



**KOR** – Irish for Hospitality

---

The Menu

February, 2024

---



WE'RE KOR AND WE'LL BE YOUR SERVER TONIGHT.

KOR is a three-course agency for the food and beverage industry.

Serving up design, content, and strategy that tells your story, so that you'll have a packed house every night.







Who are KOR?



## Who are KOR?



Multi award winning designer with 20+ years experience in the creative industry, working with a range of brands and businesses across the F+B industry.

Previous clients include, Guinness, Red Bull, Google, Hilton Group, Waldorf Astoria, Big Fan, The Dead Rabbit, Mo Chara, Fallon & Byrne, and The Dough Bros.

With a skillset that ranges from creative ideation, through to brand design and art direction, I have worked with some of the best bars and restaurants in the business. My work has been featured on RTE, The Irish Times, Hypebeast and Monocle Magazine.

[Linkedin Profile](#)



Turning a long time passion for photography and videography into a career has evolved into having a hand building some of the most exciting brands in Ireland.

Previously having worked with brands such as Coole Swan, Mo Chara and The Dead Rabbit to having work published in national outlets like The Irish Independent, The Irish Times and Drinks Ireland with campaigns across multiple stores in the country with Aldi, Tesco and Dunnes Stores.

[Linkedin Profile](#)



I bring creativity and consistency that's rooted in strong concepts, so your brand grows while staying true to your values.

I've written marketing copy for world-famous brands like The Guinness Storehouse, Discover Ireland, and Canyon Bikes. As a travel writer, I've told stories of Ireland for The Irish Independent, Condé Nast Traveller, Red Bull, and many more.

I've also worked as a Content Marketing Manager for 256, a content marketing agency based in Dublin where I created and implemented strategies across a range of Blue Chip, B2B and B2C clients.

[Linkedin Profile](#)

Who we've worked with





## Who we've worked with

<https://www.kor.agency/mains>

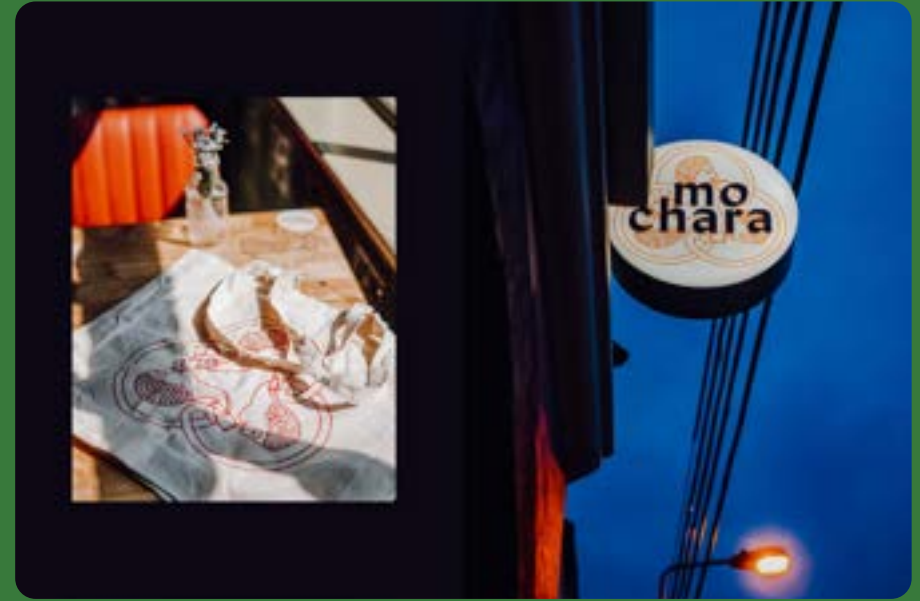
We're fortunate to work with some of the best in the business, here are a few collaborators and clients –

- The Dough Bros
- The Dead Rabbit
- Waldorf Astoria Group
- The Hilton Group
- Coole Swan
- Dunnes Stores
- New Balance
- Diageo
- Aer Lingus
- Monocle Magazine
- Monin | Illy Coffee
- Fallon & Byrne
- Edwin Jeans
- Igloo
- Coca-Cola
- Bewleys
- P-Macs Hospitality
- Great Northern Distillery
- Google
- Big Fan
- Donal Skehan
- Niall Davidson | Allta
- Mo Chara
- Nevin Maguire









# Our approach & services



## Our Approach

[www.kor.agency/what-we-do](http://www.kor.agency/what-we-do)

Your business deserves a holistic approach that results in a true and consistent experience for your guests. Communicating your story through these five elements is our strength.

### What we do

- Story-focused
- Strategic
- Client-driven
- Pragmatic
- Long-term relationships

We get our feet under the table to understand what you're all about and use design, content, and a strategic approach to tell your story to the world in a commercially-focused way.

### How we do it

- Brand Identity
- Photo & Video
- Editorial Writing
- Tone of Voice
- Marketing



**Kor Services**

# Design



## **Brand Identity**

You eat with your eyes, so presentation matters. By creating a brand that connects with your customers and represents who you are, you create the foundation for a successful business. We sit with you, find out more about who you are and tease out the finer details to develop a brand that stands the test of time.

## **Print Management**

In a digital world, print can have a lasting impact. Well-executed touchpoints like menus and business cards elevate your business above competitors. As well as designing the materials, Kor use our network of printers to find the right supplier for your materials at the best price. We also have a strong network in merchandise production.

## **The Experience**

Welcoming people into your space is incredibly personal. Having launched pubs, curated experiential events, and hosted parties, we know what turns a good event into a great one. But we go one step further from temporary events into assisting with more permanent elements like dining room fit-outs and shop front signage.

## **Website Design**

A bad website often means a bad first impression and it can turn a special experience into a more forgettable one. Designing a sleek website that integrates with your booking platform gives you a one-stop shop to showcase what you do, explain why you do it, and most importantly, get tables booked.



[www.kor.agency/what-we-do](http://www.kor.agency/what-we-do)



**Kor Services**

# Content



## **Photography**

Capturing the essence of your space by being on-site at the times that matter, we're able to show the passion and personality that makes your place special. So much effort goes into creating your dishes and drinks, so we're on hand to make sure everyone sees them at their very best.

## **Writing**

Words are important, they tell your story. They're the what, who, where and why of your business. What you say and how you say it lets people know what you're all about. From developing your tone of voice, to writing deep-dive editorial pieces, and making your packaging stand out.

## **Videography**

Video is where stories are told. They allow us to delve into the ethos of restaurants, find out what makes head chefs tick, and lets your customers connect with you and your business. It's also vital to be active across your social channels, with snackable clips for TikToks and hearty deep dives on YouTube.

[www.kor.agency/what-we-do](http://www.kor.agency/what-we-do)



**Kor Services**

# Marketing



## Strategies

You don't just lash on the oven, grab whatever's in the fridge, start cooking, and see what happens. You plan a recipe, source ingredients, create dishes, and make plans for the leftovers. That's a strategic approach to cooking, so let's do the same for your marketing.

## E-Commerce and Email

Your website is your online shopfront and with the right approach, you can keep selling across the world long after you've shut your doors for the day. Your email subscribers want to hear all about your new releases and upcoming products, KOR turns that interest into sales with a detailed email marketing strategy.

## Social Media

For many, if you're not on social media you may as well not exist. It's become a must for every business, but it can be tricky to do it right. Balancing brand values with improving reach by connecting with your customers where and when they want is something that experienced social teams can do. We'll grow your accounts consistently, creatively, and cleverly.

## Press and Awards

A lot of what makes a good business a great business happens behind the scenes, but that part of your story needs to be told too. With a proven background in both, your KOR team writes press releases that grab the attention of the media and award entries that bring home the bacon.

[www.kor.agency/what-we-do](http://www.kor.agency/what-we-do)



Make a reservation and  
we'll serve up a whole new  
menu for your business.



[hello@kor.agency](mailto:hello@kor.agency)

Irish for hospitality

[www.kor.agency](http://www.kor.agency)