

Urban Limelight

Founded in 2007, Urban Limelight is a Texas based lifestyle marketing and public relations agency offering non-traditional marketing and public relations solutions to a select clientele. Urban Limelight engineers specialized programs to build brands in the lifestyle, fashion and entertainment industries through the access and support of a globally influential, multicultural consumer community.

CREATIVE

Urban Limelight Creative is the genesis of the strategies that drives all of the work produced by the divisions under our agency umbrella. We have established a time-tested reputation amongst our peers by facilitating the unique intersection between influencers and the masses. TeamUL's client roster relies on our innovative approach to brand solutions, and our executions to engender indelible connections with consumers. From event collateral, to custom product design, to unique branded content, TeamUL Creative brings brand marketing strategies to life. With experience in multiple consumer industries, TeamUL Creative has a proven track record of generating iconic creative material.

Areas include:

- Ideation
- Content Generation
- Event Collateral
- OOH Campaigns
- Design banner ads and website skins
- Print – Look books, Brochures, etc
- Product design – Customized product packaging, curation of brand logos, co-branded products

PUBLIC RELATIONS

Urban Limelight PR is the lifeblood of the agency. We influence and amplify experiences generating mass consumption results. With storied experience in both traditional and social media, TeamUL PR utilizes technologies and core public relations activities to afford its clients the best exposure and branding.

This engagement includes the following components:

- Traditional Public Relations for brands, events, personalities
- Print, Broadcast, Online
- PR Strategy / Story Generation
- Event Production and Execution
- Product Placement & Seeding
- Social Media Amplification

DIGITAL

Urban Limelight Digital effectively translates offline/"real-world" brand strategies into digital mechanisms that enhance a brand's online footprint. TeamUL Digital leverages an in-depth understanding of trends & effective tools in the Digital environment to advise & execute online programs.

We welcome your questions

Contact our creative team at info@urbanlimelight.com.