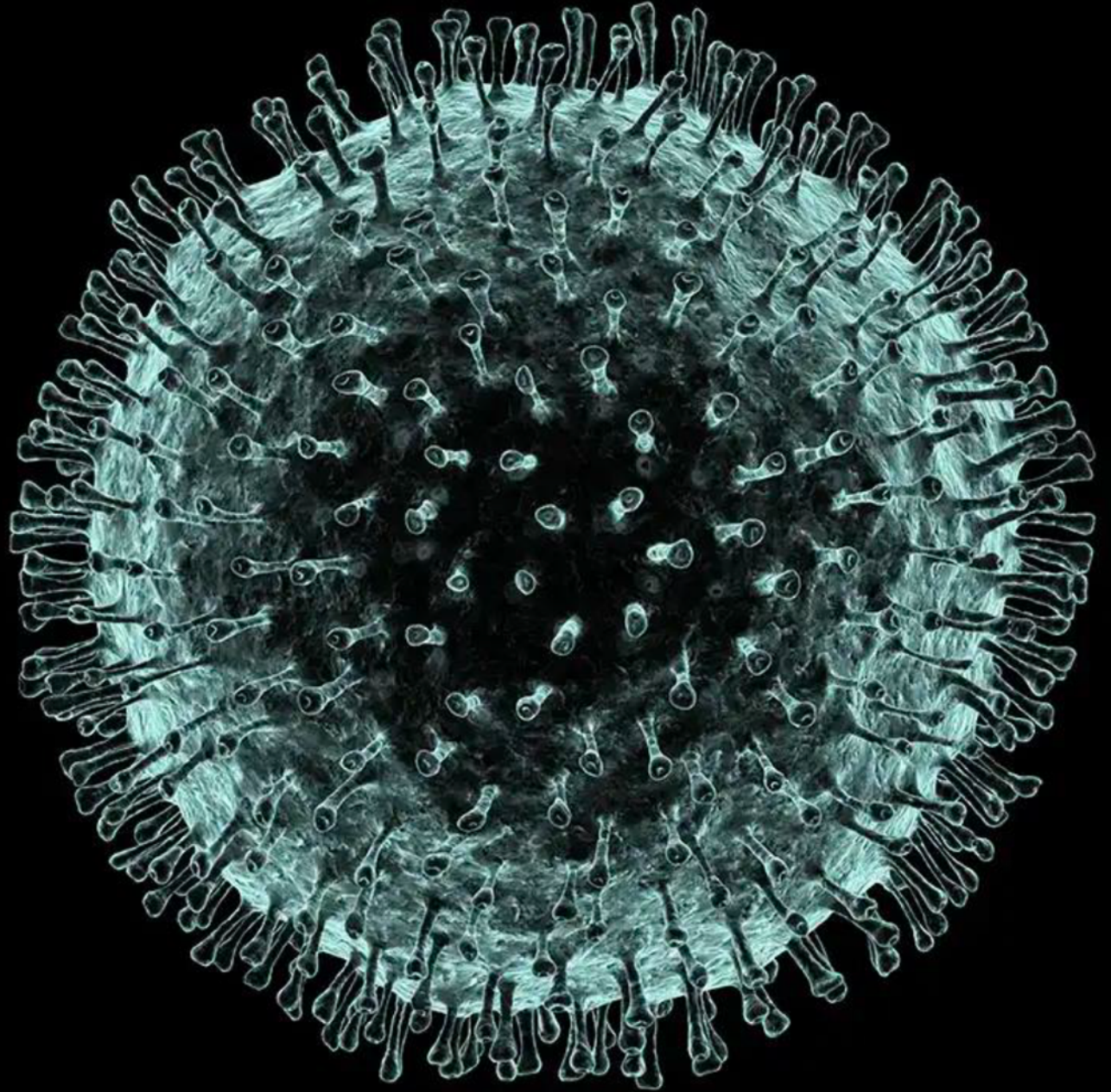
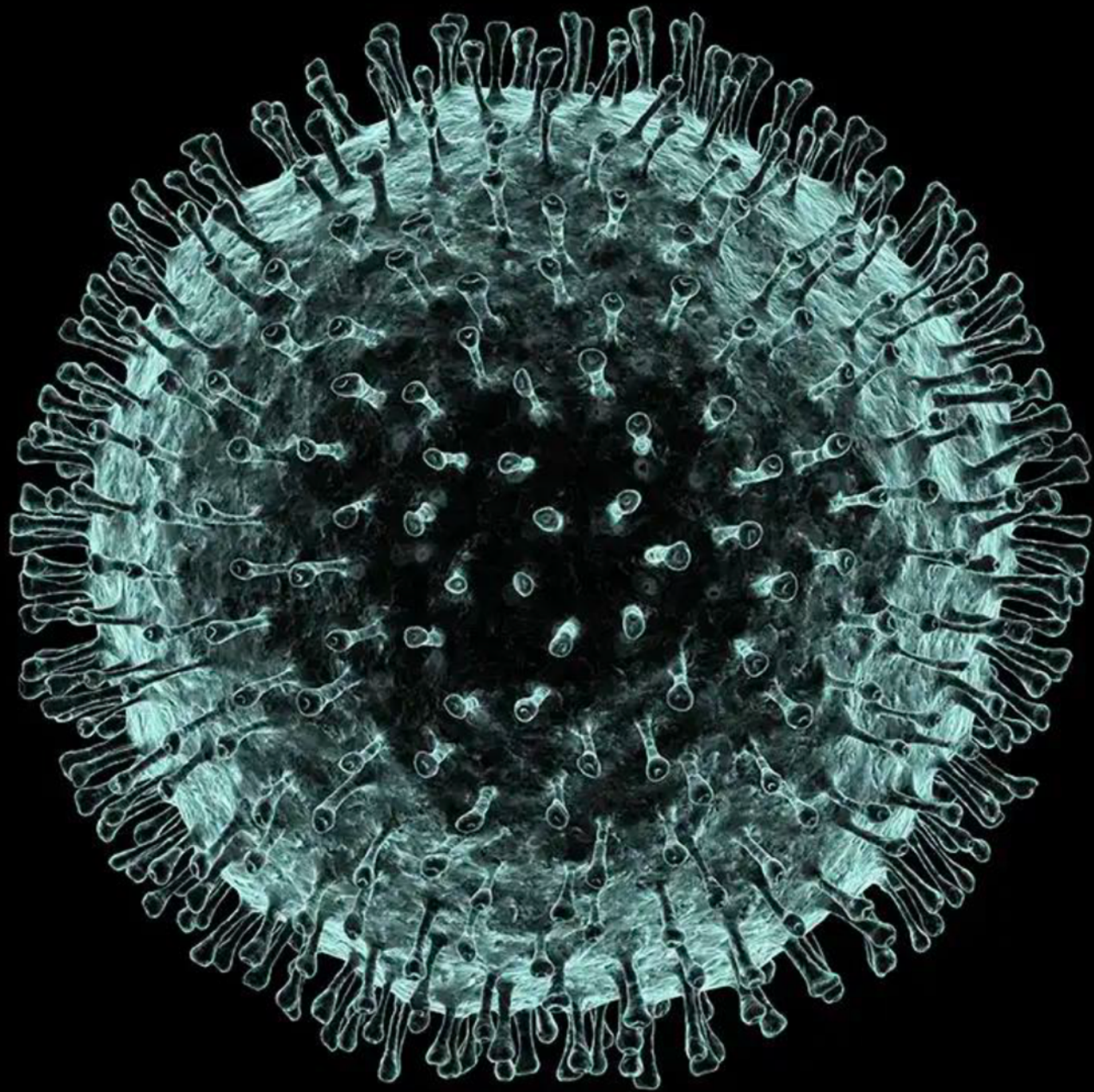


welcome to the
NEW WORLD



準備好了嗎？


飯店業的轉型革命





covid-19 is
CHANGING
the way we live and work

no travel
no meetings
no tourism
no sightseeing
no outside dining
no bar-hopping



新型冠狀病毒正全面地
改變
人類的生活方式及工作型態

跨境旅遊
觀光遊覽
群眾集會
酒吧小酌
聚餐約會
不再是正常活動

but things
are bound to

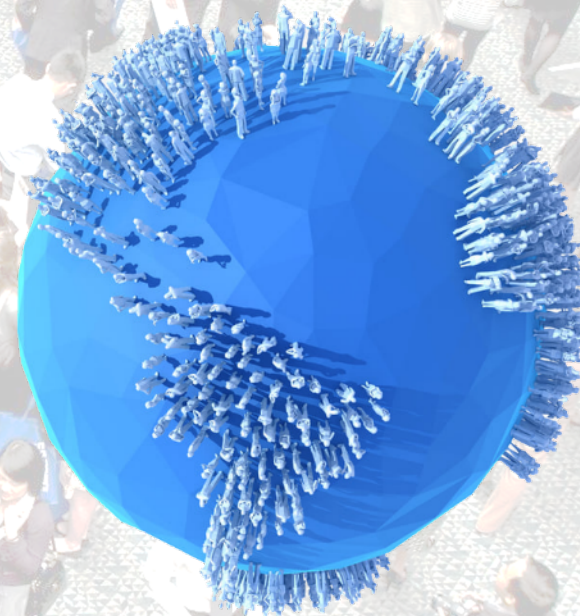
BOUNCE BACK

effective vaccination
becomes available

science finds a
cure for the
disease

public
accepts the
new
limitations

standard precautions
become the new social norm



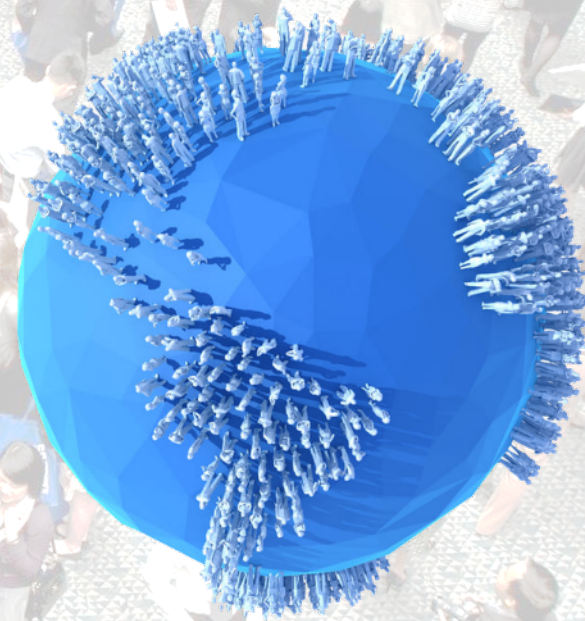
困境終究會過去 一切將會 回歸正常

疫苗研發並普及接種

科學研究
正積極研發
治療病毒
的方法

侷限性的
替代作法
成為大眾的
新生活選項

標準的預防措施
成為新的社會規範





GROWTH
will come again

Travel and hospitality are an essential part of modern life.
We are born to explore, connect and share.
We will adapt and change, but we also will meet again,
move again and work together again.

A rooftop bar in London at dusk. The scene is filled with people socializing, holding drinks, and looking out over the city skyline. The sky is dark, and the city lights are visible, including the Shard and other skyscrapers. The bar has a glass railing and yellow stools.

成長 必將再次來到

旅行及住宿、是現代生活裡不可或缺的元素。
我們生來即喜歡探險、與人連結及分享。
人們將會再次聚在一起、一起活動、一起工作。

but is your business
READY?



但產業成長裡不可或缺的你
準備好了嗎？





challenges for the **HOSPITALITY** industry

1 survive the short-term fallout and stay in business

2 get ready for growth and opportunity for when things turn around



飯店業者的 挑戰

1 堅持營運、堅守飯店產業

2 做好準備、等待並迎接業績成長、情勢翻轉的機會

even when things
get back to

NORMAL

some things
will change

FOREVER



different business travel

Businesses around the world are adopting new methods of meeting and working together online. Some of these companies will not go back to the traditional methods involving travel and meeting face-to-face unless they see a clear reason to do so.

the “cautious” tourist

International travelers, especially the older demographic, will become more demanding and selective when it comes to picking destinations and venues, choosing reliability and professionalism over “charm”.

世界的運轉回到

正常

但有些已產生的
變化將永遠存在
而成為下一階段的

常規



不同型態的商業旅行

一個遠距、線上的會議及工作型態、
正在全球各企業普遍形成。
除非有不得不的實體會議、
多數企業將不再回到傳統的辦公模式。

「嚴格」的旅客

世界各地的旅客選擇目的地及飯店時、不再
只重視華麗的建築或高貴的設施、他們將會
對「專業」以及「信賴度」更加挑剔、
尤其是年長的族群。

“I need you to show you care”

Guests need to feel that the hotel genuinely tries to connect with them and cares about their wants and needs. They expect the promise of the experience to be delivered through social media, web and multimedia.

“ I expect you to be international”

The global Covid-19 endemic has shown once again that we live in a global society. Having a faultless international presence is no longer optional but a requirement for hotels.

“I want something professional and reassuring”

Travelers demand a capable, authoritative and confident brand hotel that looks like it has the resources and knowledge to deal with any situation.



the new
MINDSET
of your future customer

「我想要找一間真的在意顧客的飯店」

顧客需要感受到飯店和他們如此的接近、如此真實地連結、瞭解他們的需要。

他們希望實際的入住經驗與透過網站上、多媒體上所查詢到的、所期待的、是具有同等的品質。

「我想要找一間具有國際品牌的飯店」


新型冠狀病毒的快速傳播、再次說明了這是一個全球化的時代。以一個具國際水準的姿態呈現、不再只是一個發展選項、而是立足飯店業的必要條件。

「我想要一間專業及值得信賴的飯店」

旅客需要一個具有品質並且可信賴的品牌。這個飯店品牌讓他們相信、不管是任何的狀況或需求、皆能在仰賴他們、在那裡獲得協助及服務。



您的未來顧客
想些什麼？



the end of the middle-ground players

Hotels that don't catch up will simply lose customers to local competitors that have upgraded their brand or to large-chain dependable alternatives such as Marriott/Hilton brands .

no second chances

In this new competitive environment, hotels that don't make a perfect, customer-friendly impact on web and social media right away will not be given a second chance to make that all-important first impression.

the new PARADIGM in the hospitality industry

成為卓越

拒絕因應變化而進行改造、飯店將會流失既有的顧客、而被已不斷提升品牌形象的競爭者所取代。例如萬豪國際集團、希爾頓全球酒店集團。

唯一的機會

在這個競爭的環境中、若無法透過網頁、社群媒體、精準地吸引住顧客眼光、您將失去顧客再次造訪官方網頁、或甚至二次入住飯店的機會。

新世代的 飯店典範

we have

SOLUTIONS



look right

解決方案



we build and re-build
BRANDS
for F&B and hospitality

look alluring

look customer-centric

look reassuring

look professional



我們專為飯店、
餐館打造或重建

國際品牌

我們要您的飯店

吸引目光

顧客導向

安心信任

表現專業



we help you find your
MARKETS
and audiences

We will find the best way to target new audiences, promote your business and find out what your customers really want and need.



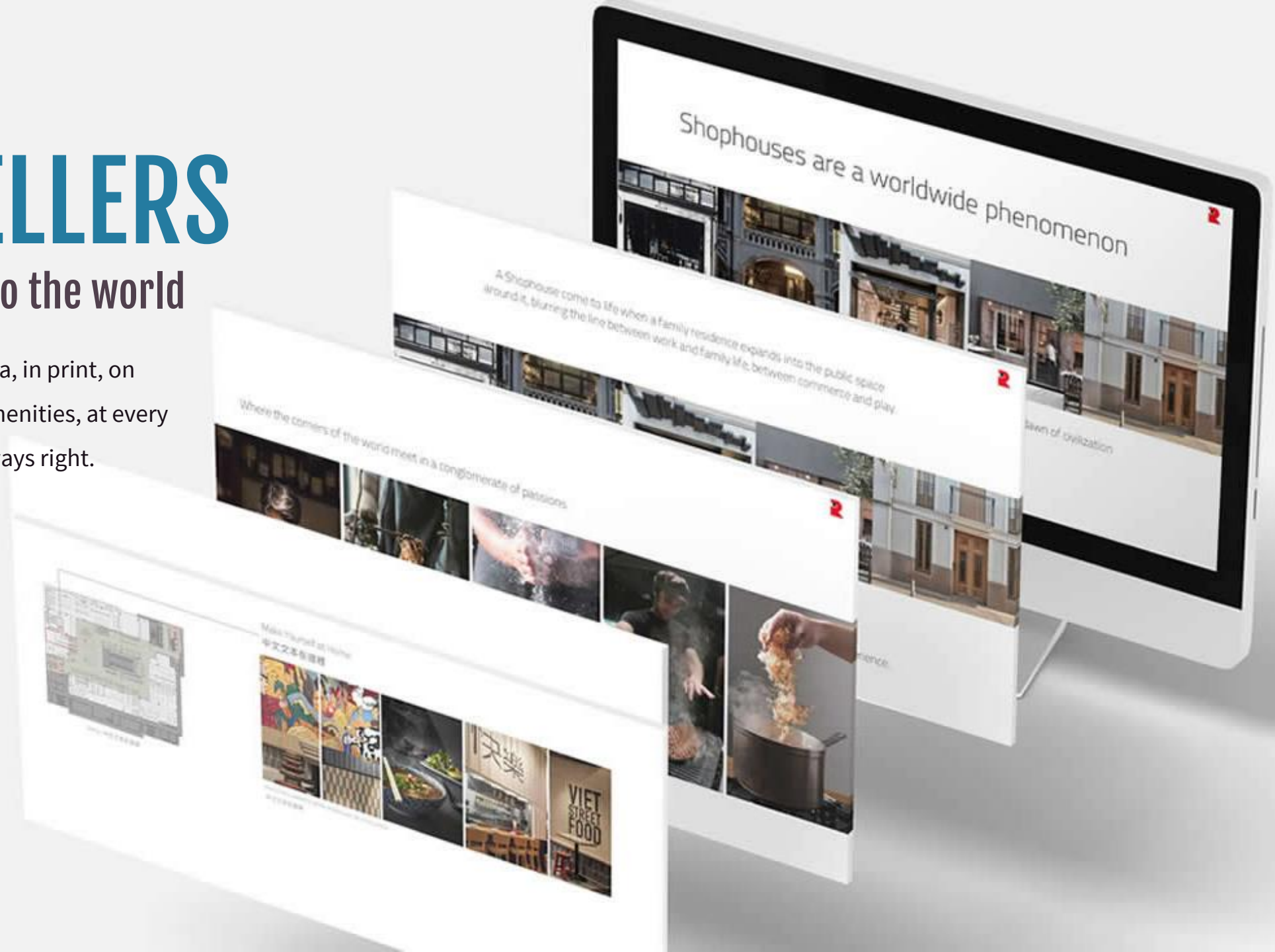
我們為您的品牌 重新定位 接觸新的客戶

我們會找到最合適飯店的方式、
協接觸新客戶族群、行銷您的飯店、
並為您分析客戶真正的需要
及需求。



we are professional
STORYTELLERS
who tell your story to the world

On the web, through social media, in print, on screens, in the room, through amenities, at every touchpoint, always on point, always right.



我們是專業的說故事人 我們可以幫助您

透過網頁、社群媒體、行銷手冊、

電子文宣；無論在室內空間、或是戶外公開場合、在任何可能的曝光點、我們要您永遠成為目光焦點。



we help you find
SOLUTIONS
that work for you

Sometimes, the first step is deciding what to do: change, grow, affiliate or downsize. Our assessment service analyzes your hotel, its brand potential and its current brand performance and offers clear advice on what to do next.



我們協助你

成為卓越

通常、第一個步驟就是決定我們將要做些什麼：改變、成長、發展或是精簡組織。

我們的分析服務，將為您提供：現況分析、品牌的發展潛力分析、目前的表現績效、以及貴品牌發展的行銷建議。



who we
ARE



關於
我們





the 145
Basic Research
Gaviato Reef Resort
Republic of Haiti
i-Cool
Idea Village
iFlex
J9Grafik
Midnight Media
Nutramist
NV
Qundl
RC Consulting
Sirqul

25+Repair
72 dpi
ALE Heavy Lifting
Axmarc
CCEF
Eolfi
Hektik
Hsiu
IDTV
Jams
KukuNzito
Leki Aviation
NTIO
XPRMNT

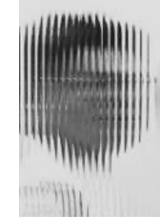
ABP
Ambeau
Ann Lu Yoga
Beautiful Hotel
Betty & Ryan
Blue Lake Shore Capital
CMI Mercedes/Smart
CPC
Crystal's World
DB Schenker
Dutch Design Post
Digbil
Finding Cheska
Fruit Candy
Huashan Foundation
Icebreaker
2011 IIIDE
imonCloud

Ipevo
KokoBike
LA Cafe
LTW Designworks
Mai Hotel
MGP
Nanhi
NCKU
NTUST
OEMEC
Peng Yuh
PRB
Qmo
Roman City Resort
Taiwan Mod
Taiwan Textile Federation
Warren & Monette
WordWave

we think INTERNATIONAL

We run a Flat Earth office, which means we cooperate, work and connect with people all over the world.

Any place with three bars on the phone and a decent espresso is a meeting room for us.





the 145
Basic Research
Gaviato Reef Resort
Republic of Haiti
i-Cool
Idea Village
iFlex
J9Grafik
Midnight Media
Nutramist
NV
Qundl
RC Consulting
Sirqul

25+Repair
72 dpi
ALE Heavy Lifting
Axmarc
CCEF
Eolfi
Hektik
Hsiu
IDTV
Jams
KukuNzito
Leki Aviation
NTIO
XPRMNT

ABP
Ambeau
Ann Lu Yoga
Beautiful Hotel
Betty & Ryan
Blue Lake Shore Capital
CMI Mercedes/Smart
CPC
Crystal's World
DB Schenker
Dutch Design Post
Digbil
Finding Cheska
Fruit Candy
Huashan Foundation
Icebreaker
2011 IIIDE
imonCloud

Ipevo
KokoBike
LA Cafe
LTW Designworks
Mai Hotel
MGP
Nanhi
NCKU
NTUST
OEMEC
Peng Yuh
PRB
Qmo
Roman City Resort
Taiwan Mod
Taiwan Textile Federation
Warren & Monette
WordWave

我們具有 國際視野

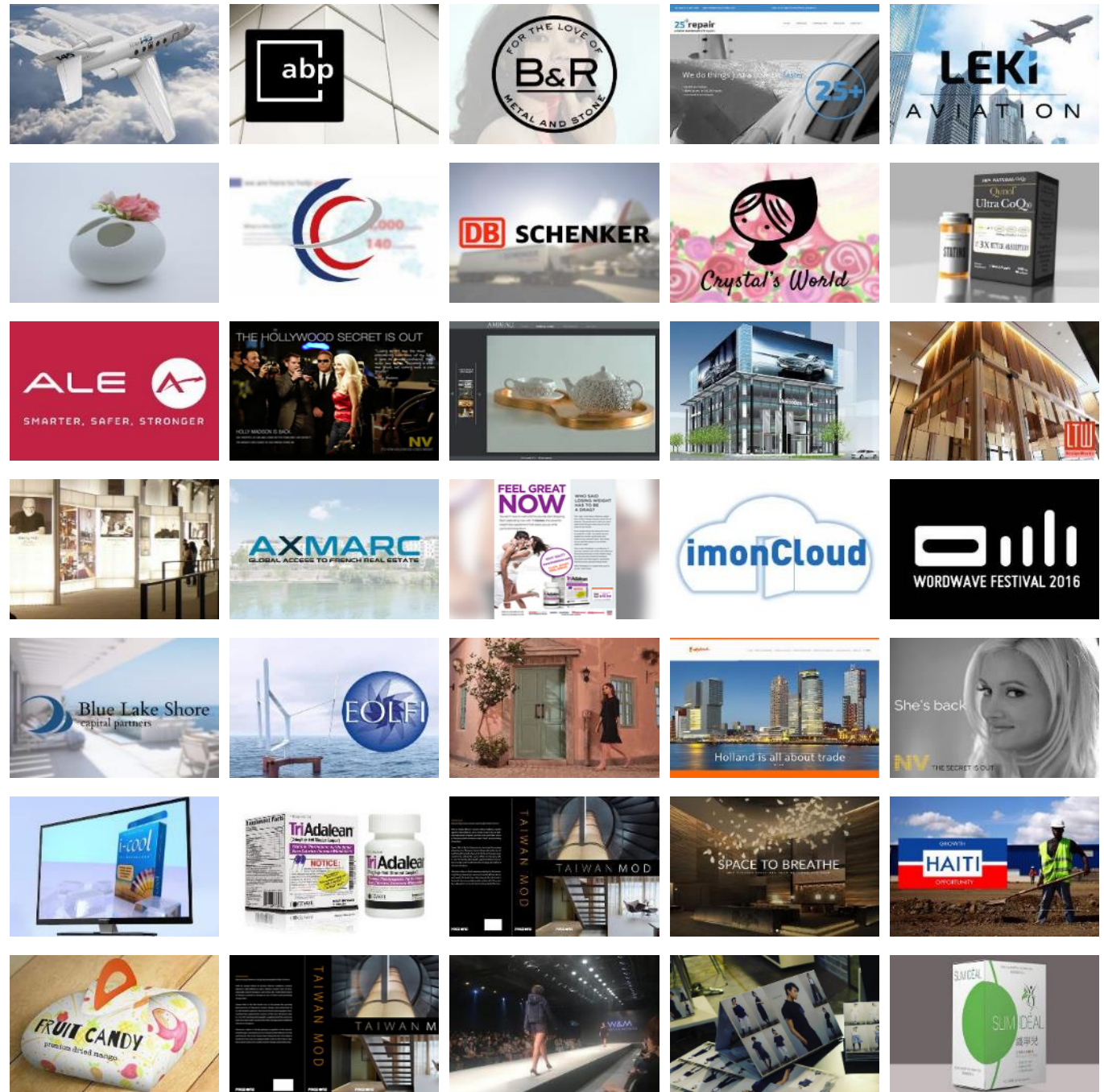
我們的服務遍及全球、我們和各國的企業合作、全球各處都是我們的辦公空間。
任何有電信通訊角落、配上一杯咖啡、就是我們的工作場所、是和來自各地客戶舉行的會議地點。



we think BEYOND the obvious

We have inspired and helped clients in a wide variety of industries, from hospitality to embassies, from mango cookies to offshore wind energy.

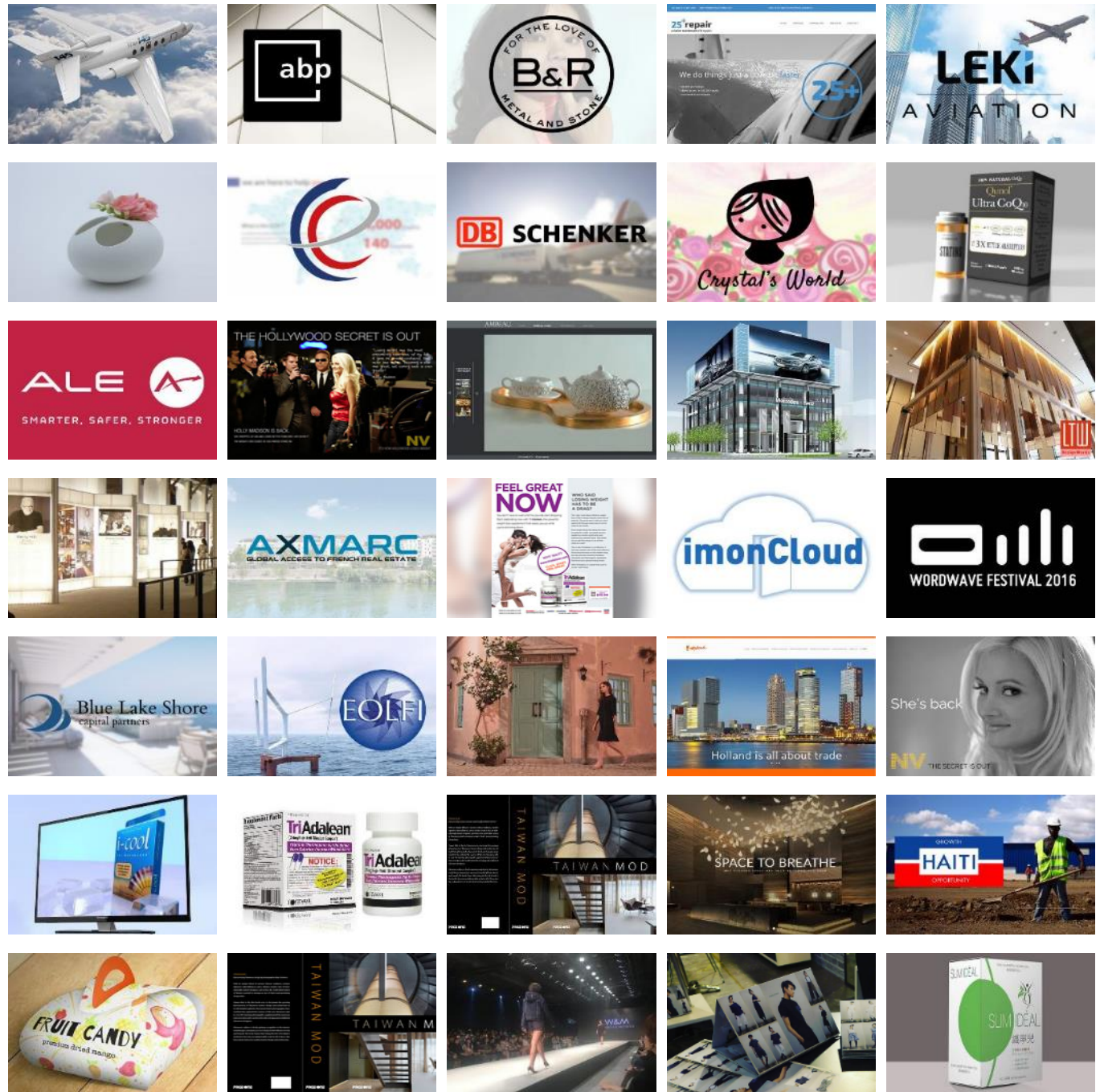
It keeps us agile and curious. Just what we need to be.



我們為你設想的 比你想像更多

我們已鼓勵並且幫助許多來自不同領域、不同產品形態的客戶、建立他們的國際化品牌。產業類別橫跨飯店產業到各種國際駐台單位、商品項目小型如芒果餅乾、大至風力發電產業鏈。

為服務各種產業、我們保持著對世界最新動態的好奇、以及各種產業所需的視野、洞察力。這是我們的特質、更是客戶反饋給我們的資產。





find out how we can
HELP YOU

www.lookright.tw
info@lookright.tw