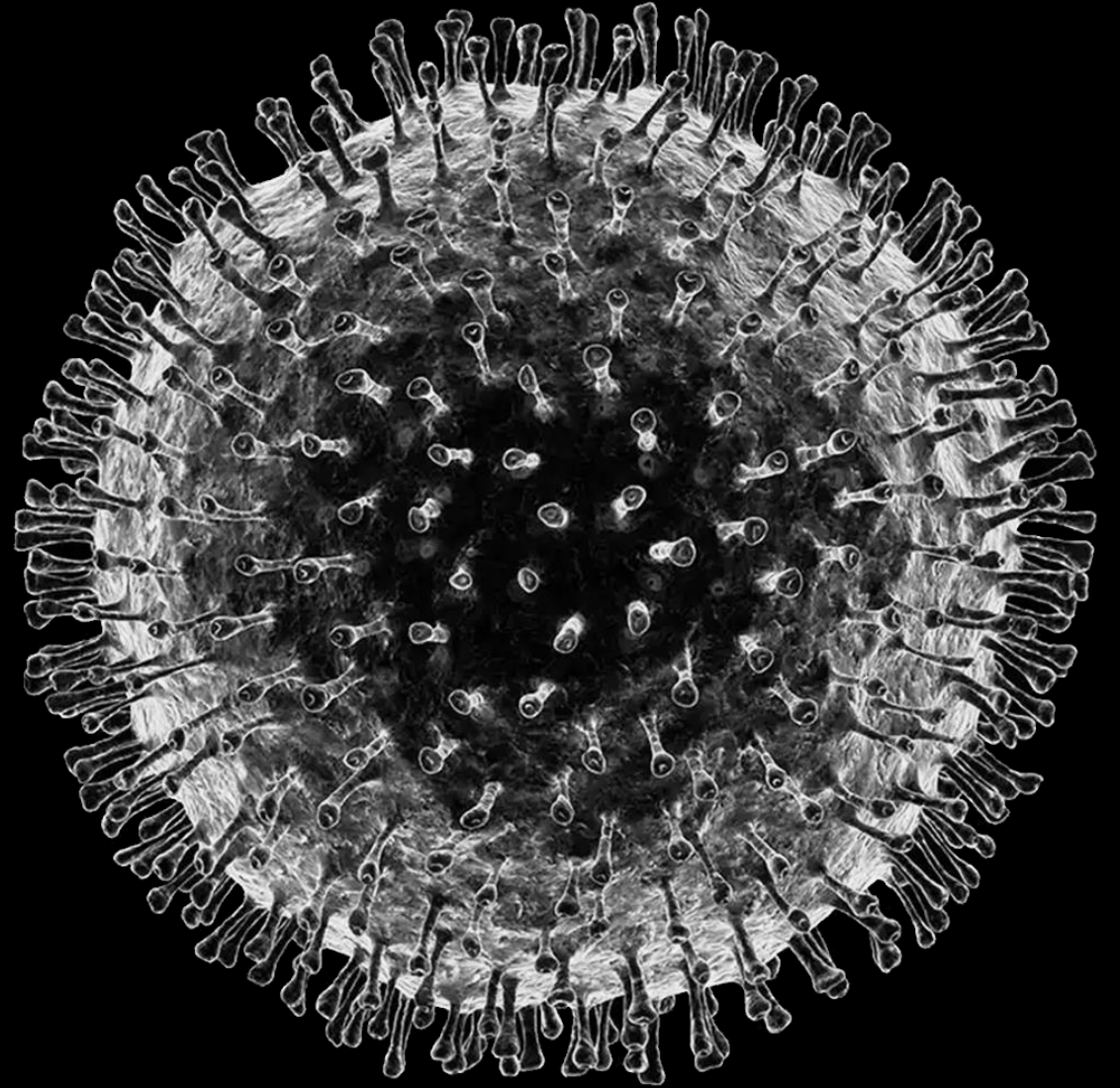


Taiwan's challenge in the
NEW WORLD



three major **changes**

As we emerge from the Covid-19 crisis into a different world,
we are facing a new reality.

1

higher professional standards

Covid has taught all of us a fear of disorder and carelessness.

Businesses now need to show that they are international, responsive, aware, agile and professional.



2

beginning of the all-digital business era

Everyone had to adapt to using digital tools and online collaboration. Some of these new practices will be here to stay.





3

survival of the fittest

Weak entrepreneurs will die off .
Survivors will be agile and strong,
having used the downtime to improve
their products or services, sharpen their
brand presence and build better
marketing strategies.

rally for Taiwan

The Covid crisis has plunged some Taiwanese sectors into deep trouble. Others are experiencing the exact opposite: they are facing new opportunities *because* of the crisis. Yet they all have one thing in common: they all need support right now, either to survive or to thrive.

fertile ground

we want to create and build
a better “Taiwan Brand”



**individual business
cannot thrive without
a solid support base**





look right creative
communication

support should come
from a strong “Taiwan”
brand that shows our
nation as modern,
innovative and cool

**we cannot leave it to
the fragmented
private sector to
promote Taiwan to the
world**





**the government needs to
create an ecosystem for
building and promoting
the “Taiwan” brand**



businesses need branding...

New brand identity for the Taiwanese company Giant, a major supplier for the offshore wind industry, allowing them to “go international” with confidence.

中小企業國際高峰論壇

the power of Experience Design

主辦單位：經濟部中小企業處
SMALL AND MEDIUM ENTERPRISE ADMINISTRATION
MINISTRY OF ECONOMIC AFFAIRS

中華民國資訊服務
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媒體協辦：



經濟部中小企業處
SMALL AND MEDIUM ENTERPRISE ADMINISTRATION,
MINISTRY OF ECONOMIC AFFAIRS

CPC
中國生產力中心
China Productivity Center

but **countries** do, too

Look Right has been working with universities and government promotion offices in Taiwan for over a decade, providing support for students, startups and local entrepreneurs.



don't we have a **Taiwan Brand** already?

In fact, we have several. But most of them are limited in scope.

There is no strong message, no unity, no consistency.



**we are
rising
to the challenge**

**but
we need you
on board
as well**

we need to act now

Taiwan's management of the Covid crisis has generated international praise and recognition. We should maintain this momentum and continue to show the world what Taiwan can achieve.

we can no longer afford to look like **this**

It is not just up to the private sector: the Taiwanese government needs to be leading across the board with professional, international promotional materials to set an example and to maintain Taiwan's public image.





we have a **plan** for Taiwan

Look Right is ready to step up and promote Taiwan and its businesses.

1

create more professional brands

We want to make it easier for Taiwanese companies to upgrade their brand identities and marketing materials, so they can compete with the new international standards of quality that have emerged.

How we do it: by providing easy access to resources, support, and advice.





2

upgrade Taiwan's look-and-feel

We want to help create a more international look-and-feel for existing government institutions, Public-Private Partnerships (PPP) and other entities whose mission it is to promote Taiwan to the world.

Our view: if you represent Taiwan to the world, in any capacity or sector, you should not look less than perfect.





3

empower the next generation

We want to provide graduating students, artists, and starting entrepreneurs with easy access to affordable, practical branding and marketing solutions so they can explore new international career opportunities with confidence and success.

Our goal: build a stronger entrepreneurial generation by providing substantial, long-term support.

in Taiwan improvement does not **float up** it has to **sink down** from the top

Effecting change in Taiwan is a top-down process that requires support from the government or key industry players

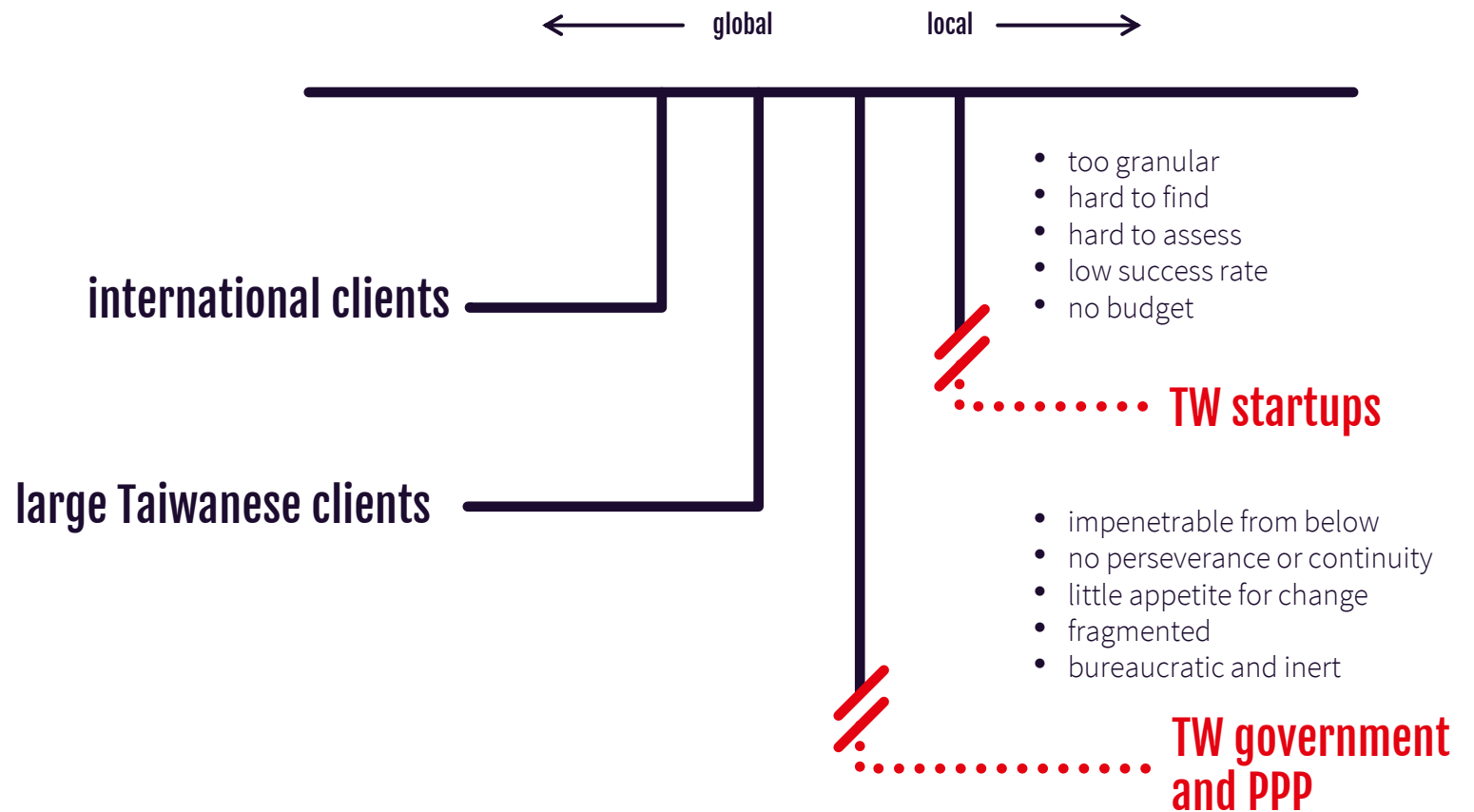


you are the missing link

If we try promoting Taiwan without top-down access and support, we are basically tilting at windmills. It will have no meaningful results.

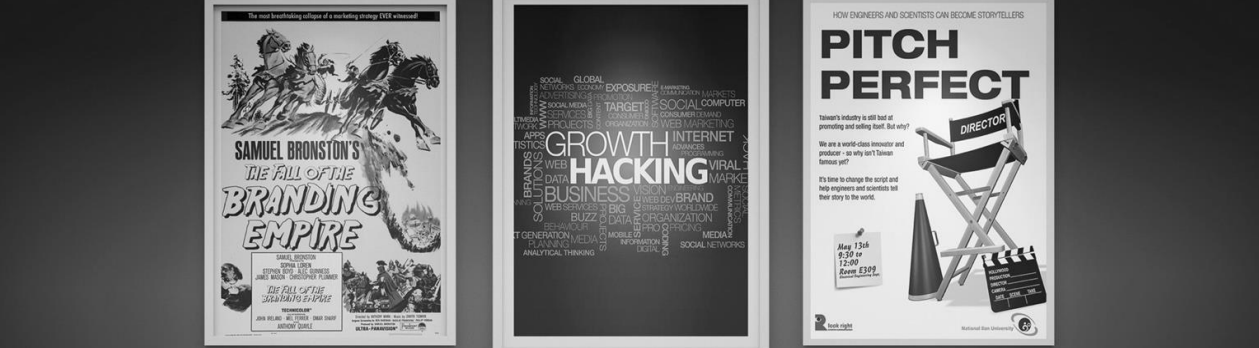
We need to connect to real stakeholders, who have the power and the willingness to make significant improvements from the top down.

look right





**we need to
become part
of the
ecosystem**



we are look right

an international boutique marketing, branding and communication agency based in Taiwan, with clients in a wide variety of sectors and industries: from creative local startups to global industrial corporations.

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

We have been helping entrepreneurs, governments, startups and large enterprises with branding, marketing and communication since 2006.

help us help Taiwan

We want to start a meaningful dialogue about Taiwan.

What we are offering in return are real, inspired solutions.

Drop us a line. We would love to hear what you think.



www.lookright.tw
info@lookright.tw



keep in touch!