

CONNECTION STARTS WITH COMMUNICATION.

March 2025

Powering Saudi
Brands Through
Words

COMMUNICATION  
  **COPYWRITING**
SAUDI LOCALIZATION  

Saudi Focused Communication & Strategic Copywriting.

Taglime is a Communications + Copywriting Agency focused on Saudi brands and government entities. With storytelling, we help companies discover their voice and create impact.



www.taglimeagency.com



Our vision is to present the real Saudi Arabia to the world.

Founded in 2017

by the dream team: Husband & Wife.

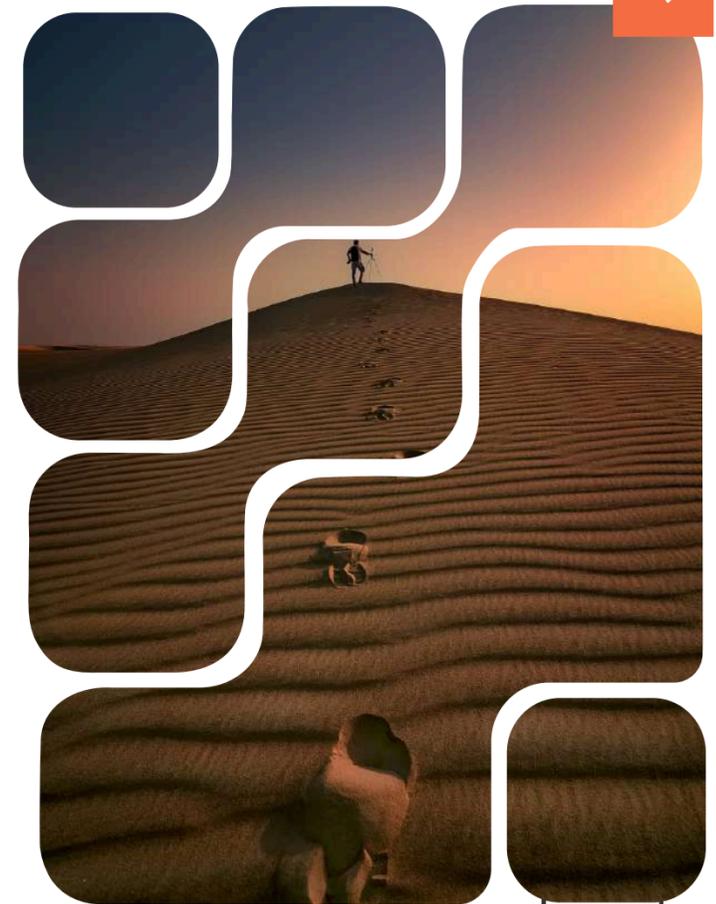


7000+

Projects Till Date

82%

Repeat Clients



OUR STORY IS A LOVE STORY.



The founders are a dream team: a husband and a wife.

In 2017, Bilal and Laila combined their backgrounds in business and copywriting to launch Taglime: one of Saudi Arabia's first agencies focused entirely on the art of copywriting.

Their vision? To be the first name anyone thinks of when it comes to content in KSA. Over time, that small beginning grew into a team of like-minded writers, all driven by the same ambition. Today, Taglime stands as a trusted communications consultant and copywriting partner for leading government and corporate entities across the Kingdom.

Bilal Ahmed

“The Brain”

Laila Essa

“The Heart”



Governmental



هيئة الاتصالات والفضاء والتقنية
Communications, Space & Technology Commission



صندوق الاستثمارات العامة
PIF

الرياضة للجميع



SPORTS FOR ALL



مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman Foundation



رؤك المدينة
Rua Al Madinah



مدينة المعرفة الاقتصادية
Knowledge Economic City



هيئة المدن الاقتصادية
Economic Cities Authority

TONOMUS.
NEOM



وزارة الاتصالات وتقنية المعلومات
MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY



الهيئة السعودية للفضاء
SAUDI SPACE COMMISSION

وزارة السياحة
Ministry of Tourism



الهيئة العامة للترفيه
General Entertainment Authority

CEER

مؤسسة بينالي الدرعية
Diriyah Biennale Foundation

ALAT FOLK
Maritime

شركة وسط جدة للتطوير
Jeddah Central Development Co.

HEVOLUTION

PRINCE MOHAMMED BIN SALMAN
ROYAL RESERVE

Giga Projects



AMAALA



القديية



نيوم NEOM



KAEC
مدينة الملك عبدالله الاقتصادية



Red Sea Global

THE LINE

Energy & Power



TotalEnergies

أرامكو
aramco

مرافق
MARAFIQ



ACWA POWER
كوا باور

SaaS



zid
زد



سيركليز
Circlys

جملتي
Jumlaty



Gameball

Dobrh

حكيم كير
Hakeem Care

salasa
سلاسة

Lendo

Real Estate & Construction

أصول
OSOOL



الفيانار
alfanar

العقارية
AL AKARIA

اسس
OSUS

مدينة أبحر
OBHUR CITY



شركة أزهر
AZHAR COMPANY

Family Businesses +
Holding Companies +
Corporates



AI & Technology



Aviation



Healthcare,
Fitness
& Sports



Fintech & Banking



Automotibile & Transportation



Food & Beverage



Retail



Non Profit



Hospitality
Entertainment



Consulting



Security



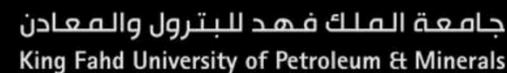
HR



Events



Education



AUTHENTICITY AT THE HEART OF ALL COLLABORATIONS.

AGENCIES + CONSULTANTS

Team up. Collaboration wins over competition every time.

FAMILY BUSINESSES

Modernize. Transform your legacy for the digital age.

GOVT. ENTITIES

Empower. Lead boldly to design initiatives that transform.

BRANDS + SME + CORPORATES

Elevate. Turn marketing assets into marketing power.



88%

Female Team
Members



ابثث

Expertise in Arabic,
White Arabic,
Fus'ha
& English

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
الْحَمْدُ لِلَّهِ رَبِّ الْعَالَمِينَ



نظرتنا سعودية

رؤية VISION

2030



We believe in
human-to-
human
copywriting.

COMMUNICATION STRATEGY

- Tone of Voice
- Branding
- Brand Strategy
- Content Strategy
- Core Messaging
- Saudi Local Insights
- Slogans & Taglines
- Brand Story

COPYWRITING & TRANSLATION

- Saudi Arabic Localization
- Copywriting (EN + AR)
- Event Live Coverage
- Storytelling
- Saudi Cultural Check
- Transcreation
- Translation
- Editing

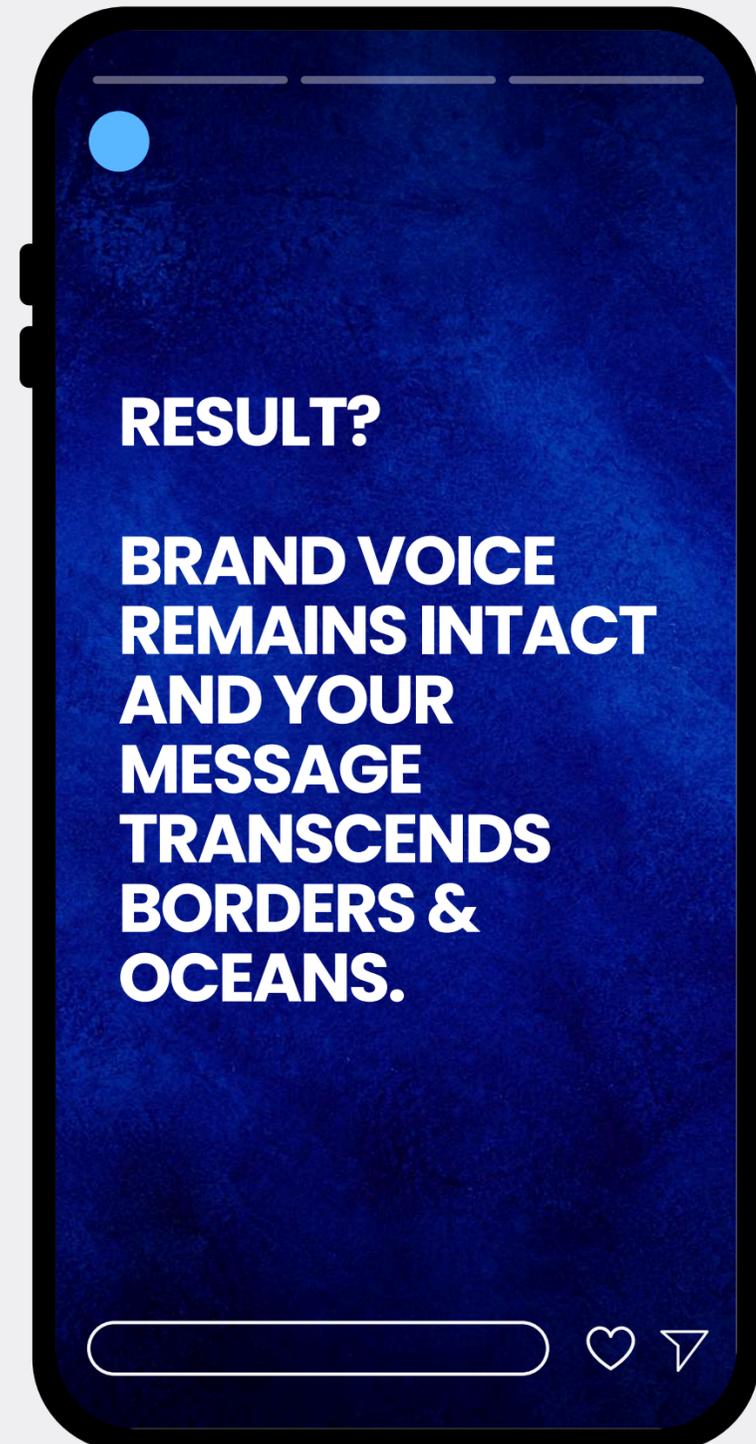
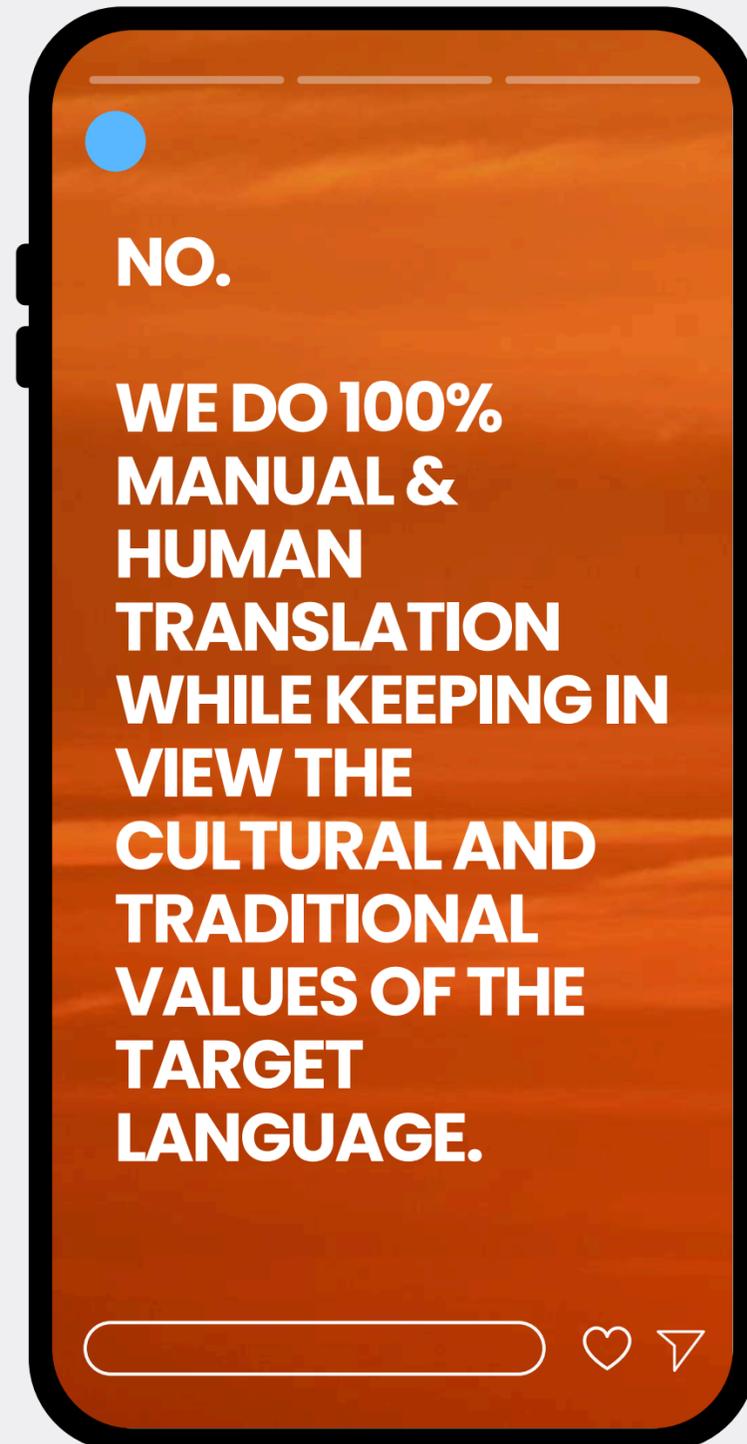
MARKETING ASSETS

- Company Profile
- Video Script
- Annual Reports
- Event Material
- Social Media Calendar
- Presentations
- Press Release
- Blogs
- Flyers
- Proposals & Pitch Decks
- Product Catalogue
- Bio / LinkedIn Profile

WEBSITE DEVELOPMENT

- Site Map
- Website Architecture
- Website Plan
- UX Design
- Website Content
- SEO & SEM
- Maintenance

**DO WE
TRANSLATE
WORD TO
WORD?**



OUR WORDS SPEAK LOUDER THAN ACTIONS.

The following projects will help you in choosing your next communications partner.



Scope of Work

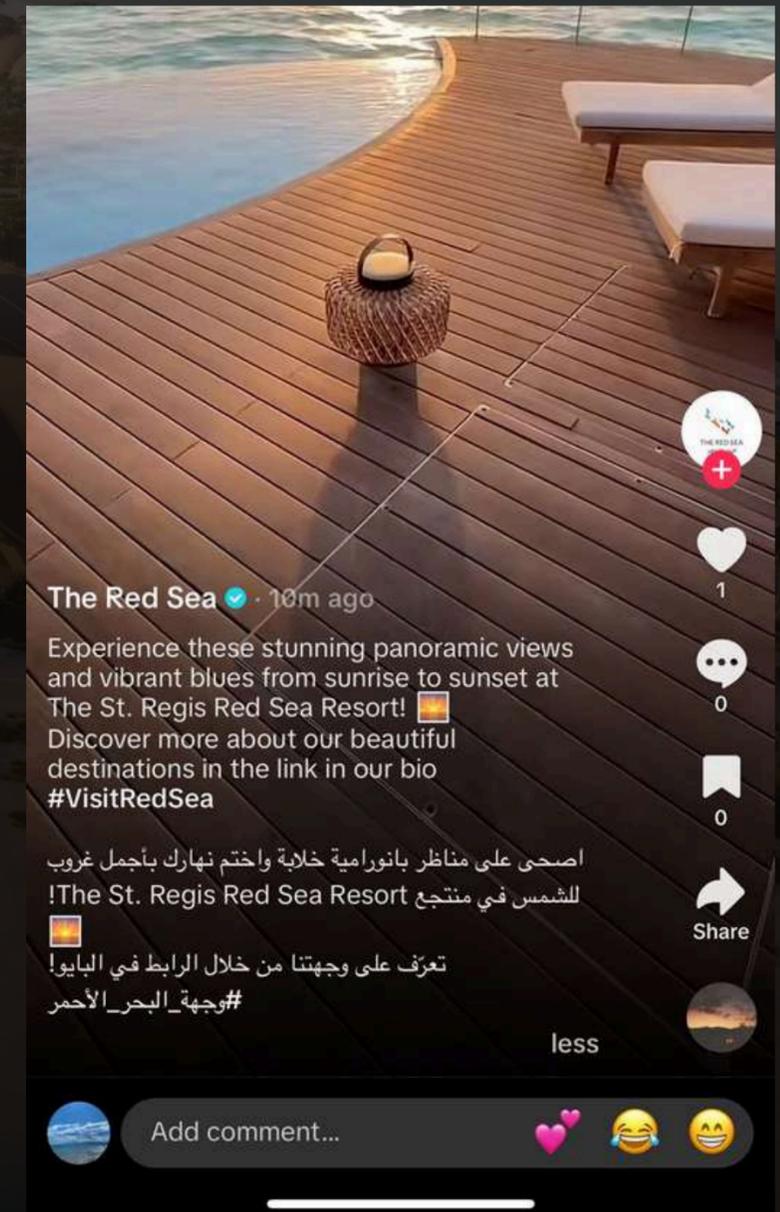
MARKETING ASSETS | SOCIAL COPY

- Deliverables
- Video Scripts
- TikTok Videos
- Instagram
- Reels
- X Posts
- Facebook Ads

Language
Saudi Arabic

About

Working with the agency, Beautiful Destinations, we delivered beautiful campaigns for socials of Red Sea Global, inviting the world to experience the true delight at Red Sea like never before.





Scope of Work

COPYWRITING | AL BALAD'S WEBSITE COPY

Deliverables

Website Content

Tone of Voice

Language

Saudi Arabic

English

About

Unlocking Al Balad's Timeless Secrets - A captivating collaboration with Quantums and the Saudi Ministry of Culture, our enchanting website content breathed life into Jeddah's ancient heart. Through our words, we preserved Al Balad's cultural legacy for generations to wander and wonder.

[Link to work](#)





Scope of Work

COPYWRITING | WEBSITE COPY

Deliverables

Website Content

Tone of Voice

Language

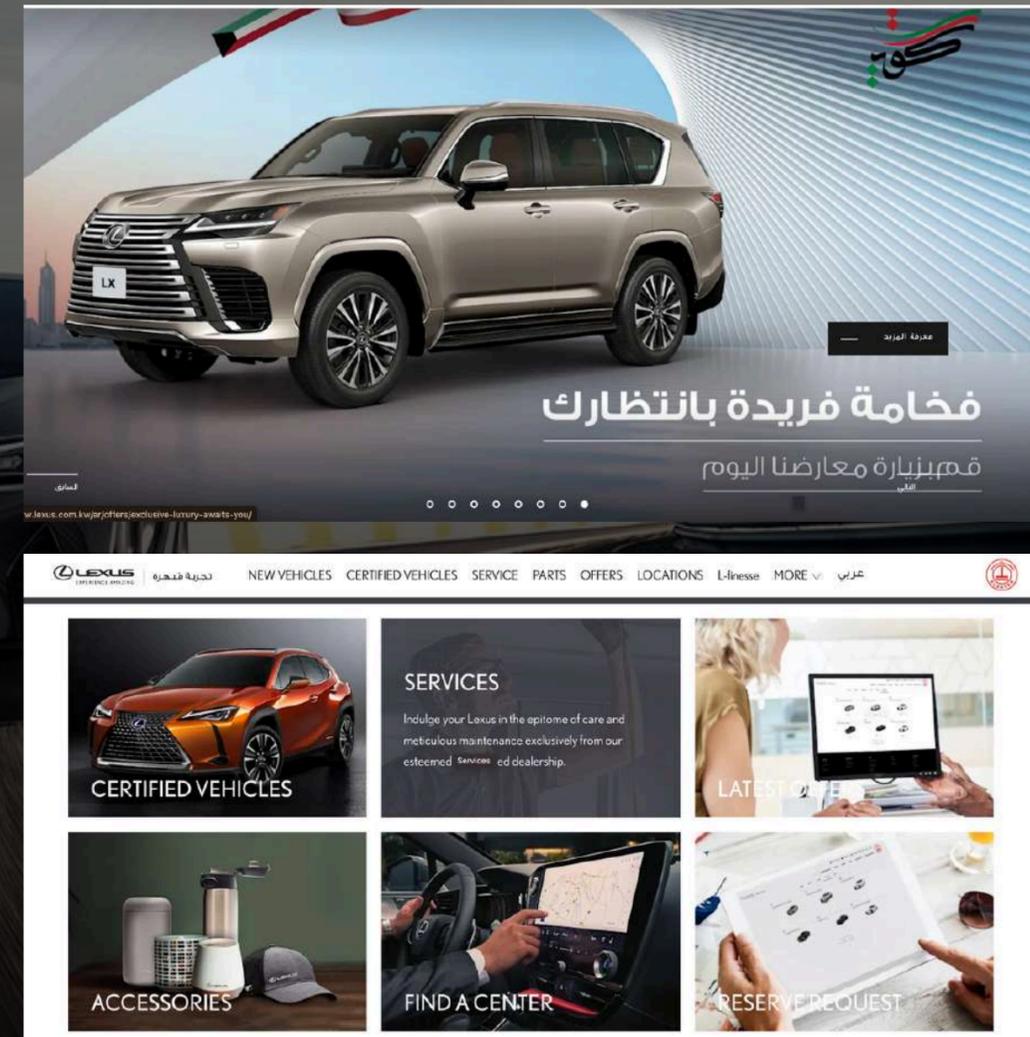
English

Arabic

About

When Lexus called us for their latest website copy, we were over the moon and excited. They chose us because of our Arabic localized copy and it became one of our best projects till date.

[Link to work](#)





Scope of Work

SAUDI LOCALIZATION | WEBSITE COPY

Deliverables
Website
Content
Tone of Voice
Cultural Check

Language
Saudi Arabic

About

Rewild Arabia, the concept that was very difficult to Arabize but with the creative freedom provided by the PMBSRR team, we were able to capture the story of this iconic natural reserve in native Arabic, in collaboration with Turquoise Branding.

[Link to work](#)





نوصلك الكل #قبل_الكل
Delivered #BeforeEveryone

HUNGER STATION

Scope of Work

MARKETING ASSETS | SOCIAL COPY

- Deliverables
- Social Media Posts
- App UX Copy
- Push Notifications

Language
Saudi Arabic

About

For three months, we dedicated an Arabic copywriter to the Hunger Station team where she created multiple social copies all with the beautiful Saudi dialect.





Scope of Work

MARKETING ASSETS | SOCIAL COPY

Deliverables
**Social Media
Content Calendar**

Language
**English
Saudi Arabic**

About

The first electric vehicle brand of Saudi Arabia needed words which captured the excitement and innovation of this industry. Within their timeline, we delivered high-quality content based on their selected themes while adhering to their brand guidelines. The result? Engaging and impactful content in both languages!





Scope of Work

COPYWRITING | WEBSITE COPY

Deliverables

Website Content

Tone of Voice

Legal Documents

Language

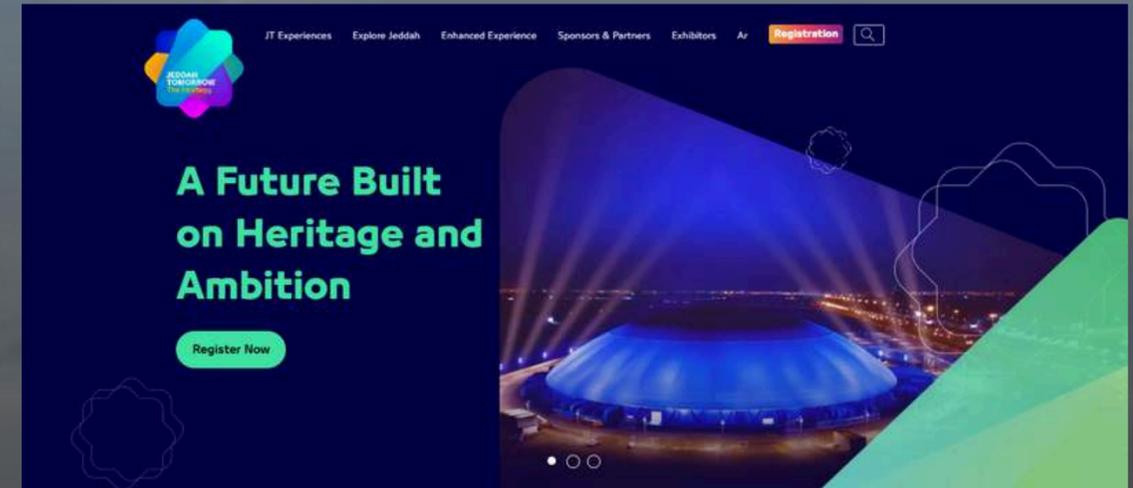
Saudi Arabic

English

About

We were the website copywriters for the visionary blueprint for Jeddah's future at the Jeddah Tomorrow, a pioneering event where the future unfolds. We provided our services in both English and Arabic, and witnessed a fantastic outcome in collaboration with DICE agency.

[Link to work](#)



Scope of Work

HEVOLUTION COPYWRITING | EVENT LIVE COVERAGE

Deliverables

Event Live Content

Website Content

Tone of Voice

Language

Arabic

English

About

Hevolution was a success story for Taglime. After rejecting multiple agencies, Hevolution chose us for their content live coverage, along with their website copy which pushed the boundaries of aging science. We deployed EN + AR copywriters for a span of 3 days.





Scope of Work

COPYWRITING | WEBSITE PLAN & COPY

Deliverables

- Website Content
- Tone of Voice
- Website Architecture

Language
Saudi Arabic
English

About

JISR approached us with an aim to enhance their digital presence, ensuring it reflected the innovation behind its HR solutions. We helped refine their brand narrative - creating bilingual content that's clear, engaging, and captures their expertise in simplifying HR for businesses across Saudi Arabia.

[Link to work](#)





Scope of Work

COPYWRITING | WEBSITE COPY

Deliverables
Website Content
Tone of Voice

Language
English
Arabic

About

A monumental project for Taglime, the King Abdulaziz International Airport website captures the grandeur of one of the busiest airports and the spiritual significance of the gateway to the Two Holy Mosques, welcoming travelers with a tone that reflects its world-class facilities.

[Link to work](#)





Scope of Work

COPYWRITING | WEBSITE CONTENT

Deliverables

Website Content

Tone of Voice

Language

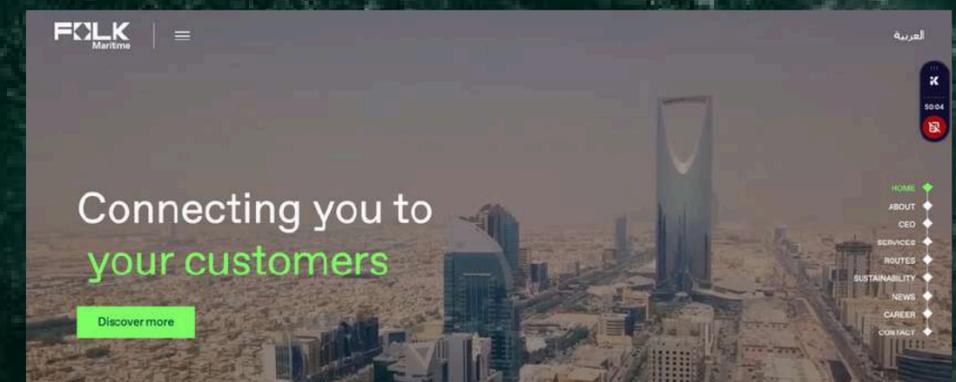
English

Arabic

About

Our team partnered with Crafton Agency to bring life to FMSC's online presence. We delivered complete website content in both English and Arabic, ensuring their brand voice and messaging guidelines remained consistent throughout the copy.

[Link to work](#)





Scope of Work

MARKETING ASSETS | SOCIAL COPY

Deliverables

Social Media Posts

Video Scripts

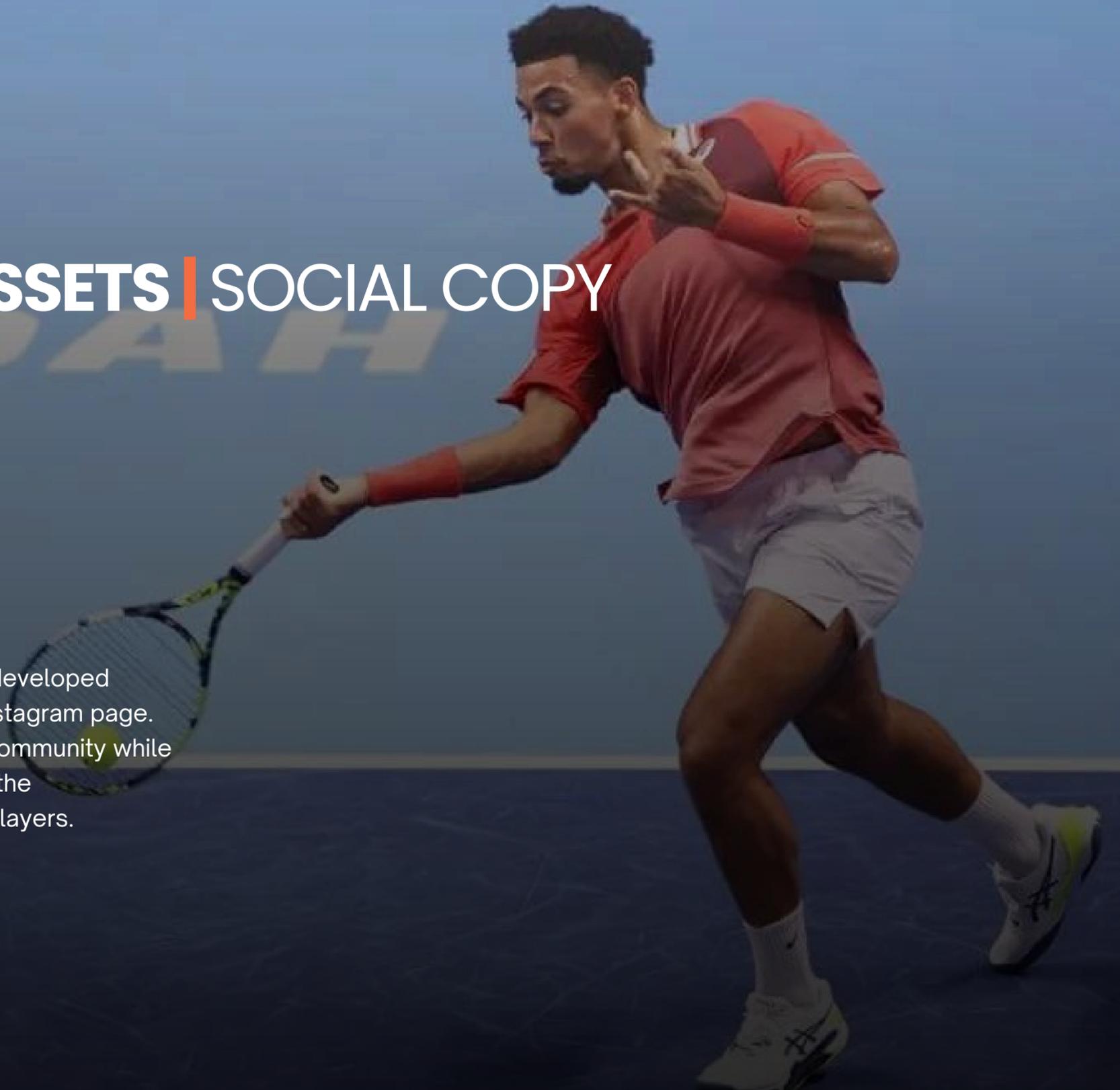
Presentations

Language

Saudi Arabic

About

In collaboration with the 10 Group, we developed Arabic social media content for their Instagram page. This project engaged the local tennis community while promoting STF events and highlighting the achievements of Saudi Arabian tennis players.





Scope of Work

WEBSITE & COMMUNICATIONS | CONTENT



Deliverables

Website UX Copy

App UX Copy

Press Releases

Video Scripts

About

Saudia's iconic rebranding in 2023 and we were able to help the team with the right words. The agreement was for a year and is one of our crown jewels. New tone of voice and new era - and we loved every bit of it.

Language

Saudi Arabic

English

[Link to work](#)





Scope of Work

COPYWRITING | WEBSITE CONTENT

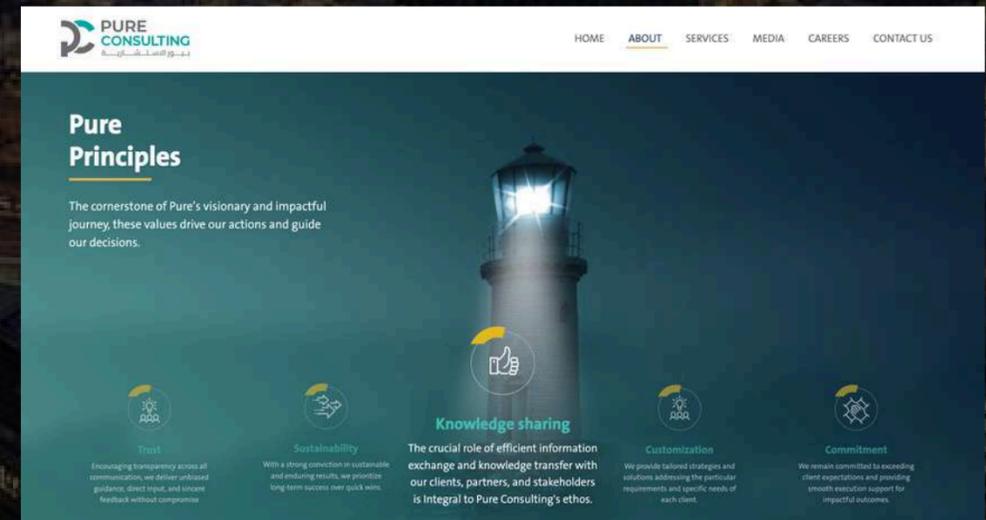
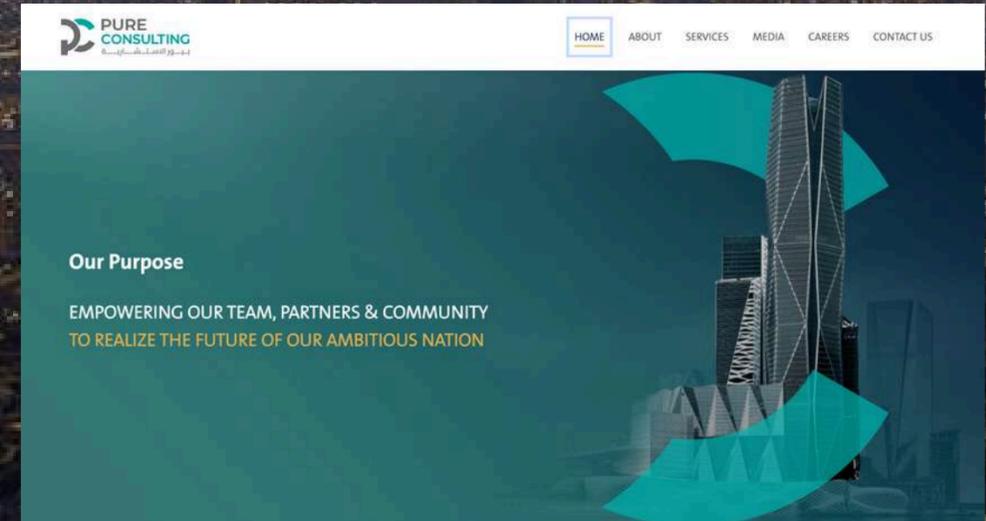
Deliverables
Website Content

Language
English
Arabic

About

We worked on bilingual website content for Pure Consulting, a firm specializing in strategic advisory services. Our work ensured clarity, professionalism, and alignment with their brand identity in both English and Arabic.

[Link to work](#)





Scope of Work

COPYWRITING | WEBSITE COPY

Deliverables
Website Content

Language
Saudi Arabic

About

Leejam Sports Company wanted a localized Saudi-feel website copy when it came to the most beloved fitness brand of KSA, Fitness Time -- and we delivered.

[Link to work](#)





موهبة
Mawhiba



Scope of Work

COPYWRITING | WEBSITE CONTENT

Deliverables

Website Audit

Website Content

Tone of Voice

Language

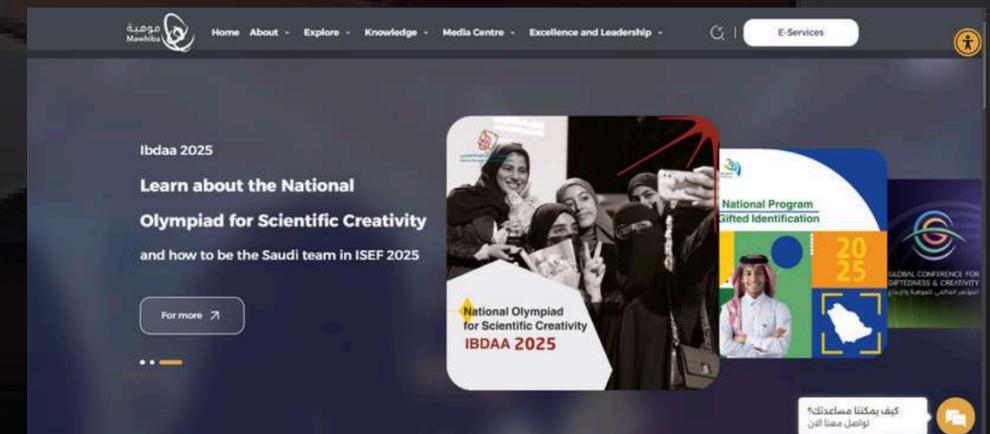
Saudi Arabic

English

About

Saudi's trusted name, Mawhiba, is guiding the talented through successful and sustainable learning journeys. We assisted them in conveying their message and impact in a captivating manner in collaboration with HUED agency.

[Link to work](#)





Scope of Work

COPYWRITING | PROFILE CONTENT

- Deliverables
- Company
- Profile Content
- Tone of Voice
- Language
- Saudi Arabic
- English

About

As a driving force in Saudi's sports industry, SDC is shaping the future of athletics through innovation and expertise. We helped craft their corporate narrative, showcasing their vision, impact, and leadership in collaboration with their marketing team.

Experience the Thrill of Victory with THE PIONEERS

Since 2012, Sports Development Company a trusted partner in driving the growth of sports across Saudi Arabia and the GCC. We offer a full spectrum of services, including organizing milestone events and providing valuable sports business consultancy. Additionally, SDC excels in designing and manufacturing exceptional sports apparel and equipment.

At SDC, we are building more than just a platform for sports, we are building a movement! Our efforts are focused on fueling participation, sparking collaboration, and lighting a winning spirit across Saudi Arabia and the GCC.

With SDC by your side, you can witness your vision **BECOME A REALITY**

ABOUT US

Alignment & Leadership OBJECTIVES

Aligning with Saudi Vision 2030
To continue delivering top-of-the-class sports experiences and products while sustaining long-term value for all our stakeholders.

Becoming World-class Sports Leader
To become the KSA's and GCC's leading sports entity recognized for our game-changing sports consultancy and event management across the region.

رؤية 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

MISSION & VISION



Scope of Work

COPYWRITING | WEBSITE COPY

- Deliverables
- Website Content
- Tone of Voice
- Brochure
- Language
- Saudi Arabic
- English

About

Unleashing Osool's Real Estate Marvels - we had the incredible opportunity to craft Osool's entire digital narrative. From engaging website content to compelling service descriptions, every word was thoughtfully curated to showcase Osool's transformative journey.

[Link to work](#)



Situated in Al-Shuhada District along the Eastern Ring Road, Granada Business is a prominent business plaza that encompasses a total of 11 buildings. This expansive office development showcases six high-rise office towers and four low-rise office buildings, providing a wide range of workspace options for businesses.



Scope of Work

WEBSITE DEVELOPMENT | UX DESIGN & COPY

Deliverables:
Website Content
Website Design + Development
Company Profile Design + Content
 Language
Saudi Arabic
English

About

The Rustic Bakery is home to real, handcrafted sourdough in Saudi Arabia. We helped shape their brand story, tone of voice, and bilingual content, creating a strong foundation for their growing presence - both online and in the community.

[Link to work](#)



AMERICAN EXPRESS

Scope of Work

COPYWRITING | WEBSITE COPY

Deliverables

Website Content

Tone of Voice

Website

Architecture

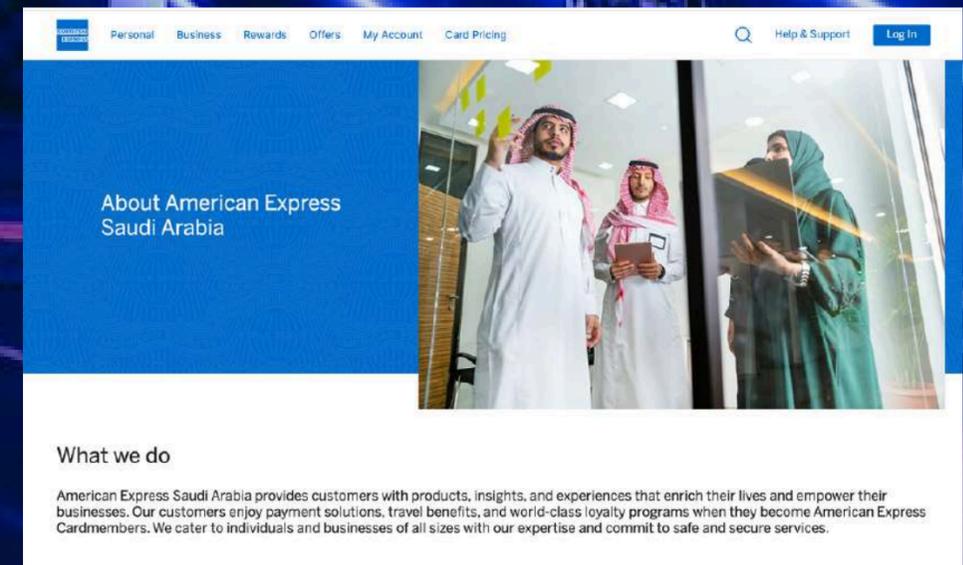
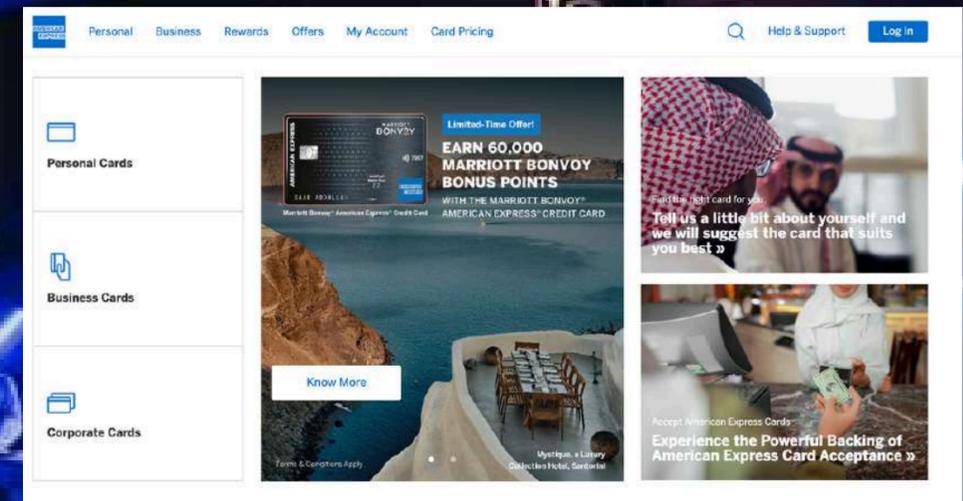
Language

English

About

Truly one of our milestone projects, and a challenging one, American Express Saudi Arabia website content showcases the luxurious and classy cards of the world renowned bank in the tone which resonates with the Saudi audience's tastes.

[Link to work](#)



There must be a reason you have reached here.