LANENOMAD

Media Kit:

LANENOMAD

A Unique Media Universe on Instagram & TikTok



ABOUT THE CREATOR

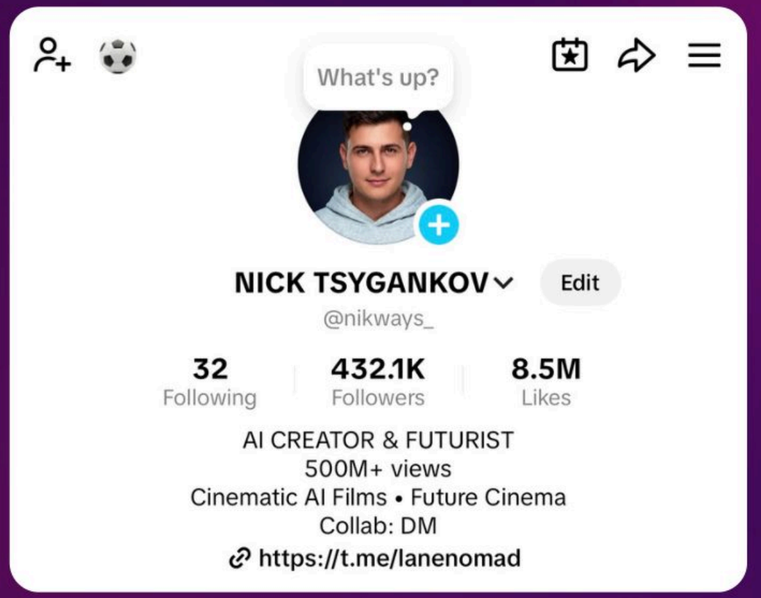
- 12+ years of experience in video production
- Founder & CEO of Nikways Creative Agency
- Produced over 3,000 commercial videos
- Generated over 500 million views across personal social media platforms
- Recipient of YouTube and Red Jolbors awards
- Collaborated with numerous well-known artists, creators, and influencers
- Clients include: Microsoft, Lenovo, UNDP, Magnum, BI Group, Rixos, Bazis-A, DAMAC, Emaar, Sony



AUDIENCE

- Total audience: ~600K+ followers across Instagram & TikTok
- Monthly reach: ~10M–80M+ views
- Core audience: Men & women aged 18–34
- Top audience locations: United States, Mexico, Uzbekistan, Brazil, India, and Russia



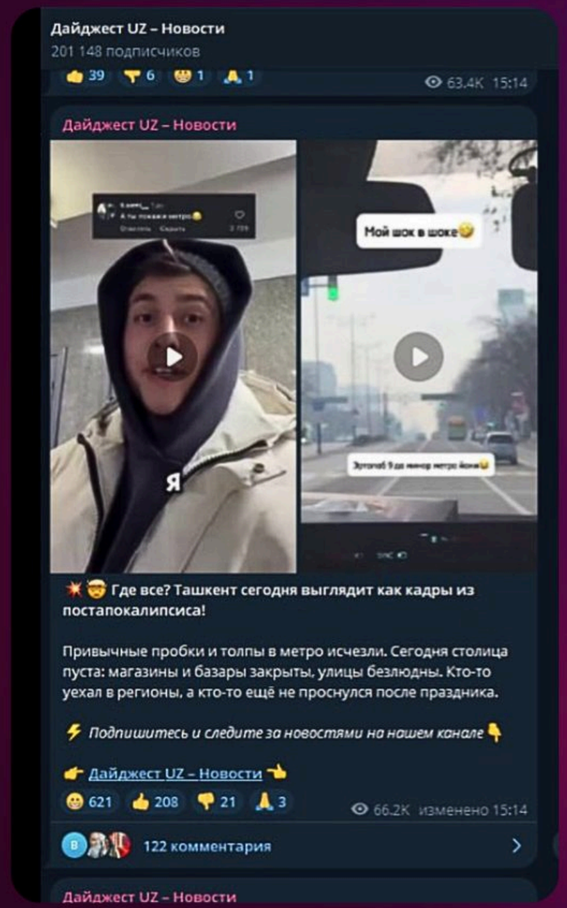


LANENOMAD

BRAND INTEGRATIONS

FEATURED IN THE MEDIA and BY TOP CREATORS







Followed by 2,000+ public figures, creators, and industry leaders



Авторы
sohailkbangash и ещё 1586

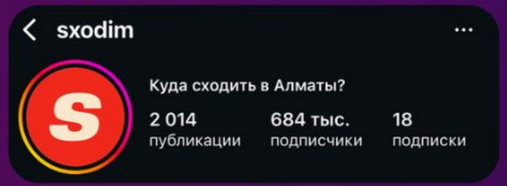


Авторы
school_fotography и ещё 1469













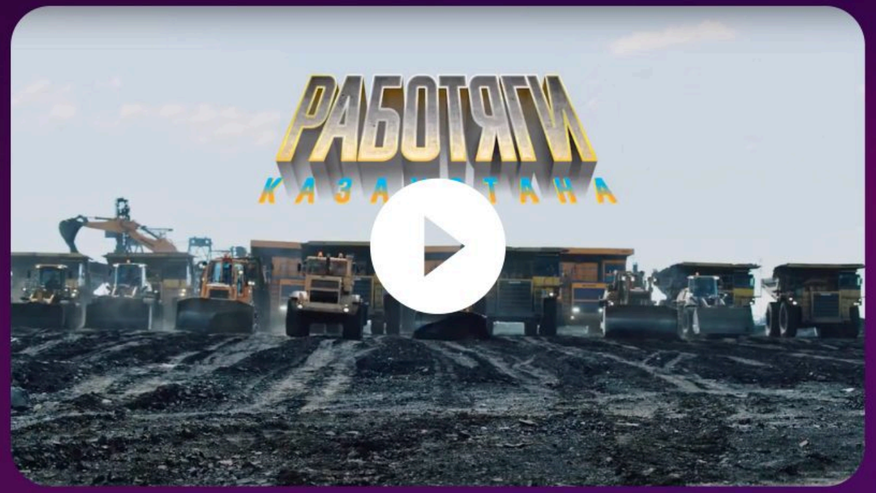
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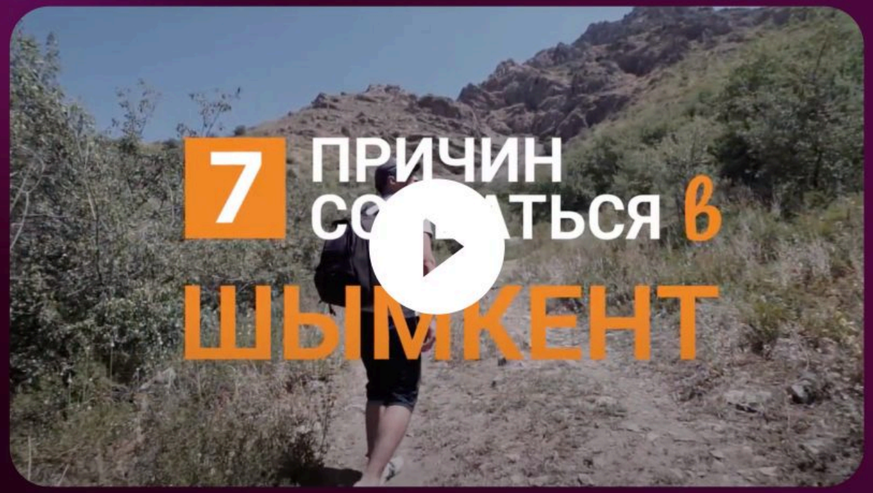
AWARDS

RED JOLBORS CENTRAL ASIAN COMMUNICATIONS FESTIVAL

Award-winning short film Workers of Kazakhstan, winner of the Red Jolbors Central Asian Advertising Festival.

Red Jolbors is one of Central Asia's leading advertising festivals, bringing together top advertising and marketing professionals from across the region.





YouTube NextUp

The travel series 7 Reasons to Drop Everything and Go won the international YouTube NextUp competition.

YouTube NextUp is an international creator program that recognizes and supports the most promising YouTube creators, selected by a panel of industry experts.

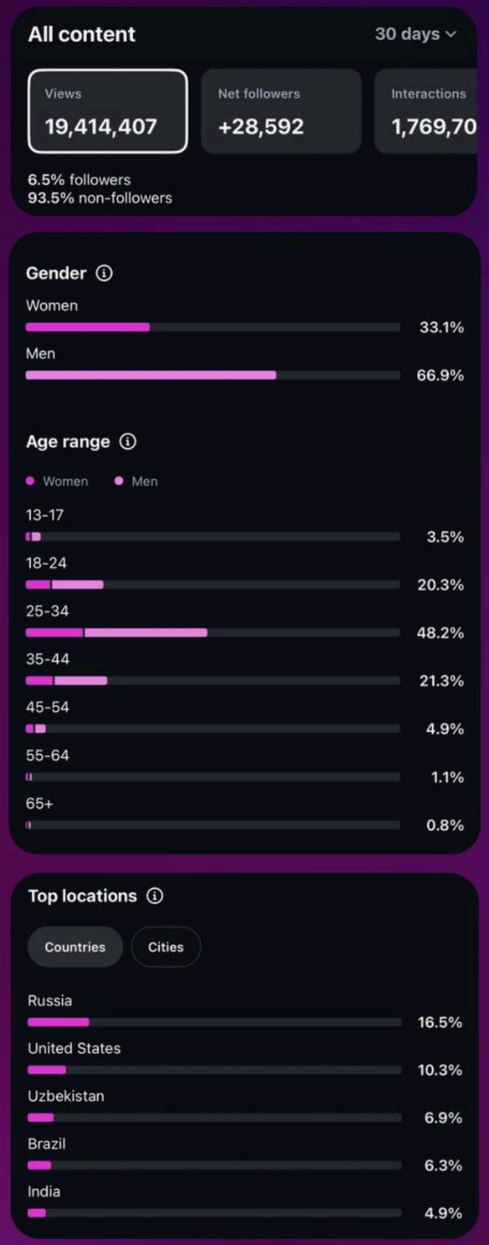


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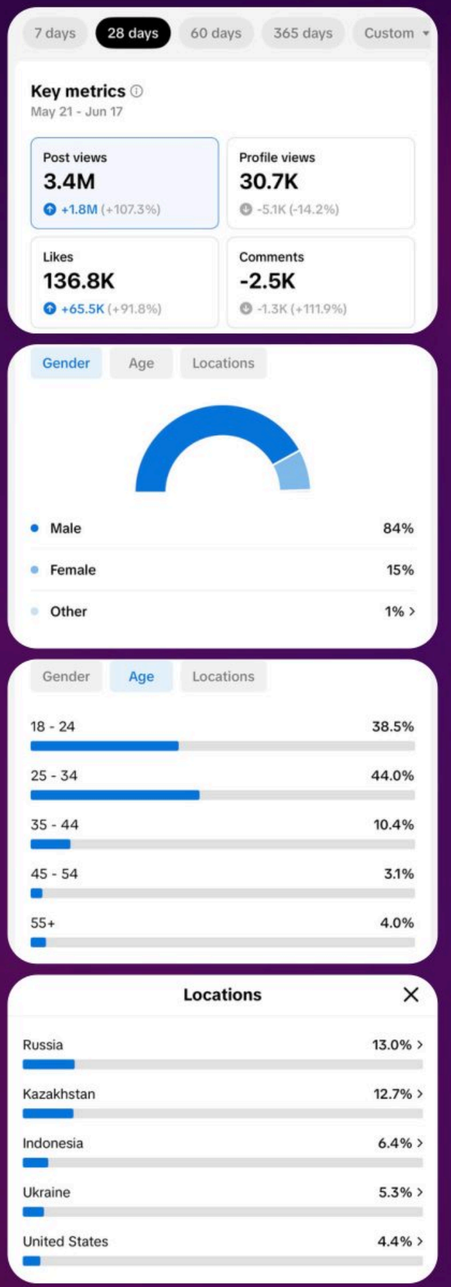
COLLABORATION FORMATS

- Branded Storytelling Videos (native brand integrations within the LANENOMAD cinematic universe)
- Product Placement (brand products and props naturally integrated into the scene)
- Multi-Video Campaigns (a series of Reels/TikToks designed to maximize reach and engagement)
- Brand Ambassadorships (long-term partnerships with ongoing brand representation)
- Cross-Platform Campaigns (Instagram + TikTok packages)

INSTAGRAM



TIKTOK





LET'S CREATE SOMETHING AMAZING TOGETHER!

+7(707)-510-90-18

worldofnikways@gmail.com