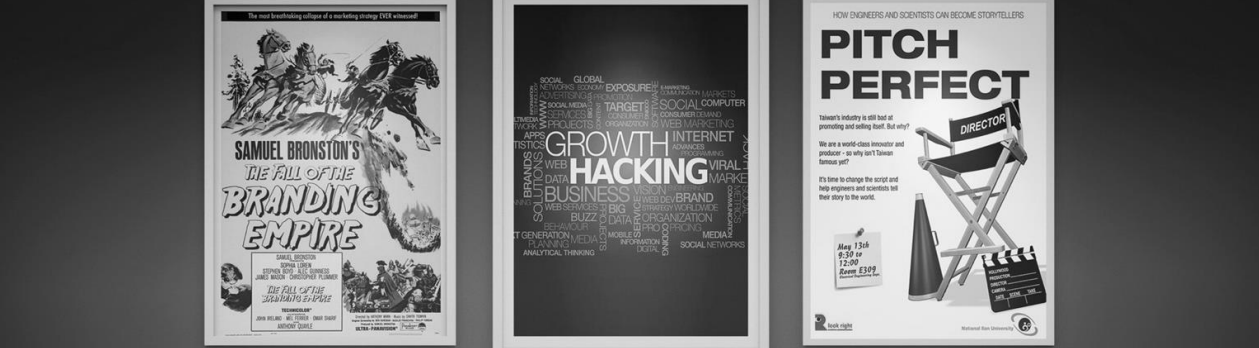




 **look right**



we are look right

an international boutique marketing, branding and communication agency based in Taiwan, with clients in a wide variety of sectors and industries: from creative local startups to global industrial corporations. This diversity keeps us agile and curious. Just what we need to be.

look right creative
communication

we are the storytellers
who tell the story of your business



look right creative
communication

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.

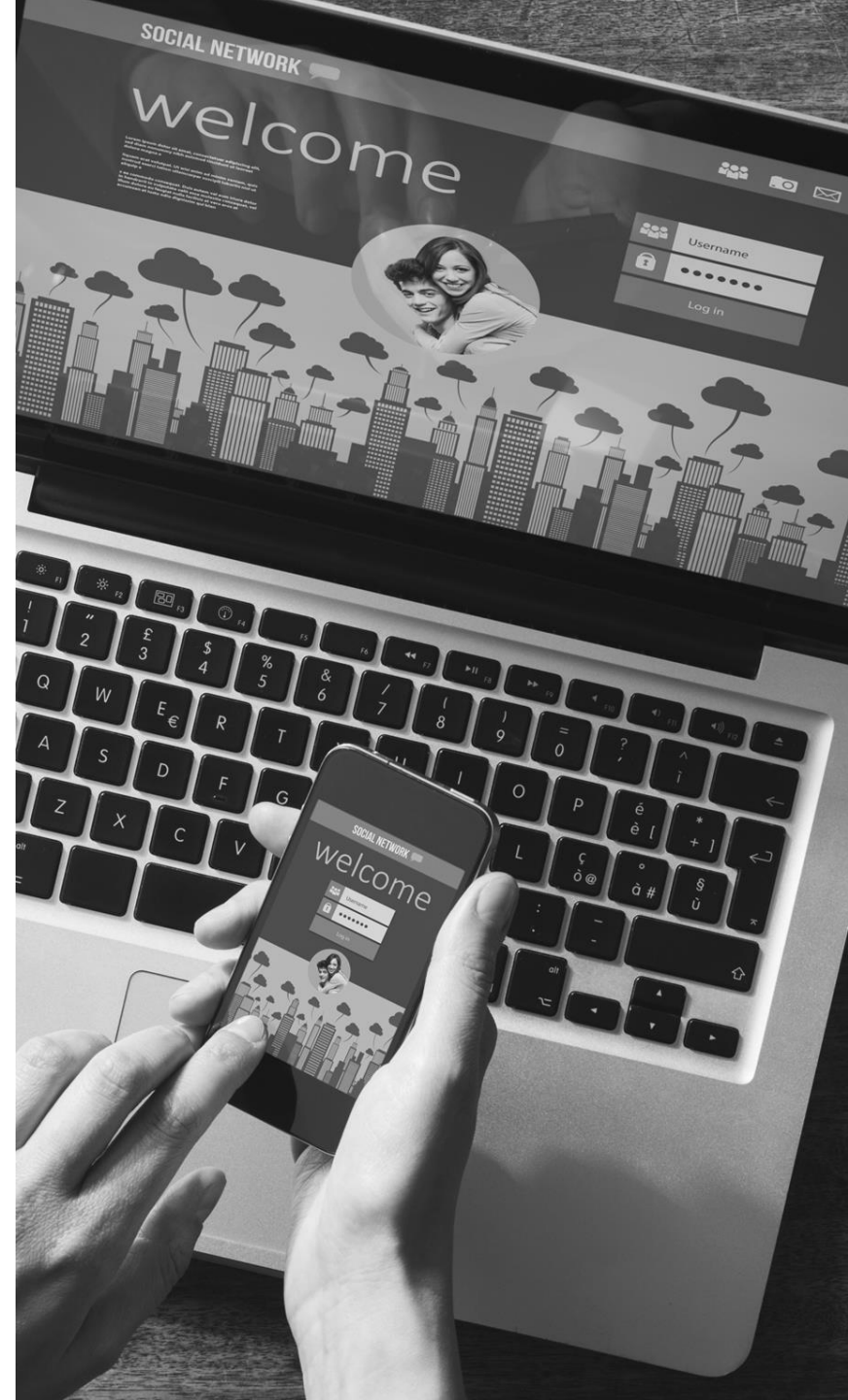


2

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.

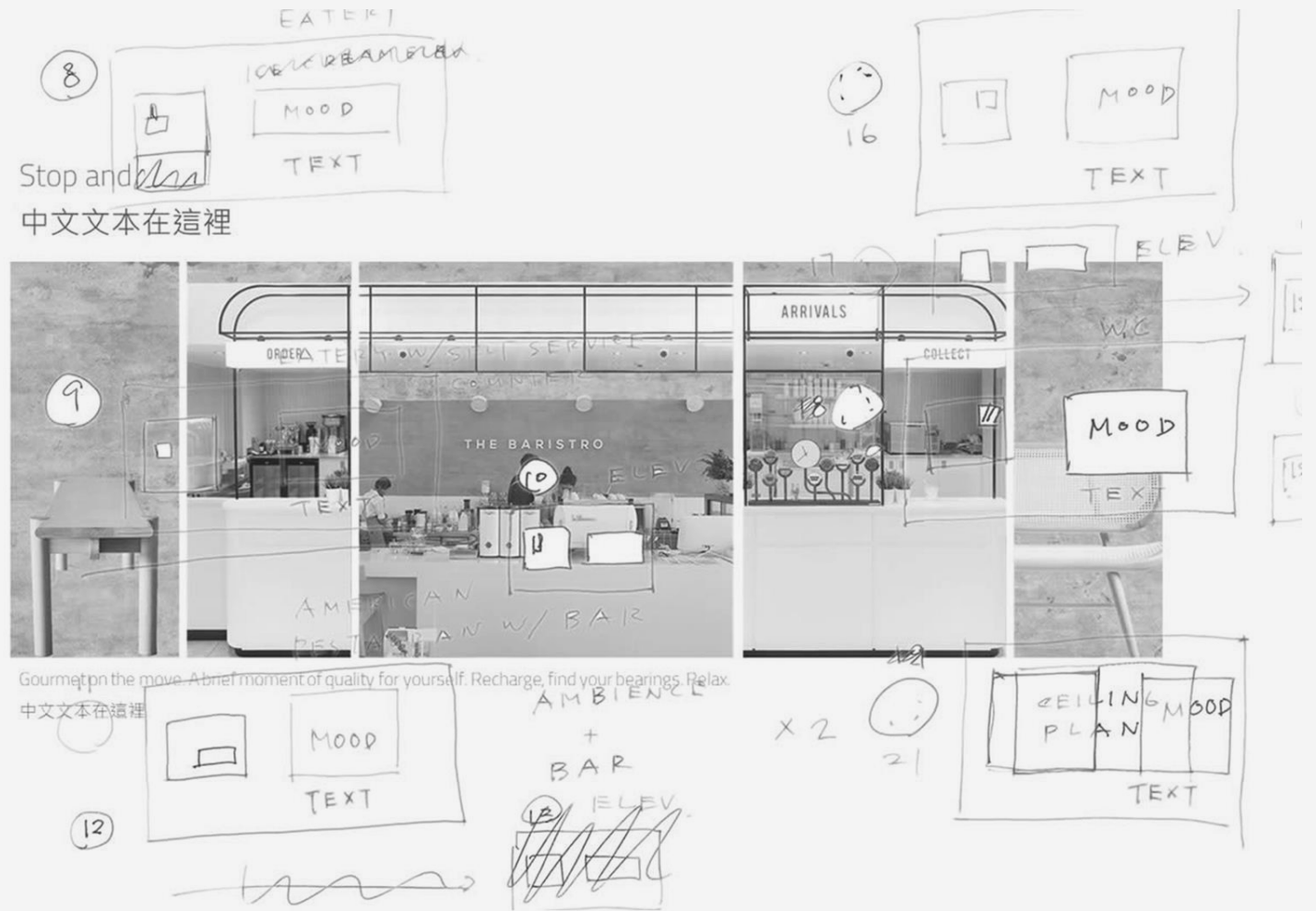
Some call it marketing and branding, but we call it storytelling. That is what it is, that is what it should be.

**our
services**



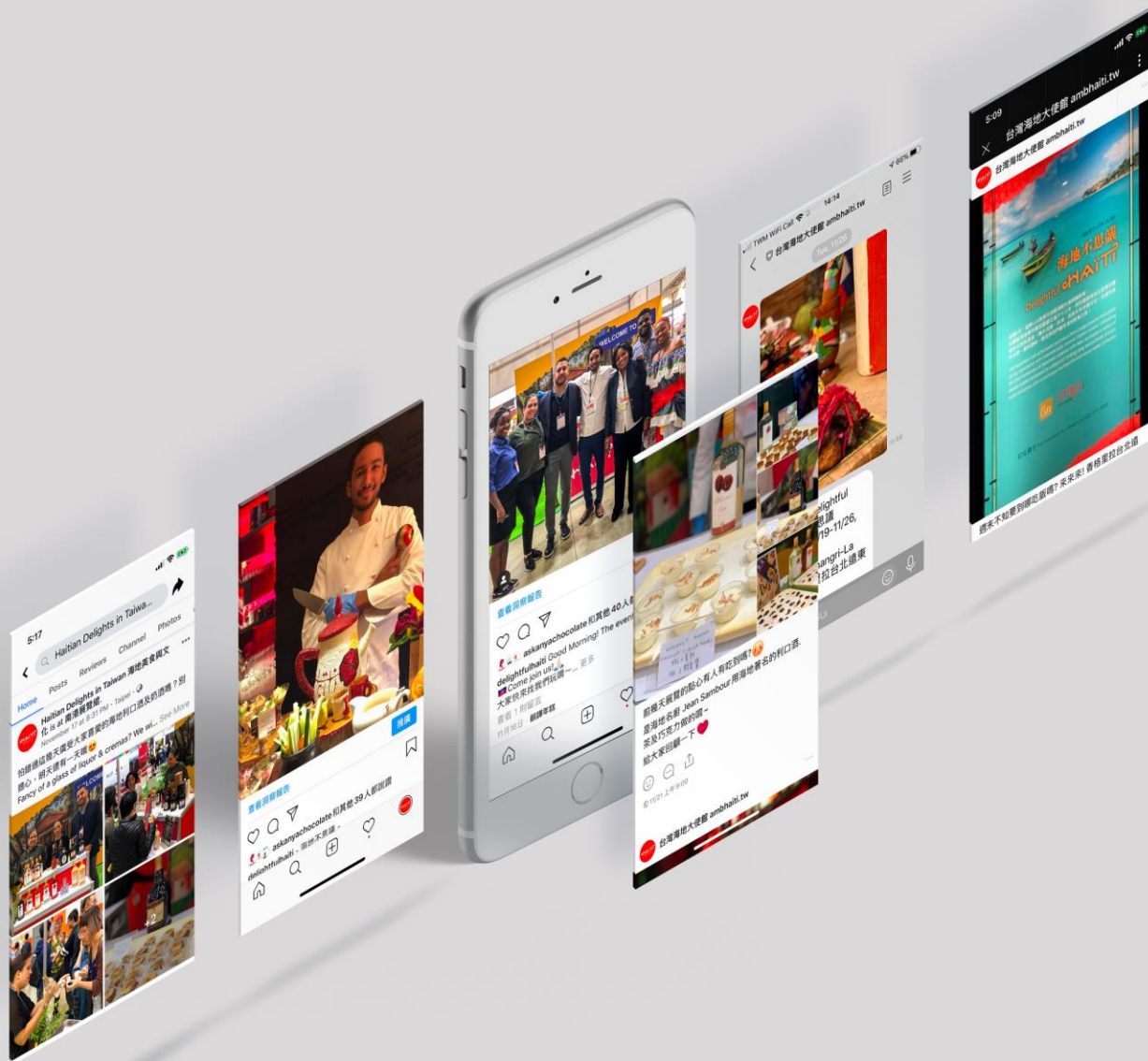
branding and identity

We create the perfect brand identity and visual style for your company, 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 and 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 tools that turn opportunities like this into a success, with professional multimedia presentations and perfectly worded pitches that never fail to impress.



marketing and 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.

03

STRATEGY

ALL SALES ARE RETAIL SALES

既然現階段只能以增加營業額為主要方式，那麼盤點營業額來源就很重要，然後目前芬蘭名品並沒有以下收入：

BUILDING A NEW BRAND?

下的零售」為主。

01

留住現有會員，並阻止他們離開
經過市場分析，我們發現芬蘭名品將近百分之七十以上的營業額來自會員，如何留住會員，並讓他們回流會有效策略的第一步。

02

留住現有會員，並增加客單
將會員留住後，有以下三種方式可以增加客單：讓他們購買較高利潤的單品，提高他們到店的單筆消費金額，讓他們願意更常回來店裡。

不是第一階段。
同的設計風格、零售風格甚至都要完全不同。例一個很好的例子。

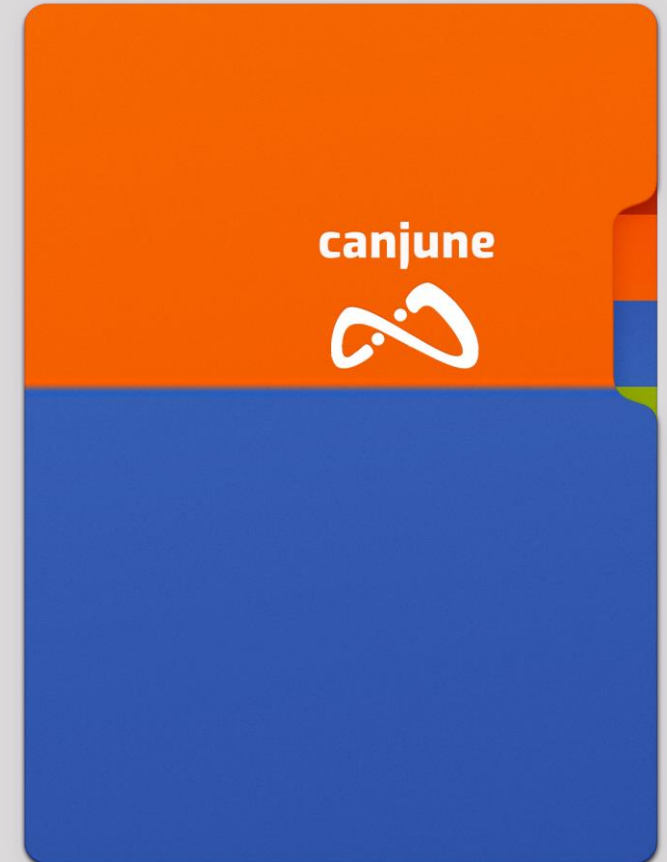
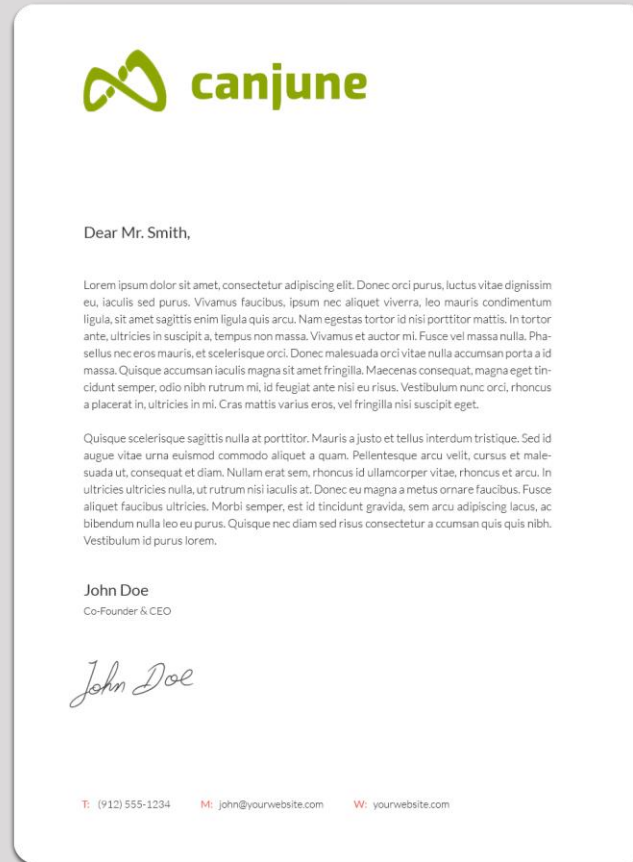


GROWTH FROM EXISTING DEMOGRAPHICS

分析：從現有的會員增加營收

design and 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.



industries and sectors



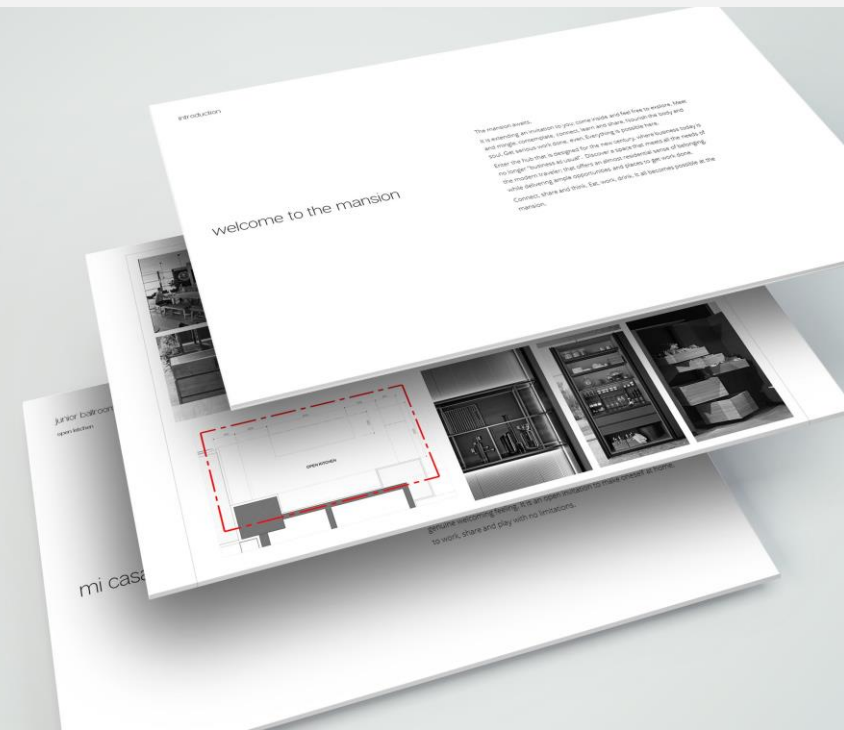
look right creative communication



hospitality

Looking alluring, professional and international has never been more important than right now. As a hotel, you don't get a second chance to make that all-out important first impression with your customers.

Look Right offers a range of solutions: internationalization, assessment services, rebranding, communication strategies and brand repositioning.



look right creative communication



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.



look right creative communication

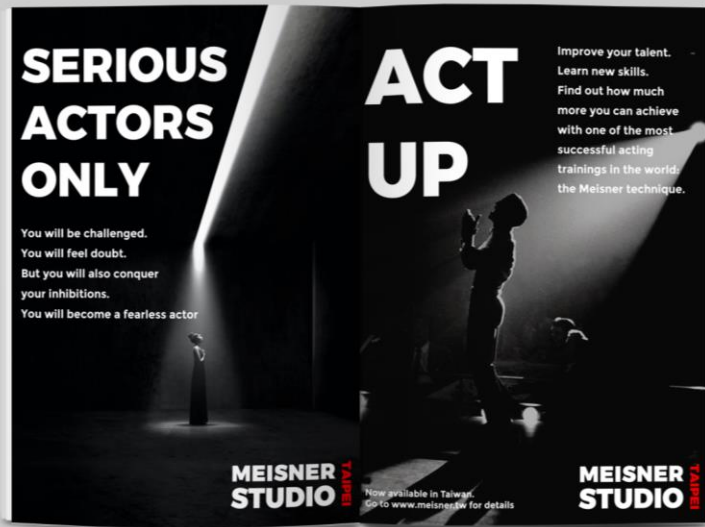


SME and startups

Small and medium-sized enterprises are the life blood of the economy. 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.

We create complete professional brand do-overs and provide long-term marketing consultancy, enabling companies to become more global and more competitive in the long run.





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.



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**

www.lookright.tw

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