

look right



**we are**  
**look right**

... an international boutique marketing, branding and communication agency based in Taiwan, with clients in a wide variety of sectors.

Our interests and our passions run far and wide. Our colorful portfolio includes both small, creative local startups and established hospitality brands.

This diversity keeps us agile and curious. Just what we need to be.

we are the **storytellers**  
who tell the story of **your business**







# what we do



# 1 we find your story

Every business has a great story to tell.

We are experts at finding these stories.

We discover what makes you stand out;  
what makes you unique.

After all, there are no boring stories;  
only boring storytellers.

**look right** creative  
communication





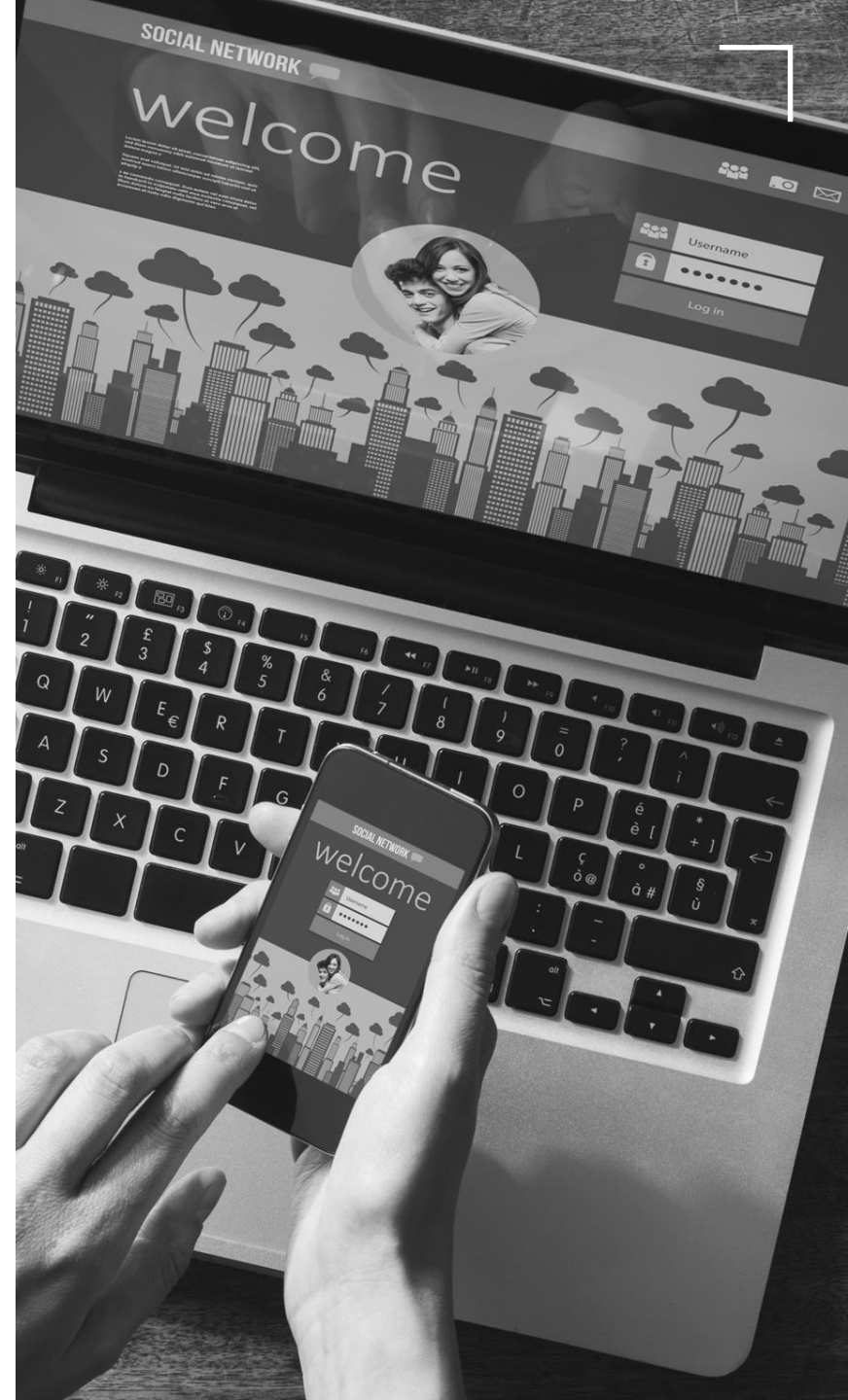


# 2

## we tell your story

Every story needs to capture the hearts and minds of its audience.

We help you find out who that target audience is, and what they want and need (which are not necessarily the same thing).







# 3

## we deliver your story

It is all about delivering your story. On paper, on screen, in a meeting room or in front of a crowd.

We ensure that you make that score-on-sight impression and get your message across.

Some call it marketing and branding, but we call it storytelling. That is what it is, that is what it should be.

# TLDR?

We would love to show you who we are and everything we do,  
but we realize you might be busy.

Feel free to [\*\*click here\*\*](#) and jump straight to our hospitality work  
– or keep browsing to find out who we are and what we do first.



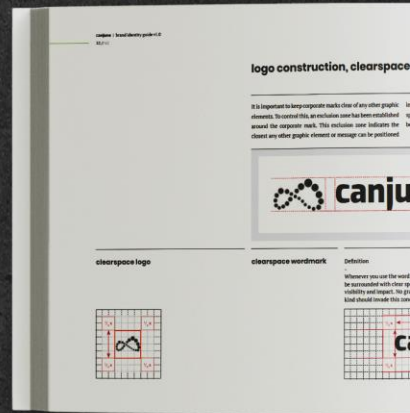
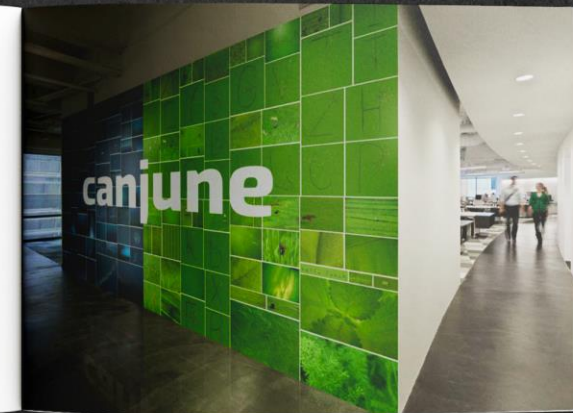
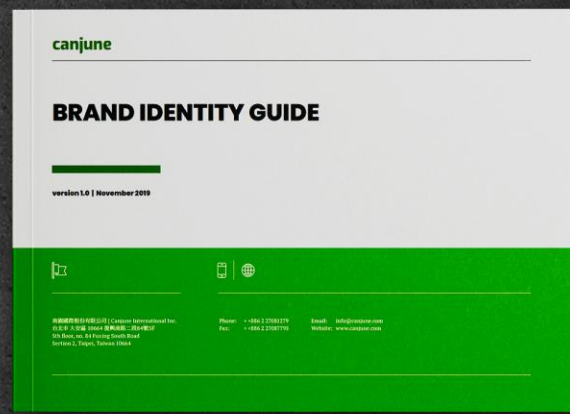


# our services



# branding & identity

We create the perfect brand identity and visual style for your business, with detailed brand style guides, graphic design, copywriting and easy-to-use templates that allow you to use your new style right away.







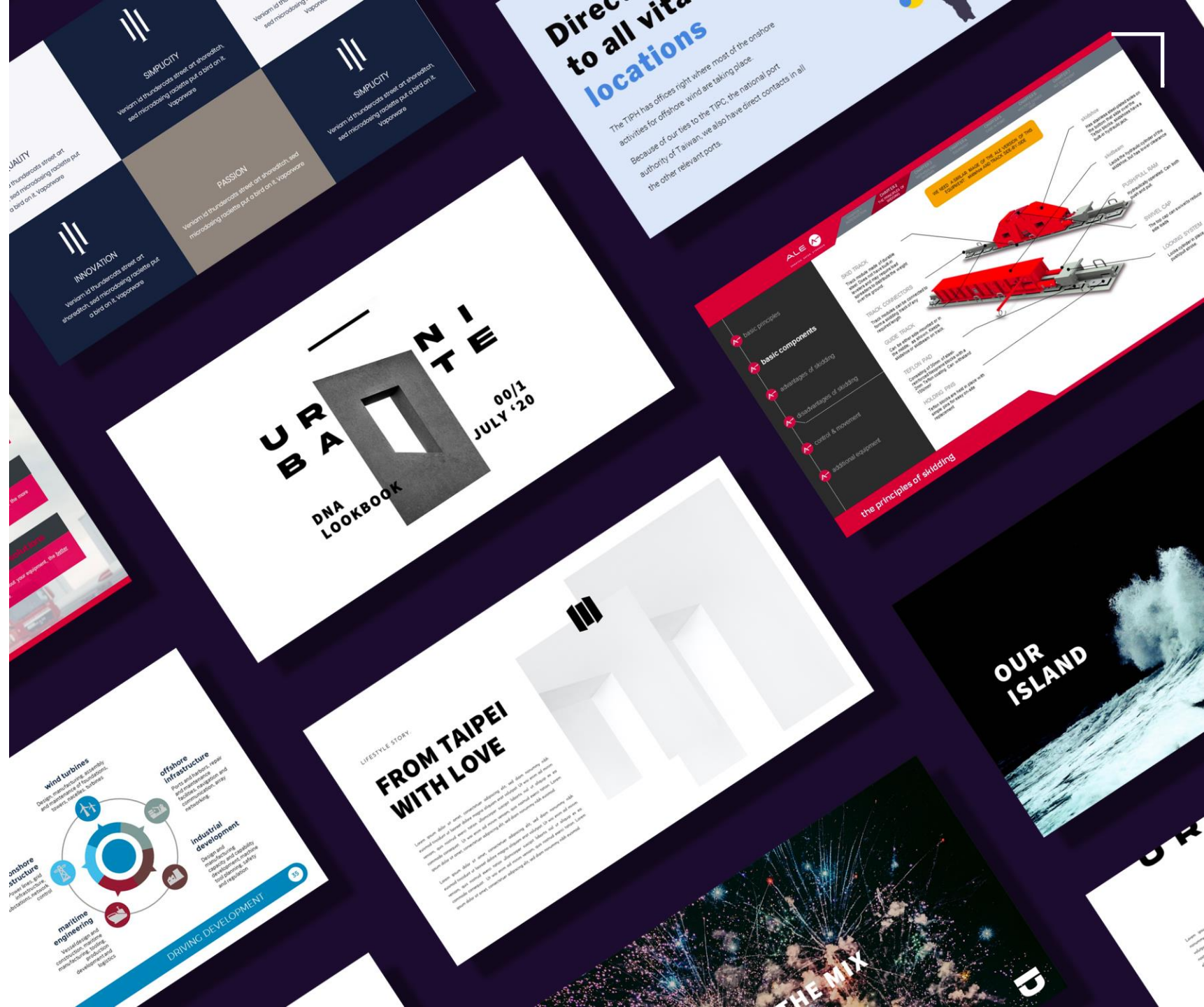
# digital brand experience

We get your message out there, in pictures, slogans and posts, across all media and all kinds of screens, from corporate videos to captivating Facebook and Instagram stories.

# presentation & storytelling

Sometimes, you need to deliver your story in person, at a high-level meeting or on stage to a captive audience.

We build the strategic tools that turn opportunities like this into a success, with professional multimedia presentations and perfectly worded pitches that never fail to impress.

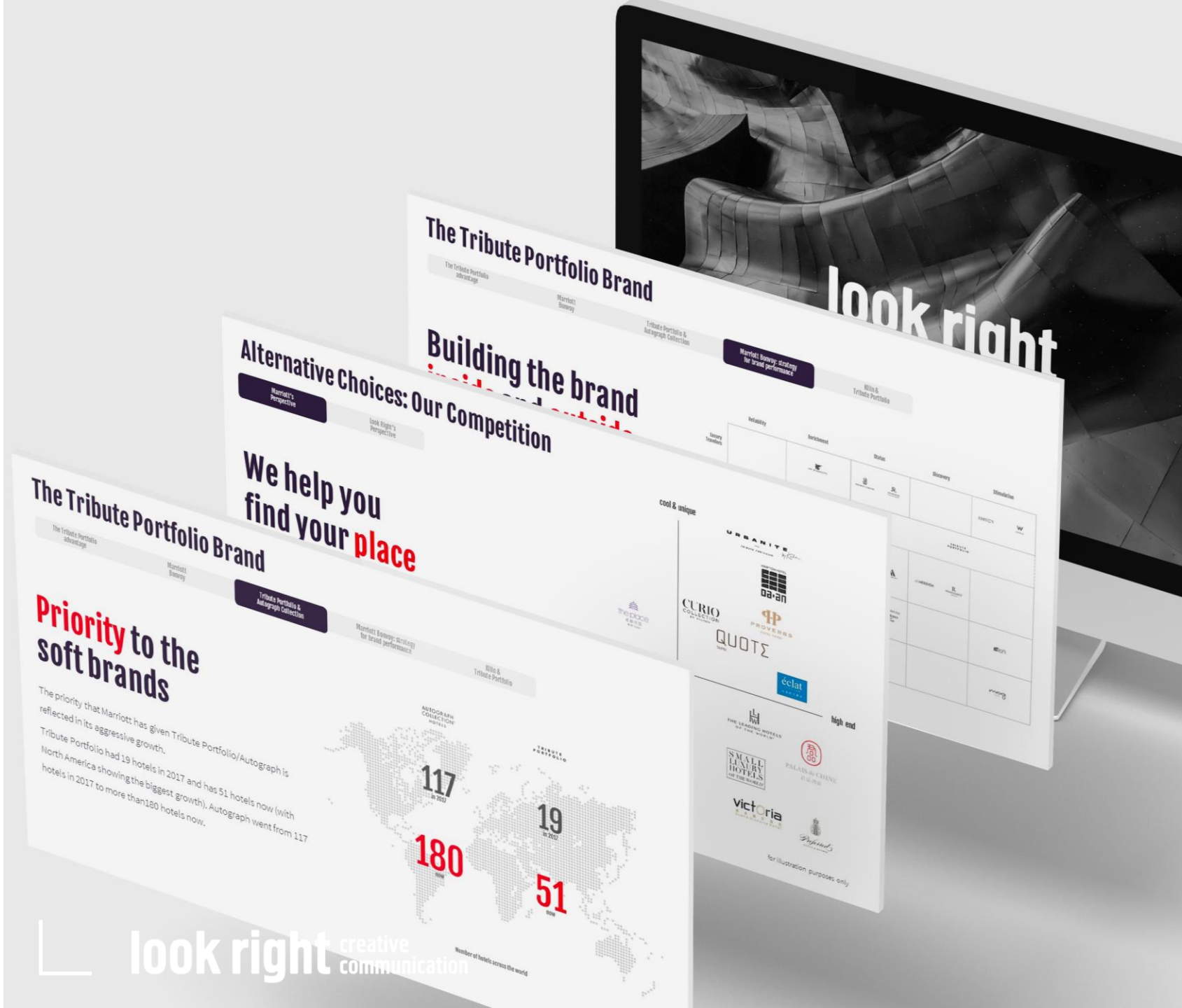






# marketing & communication

We help you define your audience, find your voice and build a customized MarCom strategy that delivers results in the most cost-effective and efficient way.



# design & collateral

Our easy-to-use templates, alluring print designs, collateral and branded marketing materials will allow you to express your unique voice right away.

Most importantly, we keep it practical, simple and affordable.





# Our hotel stories

Here are five excellent reasons to consider us  
for your next hospitality project

**look right** creative communication

TRIBUTE  
PORTFOLIO

MARRIOTT  
BONVOY

THE  
LUXURY  
COLLECTION

STREGIS

GRAND  
HYATT

FOUR SEASONS

Le MERIDIEN

Hilton



# we are team players

We have experience working with creative agencies like interior designers and architects, as well as the more business-oriented stakeholders such as operators and owners. We speak their language and understand their wants and needs like no other.





# from start to finish

Sometimes, we are brought in at the tail end of a hospitality project. Other times, we get on board before anyone has started. Either way, we use our talent for storytelling and marketing to bring clarity and focus to the process

**we bring  
it all  
together**

We transform the collective creative ideas and business insights from all team members into a single, cohesive hospitality brand identity. The result is a guest journey that represents the entire gamut of the brand's promise: alluring, unique and strong.



# we are story tellers

For over fifteen years, we have worked with numerous hospitality, F&B, retail and leisure brands to turn ideas into revenue-generating venues. We cooperate directly with developers, as part of a design team or directly with the owners/operators to create ideas, build visual concepts and offer an insightful perspective on a wide range of branding-related topics.

# we are a full-service agency

From investor elevator pitch to in-room shampoo bottle, we offer the entire spectrum of branding, materials, amenities design, operating supplies and collateral.

Our solutions are always modular and offer plenty of opportunities for you to continue working with your preferred vendors or contractors.





# 4 industries and sectors





# industry & energy

Wind power is a global endeavor. Multiple international partnerships and new worldwide opportunities make it more important than ever to get your complex propositions across in a focused and professional manner.

We know the sector, the equipment and the players and understand it like no one else.







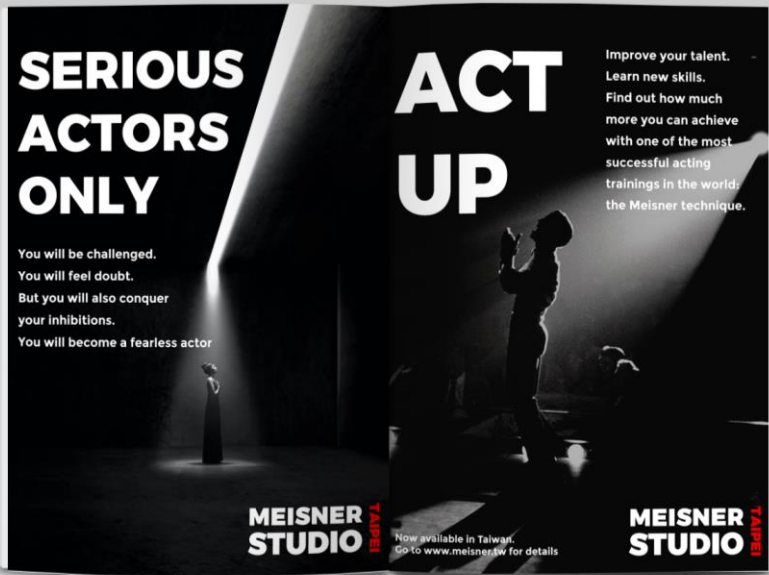
# SME & startups

Small and medium-sized enterprises are the life blood of the economy, because they drive commerce and innovation.

SME need quick, flexible and practical branding solutions that will not break the bank and that are easy to implement.



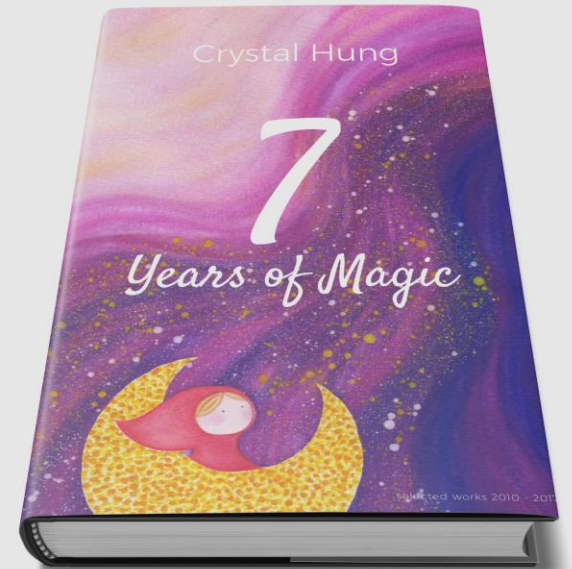




# creative industries

Small creative firms usually don't give much thought to marketing and branding. Yet building a strong brand identity and delivering the message to a targeted audience is often essential for their survival.

Our solutions are simple, practical and affordable. They don't get in the way of the creative process and help designers reach their full potential.







# government & education

We have been working with government organizations to help promote either specific projects or, as in the case of Haiti, the entire nation.

Our work for government and educational institutions is part of our “long view” strategy: dedicating our creative energy and resources to building a better future for all.







# talk to us

We listen before we talk. We think before we act.

We offer real and inspired solutions that work best for you.

Let us know how we can help.

Drop us a line. We would love to hear from you.

**look right** creative  
communication

NANHI

canjune

Crystal's World



K|||N HOTEL GROUP



MARRIOTT  
BONVOY™

HAITI

MAMMOET



25+REPAIR



 look right

M2T



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DB SCHENKER

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台北 MEISNER  
STUDIO

perng yuh

TIPPI

LEKI  
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