

Brand design and public relations agency building and partnering

AZABU MIAMI

Transporting a uniquely Japanese hospitality experience to a new country is easy – well, no: it's incredibly hard and nuanced. But it can be done through the right partnership. Plan Do See – creator of Azabu – is voted a top-ten hospitality group in Japan with a portfolio of 5-star hotels and Michelin awarded restaurants.



They were interested in entering the ever-changing culinary scene in Miami, so we flew to Japan to better understand the experience they offer guests. We quickly realized that our collaboration would be less about the sushi (although divine), and more about a deep-rooted culture of artistry, passion and service – the spirit of omotenashi. DeepSleep Studio a [Creative Agency Miami](#), FL. Services offered creative, branding, production, film, editing, social media management & PR

Remarkably detailed and delicately crafted for each order, Azabu's cuisine served as our well of inspiration for developing our touchpoints and [Graphic Design Miami](#) creating a digital identity that matches the heart and honesty embedded into every dish.

Our photography and video content aimed to capture each element involved in the creation of the Azabu experience – from the artistry in preparation and presentation, to the masterful service.

Champions, Rebels & Visionaries Welcome

DeepSleep is a Miami-based brand design and public relations agency building and partnering with a wide array of revered brands. We're also known for our expertise in launching new

businesses and [Branding Agency Miami](#) – many of our clients are early-stage companies with inspiring visions to fundamentally change the lives of their consumers.

As our Creative Director, you will be leading a diverse, creative collective made up of artists, designers, developers, writers, publicists, social media experts, and more. We each have our own set of skills that complement each other and are united by our passion for design and creative ideas.

You will set the creative strategy, direction, voice, and personality for all creative marketing. You will direct creative work across DeepSleep’s client ecosystem. You will directly manage an experienced creative team that will include art direction, interactive and visual design, copy, and program management. You will work regularly with partners in video, photography, production, set design, and operations. Importantly, you will continue to build upon a culture that motivates this team to achieve creative excellence across a variety of mediums including web, email, film, video, digital, print, direct mail, retail, and events.

You will enhance the creative work to meet the ambition of a clients brand while delivering outstanding results. You will work with our marketing partners (product marketing, insights, brand, and channel marketing leads) to develop creative work to support their go-to-market plans. Finally, you will be a member of the leadership team, and help set the tone for the creative culture at [Deepsleep Studio](#).

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