



LEFTRIGHT  
GLOBAL

LIFESTYLE CREDENTIALS

2025



## WHO WE ARE: STRATEGIC & CREATIVE

LeftRight is a creative through-the-line agency that services brands across all industries with a specialization in the medical and pharma industry. Working as a full-service agency since 2002, we possess a wealth of medical experience and a strong strategic background.

Our dedicated team works with a strategic-first approach and then crafts beautiful and compelling creative solutions.

*We define a direction and execute with precision.*



# WHERE WE'RE BASED



JOHANNESBURG, SA

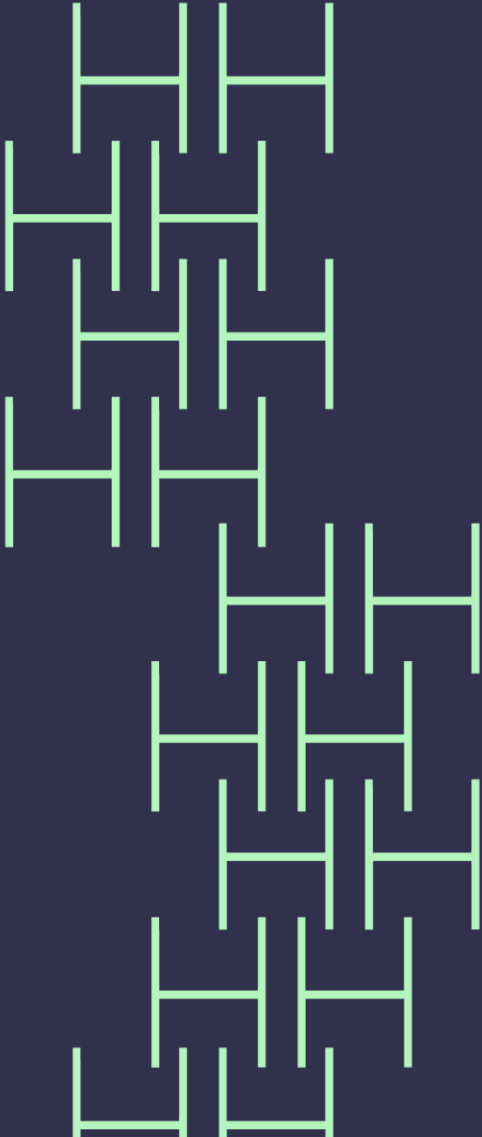


CAPE TOWN, SA



FLORIDA, USA





# OUR OFFERING

## STRATEGY

The correct planning before a decisive move can make or break your campaign. We approach our work through a strategic lens to ensure success and work closely with your team in briefing sessions, even helping to develop an accurate brief that will ensure the right outcome – we understand that being an extension of your team is essential.

## CREATIVE & DESIGN

Our creative team including our Creative Director, Art Director and a mix of talented designers create impactful, eye-catching work that further instills our strategic direction. We have built a team that understands how to create layouts that target specific audiences and has a good understanding of different markets, working closely with the copy team in briefing sessions.

## DIGITAL & SOCIAL MEDIA

Our dedicated team handles your digital ecosystem seamlessly, optimising your digital and social media platforms to achieve your goals. From building B2B or B2C print or digital elements to crafting social media content as part of your campaign, we have a digital-first 360° approach.

## WEBSITE DEVELOPMENT

Our web developers build smart and user-friendly websites, whether it be internal informative portals or landing pages for a consumer-facing branded campaign that promotes a full product range, our team has the formula to help you create the content from scratch and deliver a well-performing website.

## COPYWRITING

The foundation of any successful launch, campaign or project lies in the creation of clever copywriting and content. Our large team of copywriters comes with a wealth of experience and works closely with clients to ensure that the end-product is delivered. We have a wide range of experience across different markets and always work with intention to extend specific brand voices for their target audience.

## COPYEDITING & PROOFREADING

We have a dedicated proofreading and copyediting team to ensure that no mistakes slip through the cracks. They are our extra set of eyes to quality check brief requirements vs design outcome throughout the process, ensuring accuracy, consistency and ultimately, perfection.

## PRINTING & PRODUCTION

We can source anything your heart desires and print the most beautiful card to accompany it. What makes our production team special is the proactivity they bring – always providing new ideas for printing a leave behind in a different way or suggesting the latest gadget that will become an eye-catching promotional item. On-time delivery of high-quality printed items is essential to completing our full-service offering.

## VIDEO PRODUCTION

We have an in-house storyboarding, video creation and animation team that produce incredible launch videos, training videos, teaser videos, online digital adverts and more. We prioritise video content as we know that it is better received than static content in any training, launch or online environment.

## EVENTS

We handle events effortlessly, from internal launch events and simple desk drops with a difference to congress or conference set-ups and full-blown launch events, while ensuring that the creative and roll-out elements are integrated in all we do.

# OUR PROCESS – NEW BRIEF/PRODUCT LAUNCH

Our operational procedures are comprehensive and adaptable to your brand and campaign-specific needs.

**1.** Brief

**2.** Strategy

**3.** Creative Brainstorm

**4.** Writing & Research

**5.** Internal review

**6.** Client review

**7.** Design

**8.** Internal review

**9.** Client review

**10.** Revert on copy & design

**11.** Approval

**12.** Roll out

COMPANIES WE'VE WORKED WITH



# WHY WORK WITH US

- LeftRight Global is able to handle **multiple projects** at one time
- Our core area of strength is launching new products or running campaigns from conceptualisation to completion **seamlessly and timeously**
- We help you with the strategic briefs, using a formal template and built-in process to help you create briefs, strategise and identify the customer journey and roll-out plan



# WHY WORK WITH US

- We are an extension of your marketing team, involved with **annual planning, budget planning and implementation planning**
- We tailor campaigns to **target different channels**, so that you reach your target audience appropriately
- We assist with **digital and AI tools**, helping you to take digital to the next level and to problem solve with data analysis



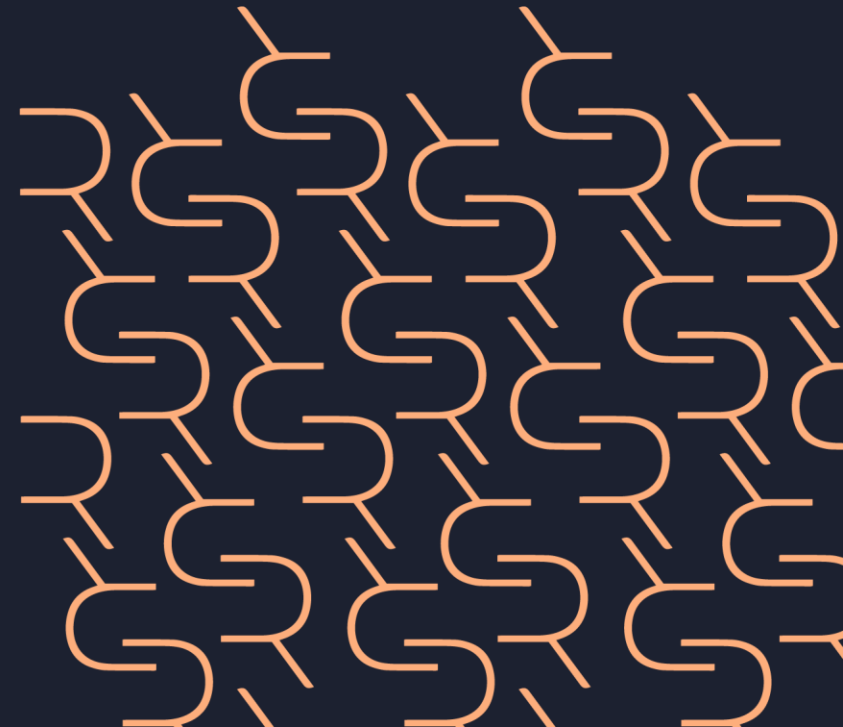
# WHY WORK WITH US

- We are always **proactive**, bringing you **new, different and unique** tools, elements, printed samples and a creatively fresh way of demonstrating to your audience
- We work on small or large creative campaigns, utilising versatile photoshoots and video content to create the key visual
- We are **ethical, honest and compliant**, and Level 4 **BEE**



# LET'S TEAM UP

We would love to work **with** you.



THANK YOU.



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