

ABOUT THAT TRIP

STORYTELLING STUDIO



WHO ARE WE?

We create relatable stories about people's extraordinary journeys - in travel, life and work. We believe that it's the experience that captivates people, has them pay and return for more.

We specialise in creating brand stories from reviews, testimonials and interviews.

About That Trip is a collection of stories and a source of inspiration to travel in more purposeful ways. What matters to one person will be different to another, so stories are grouped by travel personalities and readers can take a quiz to find out which is theirs.

WORK WITH US

Website: [s aboutthattrip.com](https://www.aboutthattrip.com) / [MTA Travel](https://www.mta.com)

Facebook: [@tellusaboutthattrip](https://www.facebook.com/tellusaboutthattrip)

Instagram: [@about_thattrip](https://www.instagram.com/about_thattrip)

CONTENT CREATION

- Travel writing
- Content planning
- Co-creation of digital assets such as ebooks, guides and reports

COPYWRITING

- Distinctive, informative reviews, stories and articles for media publications, both traditional and digital
- Creative copy for brochures, blogs, e-newsletters or web content
- SEO optimised stories

COMMUNICATION CONSULTING

- Project/campaign consultation
- Content/copy advisor
- Content coach



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BIANCA DRIEBERG ADVENTURER & CHIEF STORYTELLER

An extensive traveller, Bianca is Australian born to migrant parents, adamant that she know her own country... and inevitably appreciate others too. Now, she typically plans to fit in as much as she possibly can around running marathons. What started as a challenge became something that allowed her to reward herself for hard work. And so her love of adventure began!

With 20 years working across the advertising, marketing and communication industries and a Master of Communications in her back pocket, you have a strategic partner on hand who just happens to write for fun as well.

With a decade of fitness instructing under her belt, in the last few years Bianca started leading groups of big-hearted adventurers on international treks, supporting them on their mission to fundraise for charity. So she began her MTA mobile travel agency to provide a full suite of travel services for both her clients, but also business to business. Now her suppliers, media contacts, leisure destinations and tourism offices also benefit from her storytelling.



Linked 

Email: tellus@aboutthattrip.com

Location: Writes from anywhere, based in Melbourne.