

Brilliant
Communication

Shine on

Rise & Shine

Here, creativity and experience come together to bring your ideas to life.

Here is a team of talented professionals dedicated to making your brand shine with innovative & original designs.

Here are years of experience in the industry, with a proven track record of delivering top-notch creative solutions that exceed our clients' expectations.

Here is a taste for uniqueness, and a passion for all things bright and colorful that allow us to create truly memorable experiences, to capture the essence of your brand. So let us light up your world and help you Shine On.

Here is «Brilliant Creative Agency».

Creativity & the Vision 2030

In 2022, the Kingdom ranked **66th** globally in terms of creative outputs.

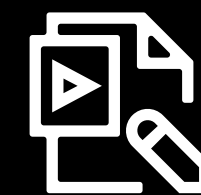
The strategic pillars of Vision 2030, namely «a vital society, a thriving economy, and an ambitious nation», have driven creativity and innovation in various fields, fostering creativity and innovation at the cultural and economic levels and providing space for creative opportunities regardless of their field.

Services and Solutions
Where We SHINE

What We Offer



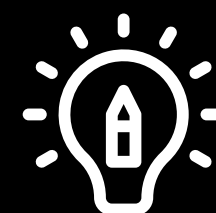
Brand
Image



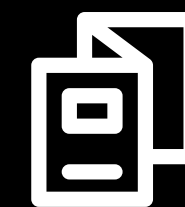
Content
Creation



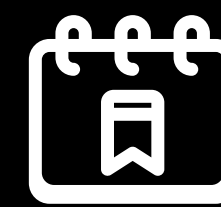
Video &
Photography



Creative



Literature



Events



Strategic
Communication

1

Services and Solutions

Brand Image

Branding Creates Value.

We help businesses establish a strong brand identity that resonates with their target audience, builds trust and loyalty, and drives business growth. These services include:

- Market research
- Brand strategy development
- Brand identity design (Logo, Stationary, Guidelines, Packages... etc.)
- Brand messaging and communication
- Brand image management.

2

Services and Solutions

Content Creation

Content is KING.

Content plays a critical role in marketing. By conducting thorough research, strategic planning, and producing engaging and informative material, we can effectively promote your brand across various media platforms. This content is carefully tailored to resonate with your target audience. Ultimately, effective content creation can help build brand awareness, drive traffic, and generate leads for your business, leading to growth and success.

- Conducting Thorough Research
- Strategic Planning
- Producing Engaging and Informative Material.

3

Services and Solutions

Video & Photography

An image is worth a Thousand Words

While words make all the message, an image is worth a thousand words.

In the industry of communication, quality image makes the whole difference. Our team ensures your product, facility, services, or concepts, are captured in the best light, composition, and quality, delivering the essence of your message is produced the best it can be.

Video

- Video Commercials
- Corporate videos
- Video Coverage
- Drone shots
- Short Videos
- Documentary

Photography

- Lifestyle
- Staff portraits
- Architecture and Interior
- Conceptual
- Events coverage
- Products

4

Services and Solutions

Creative

Design with Style, Design with a Smile

Our passionate creative team loves to think out of the box and find the best way to communicate your message efficiently. We understand your needs and goals. We work together with you to create strategic solutions using our cumulated experiences and skills in the industry.

- Social Media content
- Event Design
- Ad campaigns Design
- Collaterals
- Literature
- Web Design
- Ad Design

5

Annual Reports – Brochures

Literature

Your story should be told differently

We believe literature, whether in the form of brochures, annual reports, or even pamphlets, are means to not only communicate valuable, worthy information, but also as one of the means to utilize and showcase your brand's voice and identity, in the most practical way.

- Brochures
- Annual Reports
- Leaflets
- Catalogues

6 Events

Celebrate, Impress, Repeat.

The venue, cocktails on the tables, centerpieces, sound and lights and ushers, are pillars, that support the backbone which is the theme and story to tell.

We made and lived so many great events for so many great clients, and all of them say they lived a success, to repeat.

- Corporate events
- Team Building
- Launches
- Annual Conferences

7 Strategic Communication

Turnkey Solution with an international perspective

Together with our partners, we offer services across all functions of PR & Strategic Communication to deliver turnkey solutions with an international perspective.

- PR
- Media Monitoring
- Media Training

We Walk The Talk
OUR WORK

Brand Image

Glitch

Brand Identity

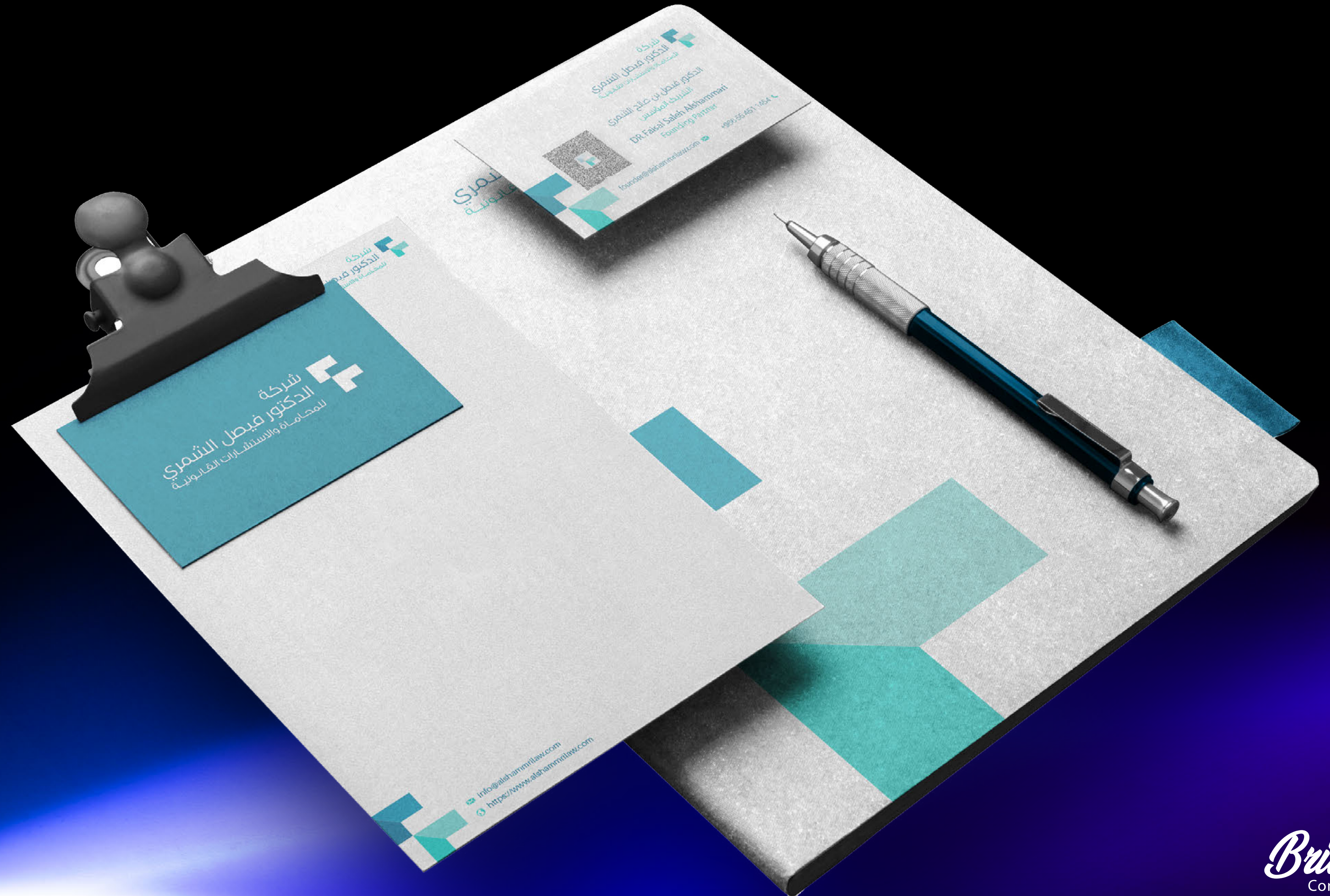






Brand Identity







جدوى للاستثمار
Jadwa Investment

Brand Identity



LOGOS

وزارة الخدمة المدنية
المملكة العربية السعودية



منتدى
الباحثين
الاستثماريين



AL BAH
INVESTMENT
FORUM

شركة
الدكتور فيصل الشمري
للمحاماة والاستشارات القانونية



Glitch

Live
Entertainment

INTERNATIONAL
COMPETITIVENESS EST.
Your Success Partner

LUMINOUS
HOLDINGS

RIADAA
LOGISTICS

Al-Manar
Factory

MONEEF
ALMONEEF
GROUP

LOGOS



Events

Creative & Production

Event Material Design





الهيئة العامة للاستثمار
General Investment Authority

Industry Briefing Day - Event Material Design



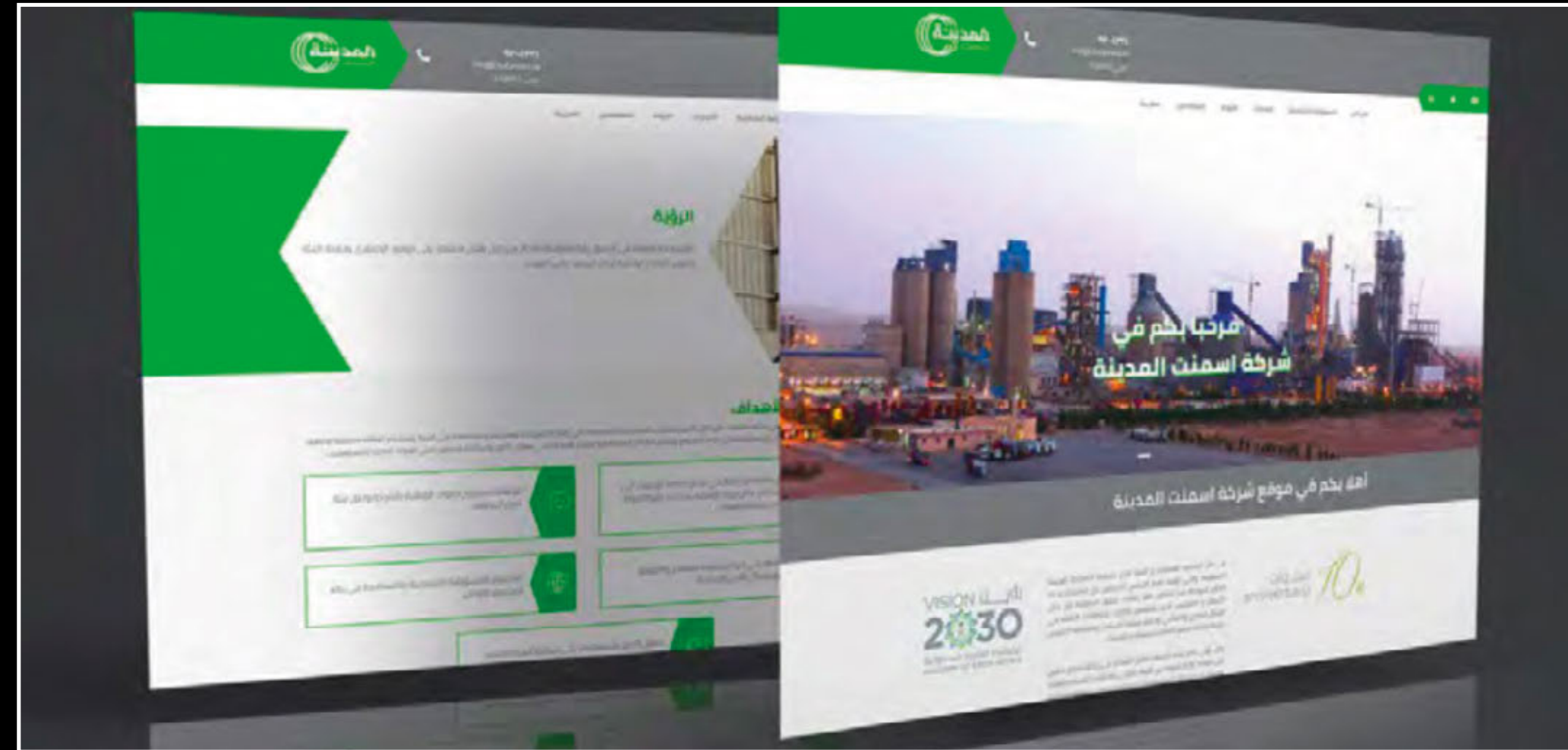


مواصلات جدة
Jeddah Transport

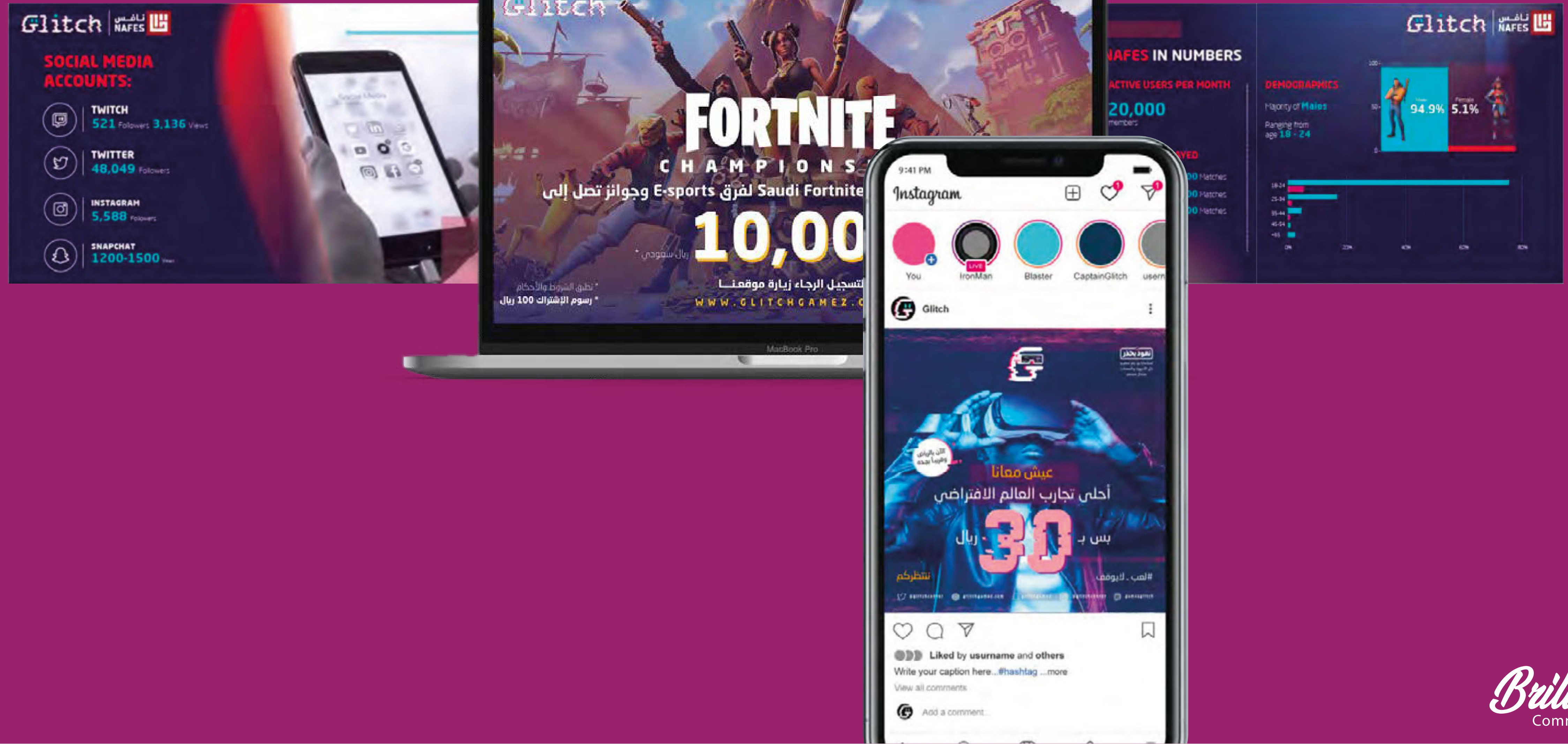
Industry Briefing Day - Event Material Design

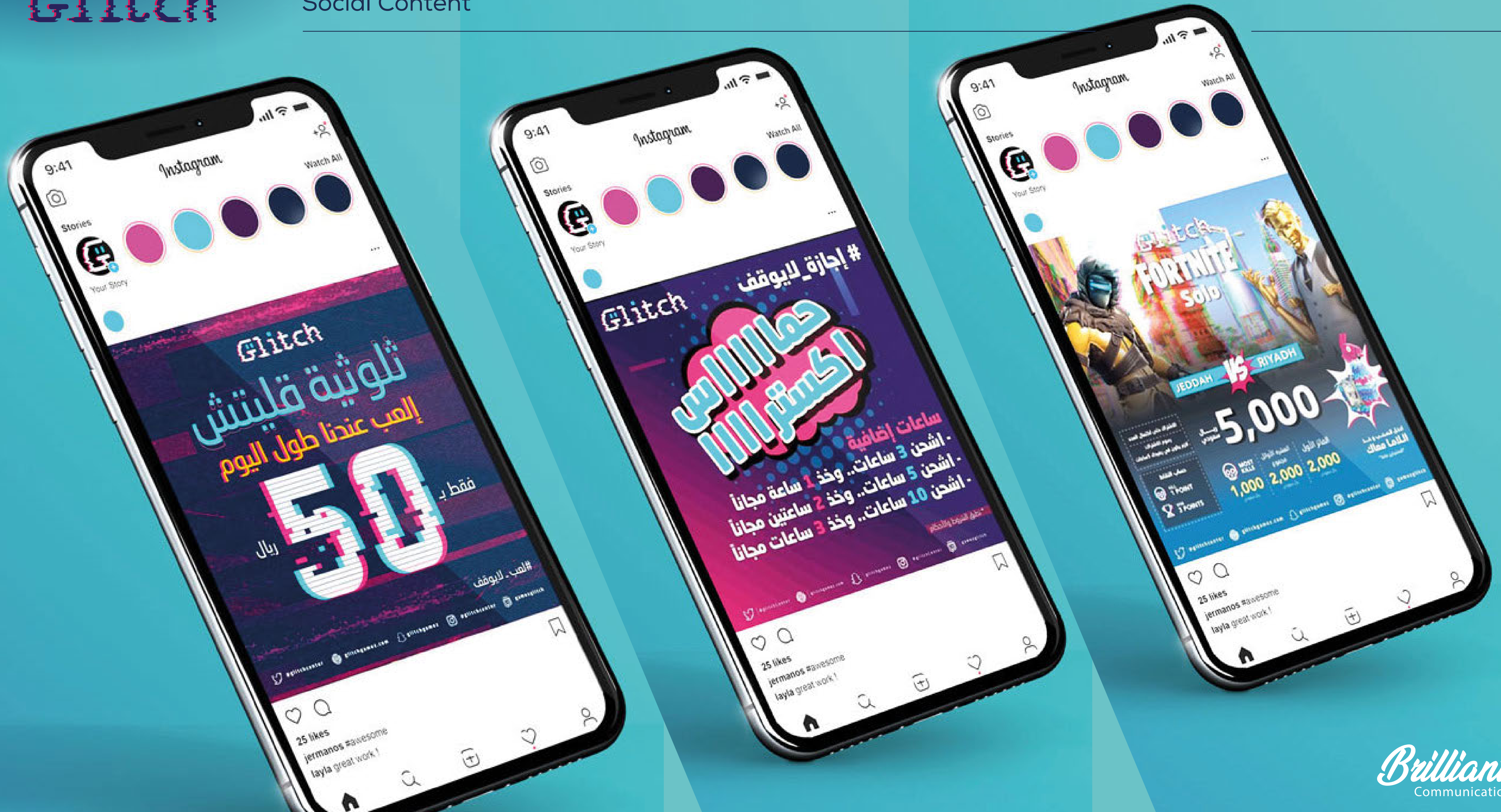






Content Creation









Video & Photography

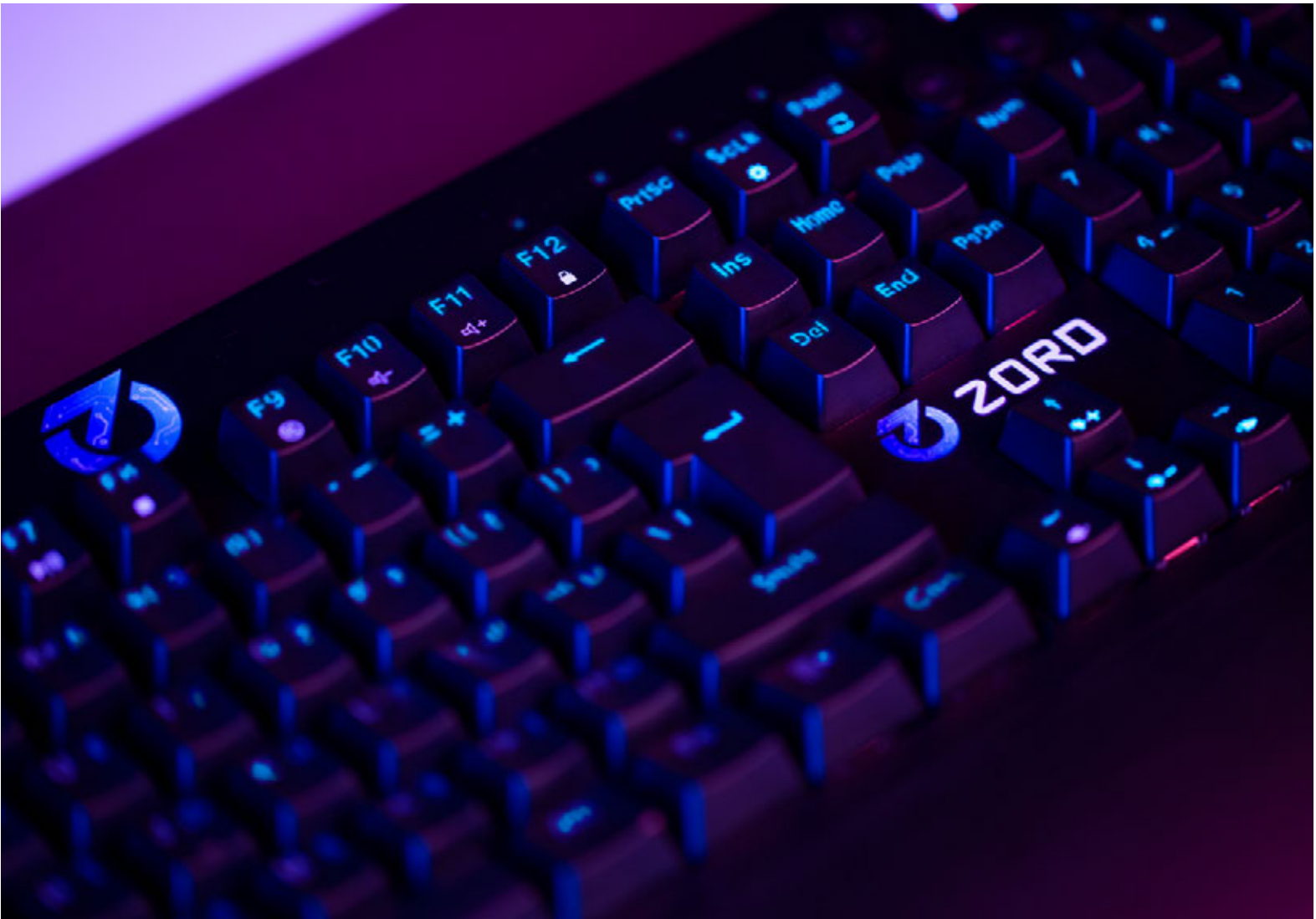




Product Photography



Product Photography



Portrait Photography



Videos & Films



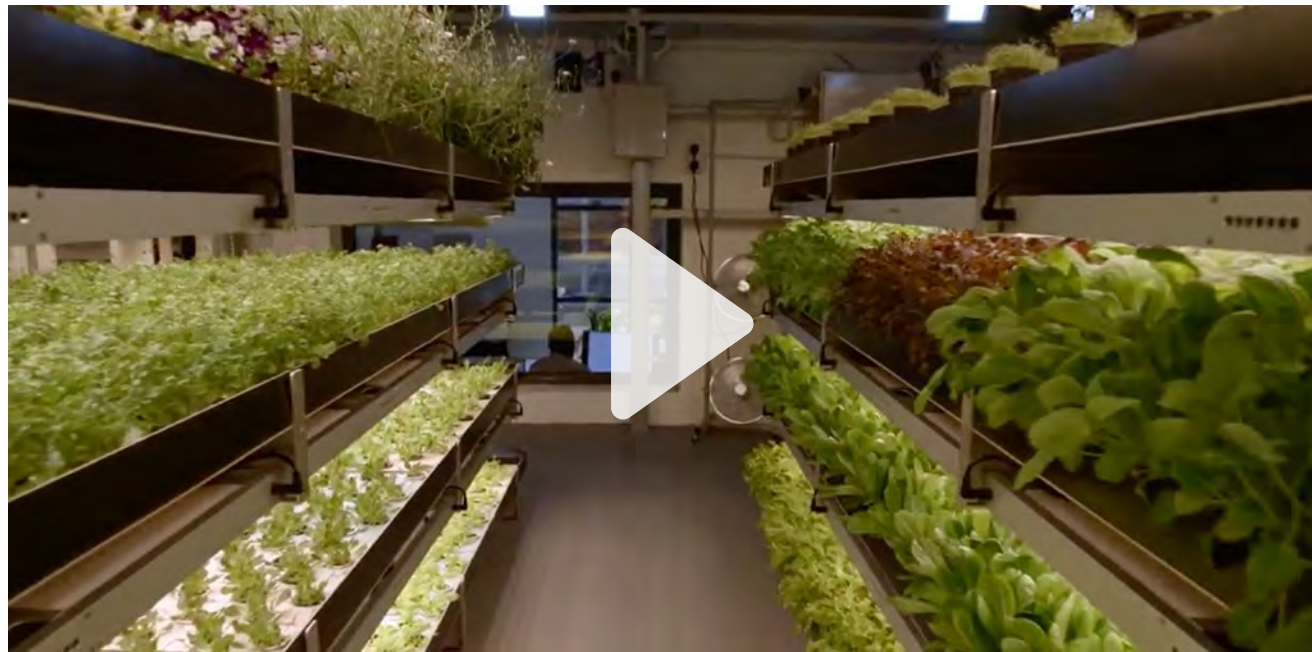
Ministry of Interior (MOI)



Al Marai Company



National Development Fund (NDF)



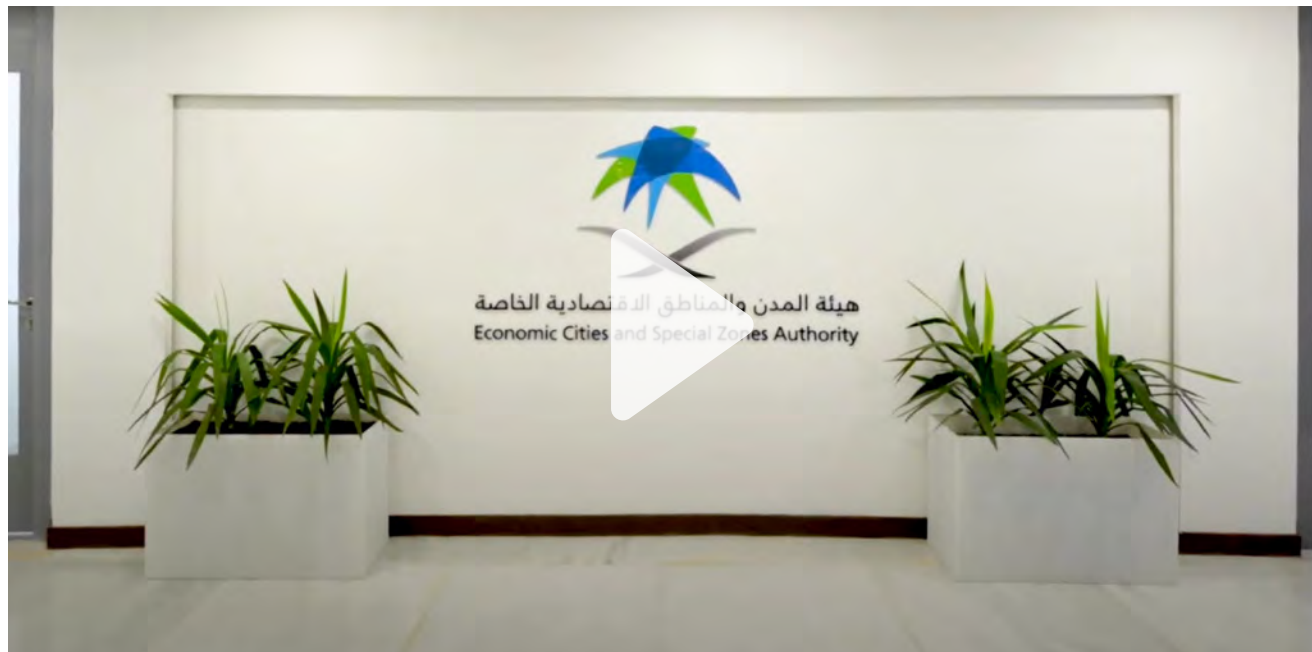
National Development Fund (NDF)



Al Rajhi Bank



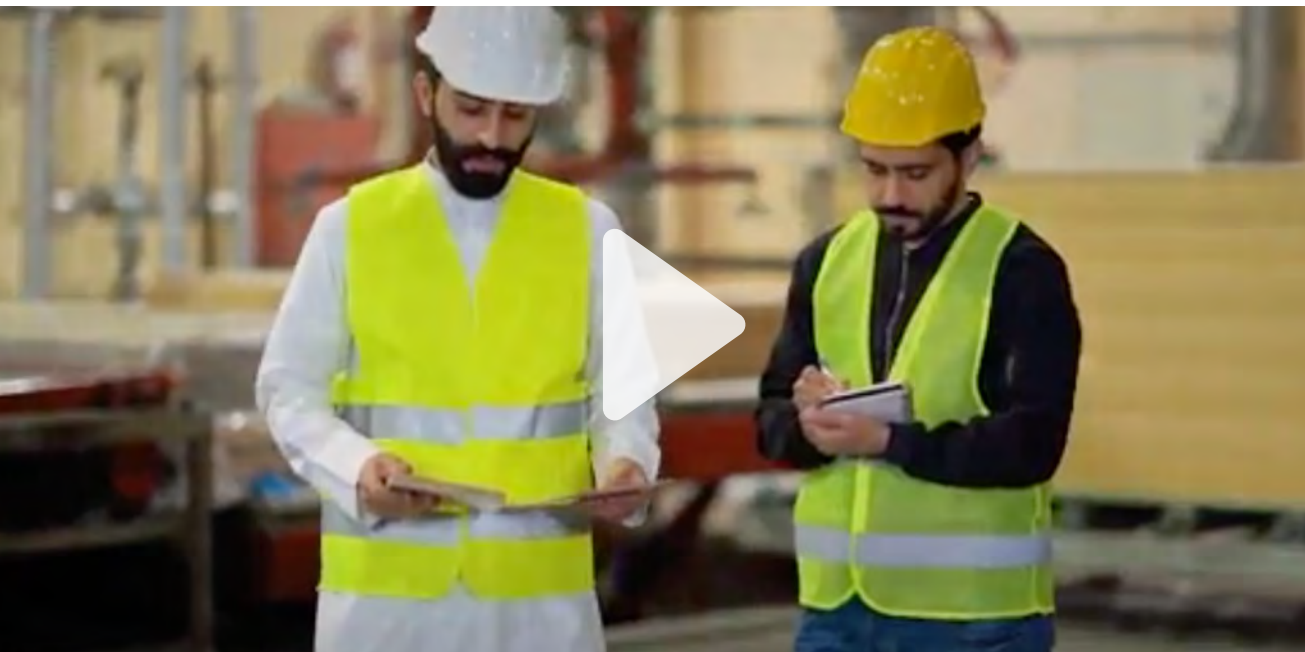
STC



Economic Cities and Special Zones Authority (ECZA)



King Abdullah Economic City (KAEC)



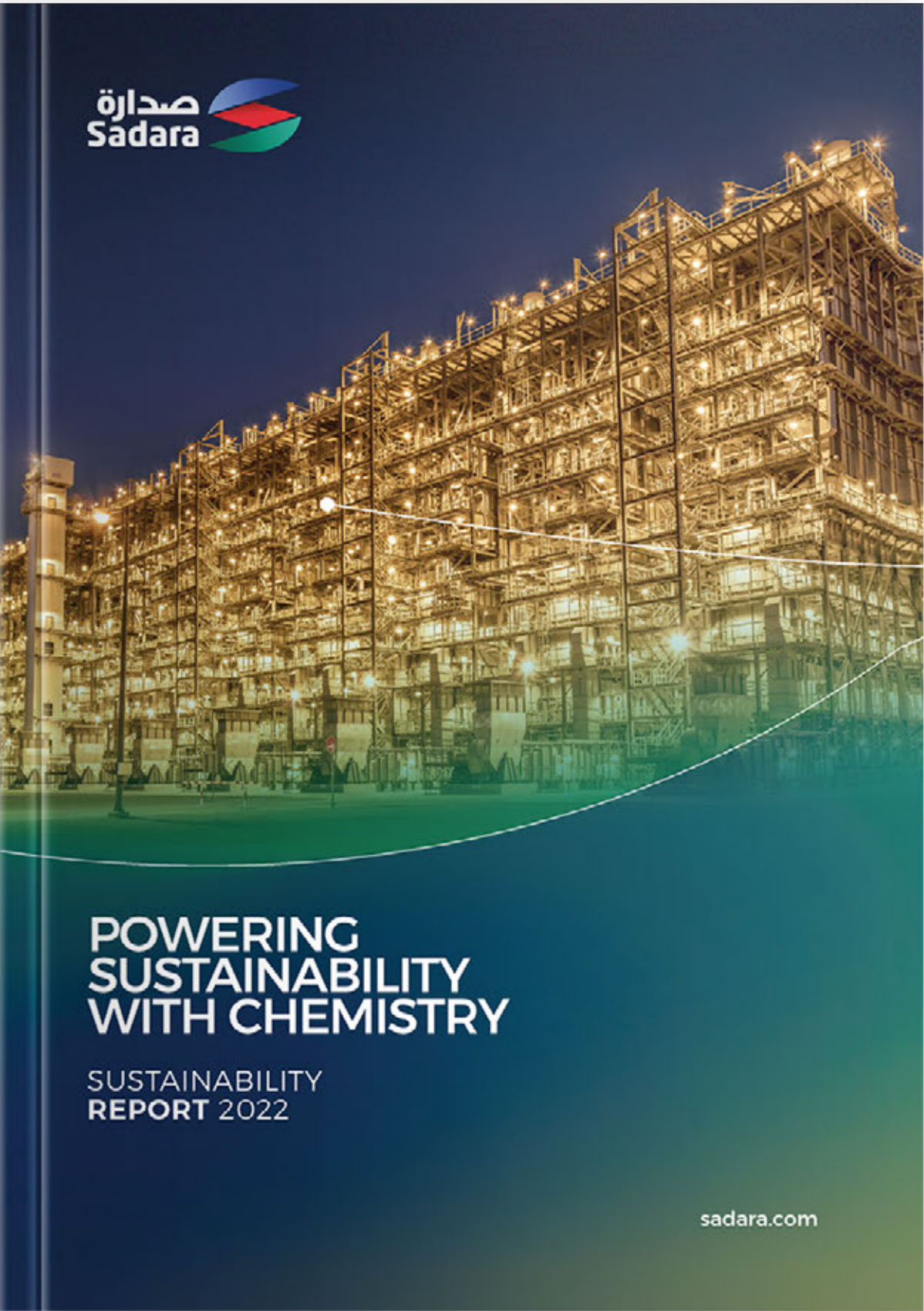
National Development Fund (NDF)

For more Videos, Please visit our YouTube Channel: [@brilliantagency](#)

Literature

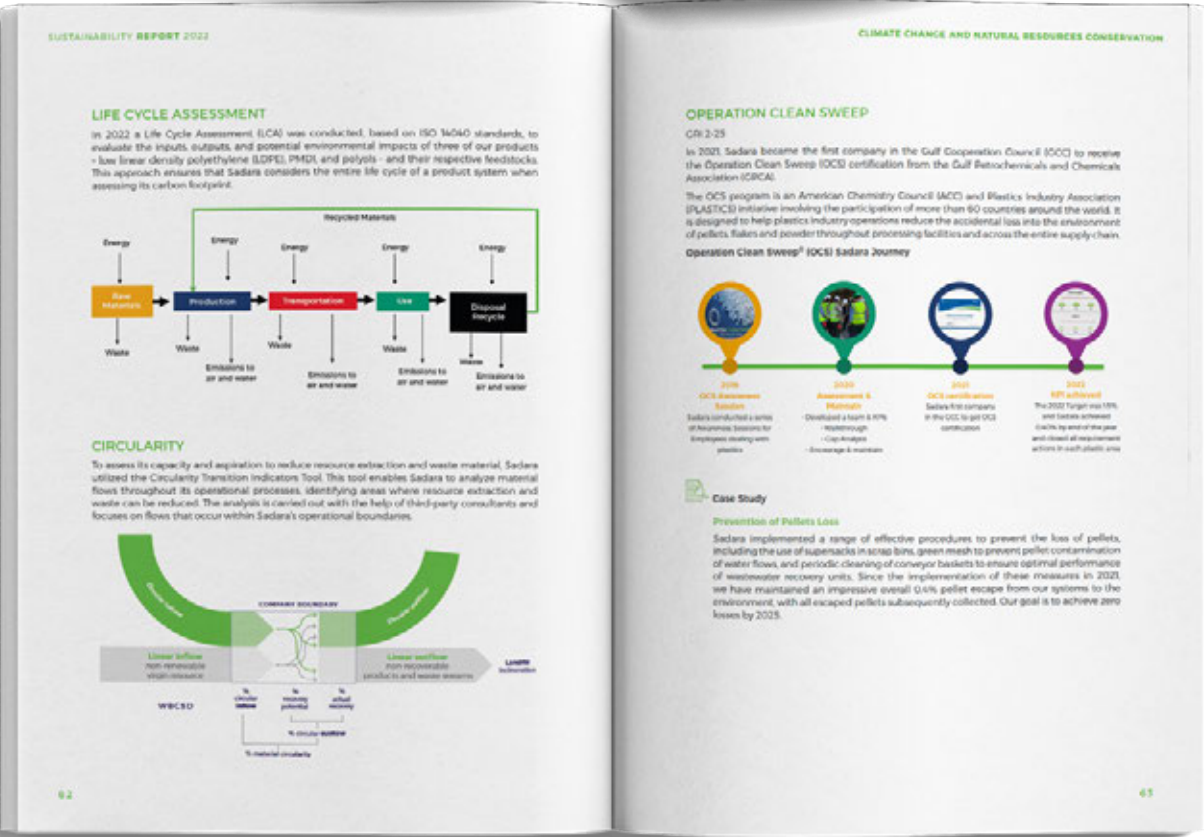
Annual Reports - Brochures





SUSTAINABILITY REPORT 2022

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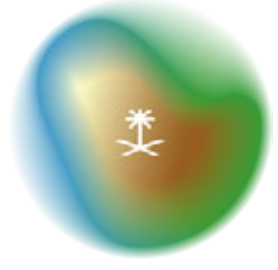
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التقرير
السنوي
2022



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10 | تقرير مجلس الإدارة 2021

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62 | تقرير مجلس الإدارة 2021

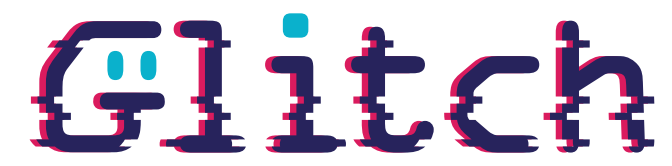


Creative

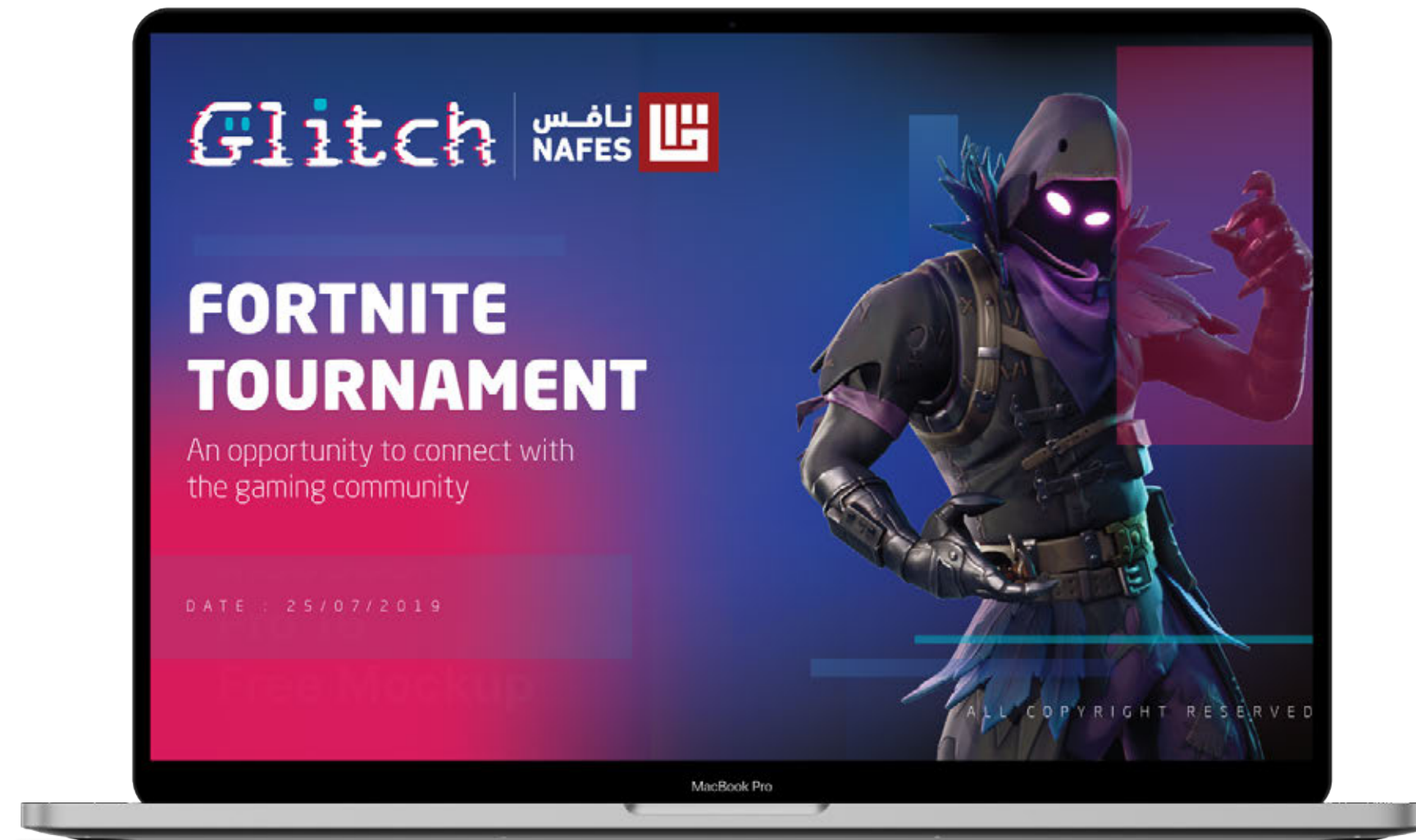


Icecream Cupcake Launch Campaign





Tournament Announcement



Strategic Communication

Strategic Communication Services

Strategy & Planning

- Overarching communication strategy development
- Key messaging framework
- Crisis Communications
- Tactical communication plans
- Content Management – Arabic and English

PR Services

- Developing holistic PR Programs
- Media relations
- Media Outreach Plans & execution
- Press Releases
- Interviews
- Press Conferences
- Media Monitoring

Media Training

Executive and
spokesperson
media training

- Strategic communications planning and content
- Tactical Campaigns – new ventures, announcements, internal communications
- Social Media content development
- Media related content development in Arabic and English for – press releases, speeches, editorials, fact reports
- Crisis communications support
- Event participation support
- Daily media monitoring, analysis and reports



- Strategic communications planning and operation plans
- Tactical Campaign communication plans – joint ventures, announcements
- Media engagement plan by quarter to meet the set communication objectives
- Content development in Arabic and English for the various media requirements (press releases, speeches, editorials, fact reports) and internal communication materials like newsletters, e-mails shots, memos etc.
- Crisis Management Plan
- CSR strategy and communications plan
- Daily media monitoring, analysis and reports



- Integrated strategic communication mechanism for the National Housing Company
- Repositioning strategy
- Media participation strategy
- Content development
- Press reports and media coverage
- Media training



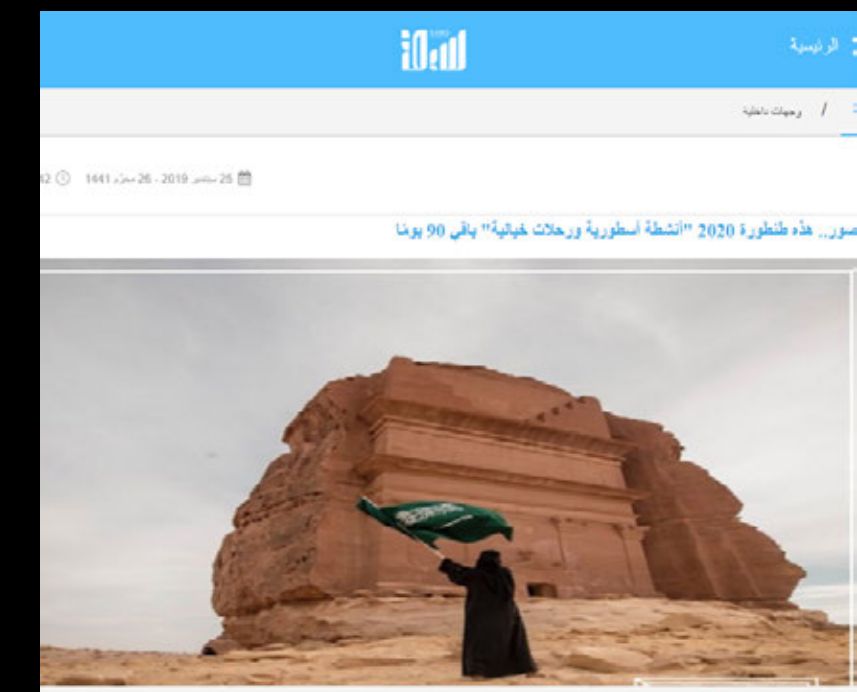


The Challenge

Not many knew about Al Ula and the newly commissioned “Winter at Tantora” Festival. It had some unique attractions and the festival had to be marketed to a global audience to raise awareness and interest. Our task was to ensure all local media – print, broadcast and online media cover the launch announcement and sustain awareness.

The Solution

We planned and executed an extensive media relations strategy broken down in phases – Pre-launch, Launch and post launch. Ensured senior personnel across the media visit Ula – take in the sights and sounds, explore and provide exclusive reports and editorial pieces. To announce the various celebrities performing in Maraya hall a series of timely press releases was planned and executed to promote each performance. Overall – substantial media coverage was achieved to meet the set objective to ensure top of mind awareness through out the festival.



Our CLIENTS

THEY ARE OUR **PARTNERS**

Because their success is ours, their goals are ours,
and their business is our business. We do not like
to define our services as a client-supplier deal, but
rather a long term partnership.



Strategic Partnerships



PR & Strategic
Communication

Brandwill

UX Application &
Web Deveopment



Branding

Thank You.

Brilliant
Communication

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