hotel pages, and copy that says more than it means.

Tone

Business professional, but not empty. Clear sentences first. Personality second.



FOOD TEXTURE

ROOM ENERGY



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DOUBLE TAP'D

PARTNERSHIP INQUIRIES

GET IN TOUCH

For restaurants, hotels, wellness brands, PR agencies, events, and lifestyle partners.

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Send launch windows, event dates, campaign briefs, hosting opportunities, and partnership ideas to the partnerships team.

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