

DELOOKUP

CREATIVITY DRIVES MARKETING

CREATIVE DESIGN & VISUAL STORYTELLING

DeLookup is a creative studio helping brands communicate through advertising concepts, distinctive visuals, and creative content for digital platforms.

We combine human creative direction, cultural insight, and AI-assisted production to develop work shaped around your brand, audience, and project goals.

www.delookup.net

FROM IDEA TO VISUAL STORY

Creative content shaped around your brand, audience, and goals



Concept study: from initial sketches to a coordinated visual story.

CONCEPT FIRST

We start with your message, audience, and project goals to define a clear creative direction.

STORY-LED DESIGN

We develop visuals and copy around the concept, drawing on cultural insight where relevant and using AI to support creative exploration and production.

CONSISTENCY ACROSS PLATFORMS

We adapt the approved design for your website, social media, and agreed campaign formats, keeping your message and visual style consistent.

OUR CREATIVE SERVICES

Creative support for your brand, from the first idea to the final content



Concept mockup: a coordinated visual identity across print and digital applications.

CREATIVE ADVERTISING & CAMPAIGN VISUALS
Advertising concepts, posters, product imagery, and coordinated campaign visuals.

BRAND IDENTITY & CULTURAL DESIGN
Visual identities, cultural design, patterns, and packaging concepts shaped around your brand.

CONTENT & BRAND STORYTELLING
Social media graphics, carousels, captions, and brand copy with a consistent voice.

SHORT-FORM VIDEO & MOTION
Creative concepts, storyboards, and production for short promotional videos and motion content.

CREATIVE & CONTENT STRATEGY
Content reviews, creative direction, and practical action plans based on your audience and business goals.

CAMPAIGN LANDING PAGES
Campaign messaging, responsive page design, and setup tailored to your project goals and agreed requirements.

CREATIVE ADVERTISING & CAMPAIGN VISUALS



Concept example: a protection-themed advertising visual.

We develop advertising concepts and visuals shaped around your brand, audience, and message. From a single promotional image to a coordinated set of campaign assets, each project starts with a clear creative idea.

Campaign Concepts

Creative themes, visual ideas, and messaging directions developed around your brief and communication goals.

Advertising Visuals

Conceptual posters, digital ad graphics, and promotional artwork for products, services, and brand campaigns.

Creative Variations

Different compositions and visual treatments to explore how an agreed campaign idea can be expressed.

Format Adaptation

Layouts and sizes adapted for the agreed social media, website, and digital advertising placements.

Deliverables, formats, and variations are agreed for each project. Paid media buying and ongoing campaign management require a separate agreement.

BRAND IDENTITY & CULTURAL DESIGN



Concept mockup: a culturally inspired textile brand identity.

We develop visual identities and culturally informed design concepts that give brands a distinctive, coherent presence. Each creative direction is shaped around your values, audience, and intended use.

Visual Identity

Logo concepts, colour palettes, typography, and supporting graphic elements developed to work together across your brand materials.

Cultural Design

Original patterns, motifs, and visual concepts inspired by cultural references, with attention to their meaning, context, and relevance to your audience.

Packaging Concepts

Creative packaging directions and presentation mockups that connect your product's character with your brand story.

Brand Applications

Coordinated designs for selected stationery, digital touchpoints, and promotional materials.

Packaging mockups illustrate the visual concept. Structural packaging design and production-ready artwork are scoped separately.

CONTENT & BRAND STORYTELLING



Concept example: a visual storytelling series for a fictional travel brand.

We turn brand ideas into clear messages and connected visual stories. From individual posts to coordinated content series, each piece is shaped around your audience, purpose, and brand voice.

Brand Messaging
Brand introductions, service descriptions, and product stories that explain what you offer and why it matters.

Social Media Content
Post graphics, carousels, and coordinated visual content developed for your chosen digital platforms.

Campaign Copy
Headlines, captions, and promotional text that support your message and creative direction.

Editorial & Educational Content
Illustrated explainers, infographics, and visual stories that make information clearer and easier to understand.

Content formats, copy length, and deliverables are agreed for each project. Publishing and ongoing account management are scoped separately.

SHORT-FORM VIDEO & MOTION



Concept frames for a fictional chocolate advertisement.

We shape ideas into short visual stories for products, services, and brands. Each project is developed around its message, intended platform, and production requirements.

Concepts & Storyboards

Creative ideas, short scripts, and visual sequences that establish the story and guide production.

Short-Form Video

Promotional clips and visual stories created around an agreed concept, style, and production plan.

Motion Graphics

Animated graphic elements, typography, and visual transitions that support your message and brand style.

Editing & Adaptation

Editing, pacing, and format adjustments to prepare the agreed video assets for their intended platforms.

Production is confirmed after reviewing the concept, technical feasibility, and required assets. Duration, formats, audio, and revisions are agreed for each project.

CREATIVE & CONTENT STRATEGY



Illustrative scene: a creative direction review.

We help you decide what to say, who to reach, and how to express your brand. Our approach connects your goals, audience, and creative direction with a practical content plan.

Creative & Content Review

Reviewing your existing visuals and messaging to identify strengths, gaps, and priorities.

Audience & Messaging

Clarifying your intended audience, core message, and communication goals to guide creative decisions.

Content Direction

Recommending themes, formats, visual references, and publishing channels suited to your brand and resources.

Practical Action Plan

Outlining content priorities, next steps, and a suggested publishing structure to support implementation.

Recommendations are based on the agreed brief and available information. Content production, publishing, and ongoing campaign management are scoped separately.

CAMPAIGN LANDING PAGES



Concept example: desktop and mobile landing-page design for a fictional homeware brand.

We create campaign landing pages that connect your advertising message with a clear next step. Visuals, copy, and page structure are developed together around your offer and audience.

Page Structure

Organising your offer, supporting information, and calls to action into a clear, focused visitor journey.

Visual & Responsive Design

Layouts that reflect your brand and campaign visuals, adapted for desktop and mobile viewing.

Copy & Calls to Action

Headlines, key benefits, and concise supporting copy that explain your offer and guide the next step.

Page Build & Setup

Implementation on the agreed platform, including the forms, links, and page functions defined in your project scope.

Platform, functionality, integrations, and publishing requirements are agreed for each project. Ongoing maintenance and campaign management are scoped separately.

DELOOKUP

CREATIVITY DRIVES MARKETING

START A PROJECT

LET'S BRING YOUR NEXT IDEA TO LIFE

Tell us about your brand and what you want to create. We'll discuss the creative direction, scope, deliverables, and next steps.

DISCUSS YOUR PROJECT

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WEBSITE

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Scan to contact us

Remote collaboration worldwide.

Instagram Pinterest