

lime

A boutique creative agency



Double finalists for the
Marketing Design Awards 2011:
Sales Promotion &
Customer Communications



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lime

“Lime is by far and away the most talented creative agency I have ever had the pleasure to work with. In both its output and approach, the team continues to impress, always exceeding expectations and gaining impact. They combine free, fresh and challenging thinking anchored by a firm understanding of client needs and professional know-how, resulting in creativity with a purpose that is always relevant and on brief. This award confirms that.”

Patrick Edwards, Head of Communications LTGDC

LTGDC - Client for Lime's Marketing Design Award for Customer Communications 2010

bright

lime

Exceptionally creative, strategically minded.

Our diverse list of clients continually come back for our expertise, exceptional creative, brand innovation and inventive marketing, all with a reputation built on delivering effective results. Results such as increasing enquiries by 400% through targeted direct mail or achieving top ten market share through a strategic brand awareness campaign. **Now that's smart thinking.**

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lime

“The creative introduced a new creative approach across all aspects of our promotional work in business tourism. The mailings they have undertaken for us have generated responses from a large number of new potential clients.”

Head of Business Tourism, Marketing Birmingham

passion

We get under the skin.

lime formed in 1997 to provide direct access to creative resources underpinned by a clear strategic focus. We provide our clients with big ideas, not big attitudes.

lime is a multidisciplinary creative consultancy that pushes the boundaries of any brief but always with a sense of purpose. We're defined not by client type but by our skill specialism and creative thinking. Our work gets noticed, our creativity reaching further, raising profiles through impressive brand communication and powerful multi-channelled marketing campaigns.

Yes we can generate stunning ideas, yes we can create beautiful graphics, but we will never lose sight of the client's overall objectives.

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lime

*"... Lime were great, a life saver - on a very limited remit and timeframe - they did brilliantly and were very calm in between my swearing!
They deserve your awards!"* Sarah Tanner, Sweatshop

sizeable

A structure that is lean, flexible and responsive.

Whilst we offer you a wide variety of services, you only pay for those you choose:

brand creation
brand evolution
brand marketing
brand strategy

advertising
design
print
web

The word "lime" is written in a bold, lowercase, sans-serif font in a lime green color. It is positioned in the top right corner of the page, above a decorative background of stylized green and black floral and leaf patterns.

lime

“Lime produced a new identity that encompassed every aspect of our brief. From the first visual presentation we didn’t change a thing.” Caroline Nallen, Marketing Executive, RUSI

explain

You benefit from our richness of knowledge.

Gain from our collective experience and success of delivery, including;

- **Brands** Originating and leveraging brands, enhancing existing brands to maximise profile, brand marketing and membership driven campaigns, fusing visual and verbal identity with strategic underpinning
- **Marketing Collateral** Development of visual material to create cut through and achieve goals
- **Communications** Improving internal & external language and voice to ensure your message is received loud and clear
- **Web Design & Production** Providing cohesive digital solutions that combine eye-catching visuals with resourceful functionality.

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lime

“Our experience is very positive, they deliver creative ideas, on time and within budget and also make the whole experience an enjoyable one!”

Kristina Wallen, Managing Director, HARPwallen Executive Recruitment

firstclass

The right bunch of limes.

Communicating with effective creative takes a team of bright, business minded and highly imaginative people, with relevant skills, fully immersing themselves in the target audience and the client. We are proud that over 80% of our clients are from referrals.

lime's team of diverse personalities offer collectively, over 40 years of experience, each providing you with a vast understanding of the consumer, business and trade markets of today.

Real creativity is now in big demand and our attitude is that nothing is impossible, there's always a solution, and that's why clients keep coming back.

The logo for 'lime' is written in a bold, lowercase, sans-serif font in a lime green color. It is positioned in the top right corner of the slide, set against a background of intricate, light green botanical line art that includes leaves, stems, and small circular motifs.

“Our first D.M campaign generated by lime resulted in 93% pre-registered responses. Data capture of e-newsletters and emails has increased from 40 to 63% including lapsed members. And the total website visitors has already increased by over 30% since the launch.” Justin Scott, Marketing Manager, Institute of Internal Auditors

benefits

Over 85% of our clients are from referrals.

In a highly saturated market what makes **lime** stand out is our ability to get ‘under the skin’ and understand the client, the objectives, the audiences and recognise the need to provide a structure that is lean, flexible and responsive.

Growing over the past 10 years, we have formed alliances with like minded complementary services, broadening our offering to our range of clientele. From brief, we understand the specific objectives and involve appropriate partners if and when a project demands. The client receives a creatively led seamless solution underpinned with the relevant service to achieve the desired results.

"We were very impressed with how Lime created and delivered such a sharp brand in a very tight time frame. The logo is corporate and does not resort to 'save the world' clichés. It is a simple yet effective brand that stands out in a crowded market."

Ian Short, Chief Executive, LTGDC (Institute for Sustainability branding)



example

The proof of the pudding is in the... case studies.

Our aim is to maximise your brand, always providing a solution that gets opened, engages and wows the audience to ultimately achieves the required reaction.

By far the easiest way to appreciate these effective results is to view some examples on our website, see what we have been doing and whom we have been doing it for...

history

Our experience is vast, from hotels and travel to entertainment and technology, charities and finance to meetings and incentives through to just tempting audiences with the best cup of tea from Twinings...

At Home Interiors
Bill Bennette Design
British Cardiovascular Society
China & Britain Business Council
Everywoman

Faversham House group:
Sustainability Live

First Protocol

Corsair Capital

MasterCard

MetLife

Norton Rose

Hám Interiors

Harp Wallen Executive Recruitment

Independent Newspapers

Institute for Sustainability

Institute of Internal Auditors

International Capital Markets

Association

Kleinwort Benson

Land Data

Lend Lease

Lloyds

London Thames Gateway
Development Corporation

Marketing Birmingham

Niche PR

Nordic Elements

Orient-Express Hotel,
Trains & Cruises

Quality Care Commission

Royal United Services Institute

Small Luxury Hotels of the World

London Sustainable Industries Park
Telstra

The Royal British Legion

Upstage *Live*

Oracle

Kennedys

Widex Inteo

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