



FOR STARTUPS & SME

TAIWANESE
DESIGN

**WE ARE
A STAR!
(OR ARE WE?)**

**tAIWANESE
DESIGN**

Taiwan has an amazing entrepreneurial culture.
We are brimming with great ideas, beautiful design, fantastic ideas.
So why are we not famous yet?

MAKE TAIWAN SHINE

**TAIWANESE
DESIGN**

Taiwan is a small country –
too small for creative SME to depend on domestic consumption only.

We need to get off our island and reach out to the world to succeed.

We need a global audience.

But often the best products,
the most innovative ideas do not make it off the island.

Too much raw talent remains unappreciated,
too many opportunities are lost.

This is not for lack of courage or ideas,
but simply because Taiwanese design often does not connect to a wider target audience.

Our self-centered approach makes much of
Taiwanese design inaccessible to the world.

We can change that.
By building a bridge that helps Taiwanese design
connect to the rest of the world.



LOOK BETTER

TAIWANESE
DESIGN

It all starts with looking good on screen, in print and in real life:
professional, confident, user-friendly.

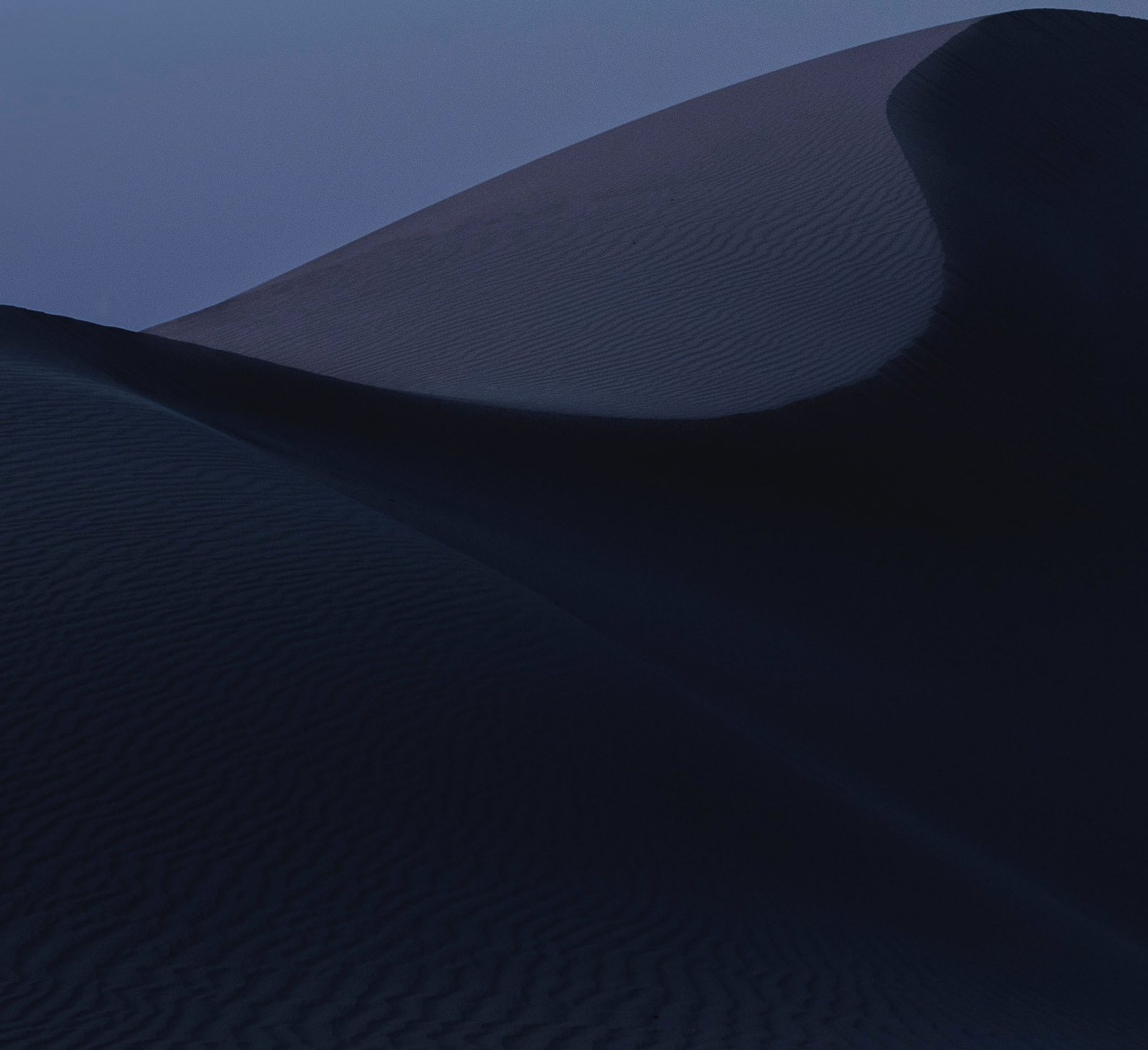
That means strong copywriting in faultless languages,
professionally designed collateral and a story that resonates with your target audiences.

**We can open doors for you and help you
make that all-important score-on-sight impression.**

FIND YOUR M

We are experts at storytelling across languages and cultures.

We can help you identify exactly who your target audience is,
and what they want and need from you.



MARKETS





BRAND TAIWAN

**tAIWANESE
DESIGN**

You represent the best Taiwan has to offer:
quality in design, reliability, integrity, innovative thinking.

So help spread the word:

Taiwanese design is cool.

Taiwanese design is relevant.

Taiwanese design deserves more attention from the world.



GO PRO
OR
GO HOME

TAIWANESE
DESIGN

In today's digital world,
your competition is often just one mouse-click away.

**Make sure you look as good as the rest out there.
Grab the attention and deliver your message.**

ONE STEP AT A TIME

You don't need to change everything overnight. But it is a good idea to slowly grow your business towards a more professional level. Here is what we can help you with:

- Brand review & analysis
- Target audience analysis
- English copywriting
- Brand story development
- Product development
- Product descriptions
- Digital presentations (PPT/print)
- Flyers & brochures
- Social media
- Video & multimedia



ABOUT US

Look Right is a different kind of branding agency.

Based in Taiwan, but with a distinctly global outlook and a portfolio of international clients.

We have a passion for Taiwanese design and have been actively supporting it for almost 15 years.

Our experience covers the entire spectrum.

We have worked with small creative Taiwanese entrepreneurs and large global clients - even whole countries, like the Republic of Haiti.

We are storytellers.

We want tell the story of Taiwanese design to the world and show the global community what Taiwan is capable of.

Talk to us. We would love to hear what your story is!

Give us a shout-out at:
info@taiwanesedesign.com

OTHER PUBLICATIONS

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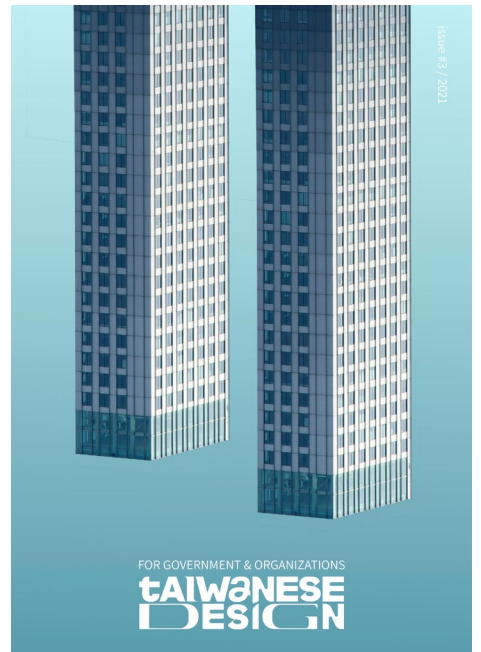


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