

LIMELIGHT

THE BRAND STORY

limelight:

/lɪmɪˈlaɪt/

1. the center of public attention
2. an ingenious branding agency based in Amman

MEET GUY

At first glance, he might resemble your average Generation Y guy...

Guy lived an ordinary life, worked an ordinary job, rode an ordinary car, and followed your ordinary daily routine.

He would come home from work every night, slouch on his living room couch, and dwell about all the things that he wasn't.

He constantly pondered about his purpose, and knew there was much more to his life than this.





HERE'S WHAT CONQUERED GUY'S MIND MOST TIMES, *IN NO PARTICULAR ORDER*, UP UNTIL...

ON THIS VERY RED COUCH, GUY HAD AN
EPIPHANY THAT WOULD CHANGE HIS LIFE...



THE EPIPHANY

Guy's Awakening

Guy was a charming man of many talents. By day, he held a rewarding corporate job where he helped companies market themselves and grow. By night, he fulfilled his life-long passion of running massive gigs....

Although he had planned, organized and performed a dozen successful marketing campaigns and parties before, he never quite received the proper publicity he deserved or expected...

And so he found himself asking this question:

**WHY AM I NOT IN THE
LIMELIGHT?**

THE BIRTH OF LIMELIGHT

IT ALL STARTED IN THE LIVING ROOM

In the living room of his downtown Amman condo, Guy was determined to place his very own work *in the limelight*...

Guy set out to discover and learn the rules and laws of branding, equipped with a strong determination and a passion for all things creative...

In a matter of weeks Guy had successfully created a strong personal brand; one that made him stand out among his peers and competitors...

...but something was still missing

WHAT IF?

IT ALL STARTS WITH CURIOSITY

While working on branding and promoting his self and brand, Guy felt an immense rush of excitement and self-fulfilment...

“What if this could possibly be my purpose in life?”

“What if I was born to do this?”

“What if I can help others?”

And then came another A-HA moment...

**MY PURPOSE WAS TO BECOME
“AN AGENT OF CHANGE”**

Guy realized that his purpose in life was to become an agent of change; to help bring other successful people and businesses into the limelight.

If it worked for him, it would definitely work for them...

...and so the LIMELIGHT brand was born

THE LIMELIGHT TRIBE



There was no time to waste. Guy teamed up with the most creative and competent fellows in town, all of whom shared the same vision and passion...

Together, they created the LIMELIGHT tribe that would soon take the market by storm...



THE LIMELIGHT CULTURE

WHAT LIMELIGHT IS ALL ABOUT

OUTSPOKENLY **CURIOUS**

SEAMLESSLY **INSPIRED**

UNSWERVINGLY **CREATIVE**

DEFINED BY **AESTHETICS**

NATURALLY **DYNAMIC**

A TRIBAL NATURE

We're a cult. We're a tribe. We're bound together with a common vision and undying fervour for not only bringing brands to life, but placing them in the **LIMELIGHT...**

THE LIMELIGHT PROMISE

IF YOU CAN DREAM IT, WE CAN DO IT

THE LIMELIGHT STRATEGY

GETTING THINGS DONE RIGHT

THE LIMELIGHT OFFERINGS

HOW WE CAN HELP YOU

LET'S GET YOU INTO THE LIMELIGHT

READY TO GET STARTED?