

MEDIA KIT

OPSON

UGC & Brand Partnerships

Clean. Elegant. Feminine.

Opeyemi Adekoya

Travel • Fashion • Beauty • Lifestyle

Lagos, Nigeria | @opsonofficial





Meet Opson

Opeyemi Adekoya, known as Opson, is a Lagos-based content creator making visually engaging content across travel, fashion, beauty and lifestyle.

Her content blends personal storytelling with elevated visuals, connecting brands to a diverse audience across Nigeria and international markets.

She creates content designed to inspire, entertain and drive discovery.

Travel

Fashion

Beauty

Lifestyle

OPSON

Reach at a Glance

63K

Instagram followers

32K

TikTok followers

95K

Combined audience

766K+

Highest recorded Reel views

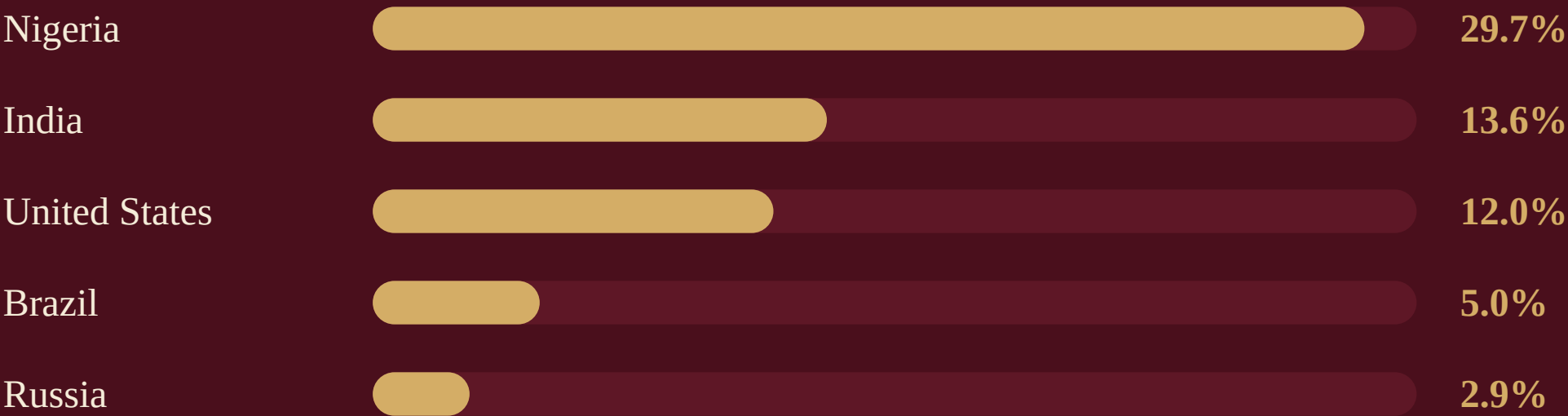
338K+

Accounts reached from a single Reel



A Global, Working-Age Audience

TOP INSTAGRAM MARKETS



Also reaching audiences in France, Germany and Canada.

78.8%

of the Instagram audience is aged 25 to 44: working adults with spending power

53 / 47

Male / Female split: opens the door to women's and men's fashion, accessories, beauty and travel





Content People Share

766K+

views on top Reel

338K+

accounts reached from one Reel

42K+

likes

1.7K

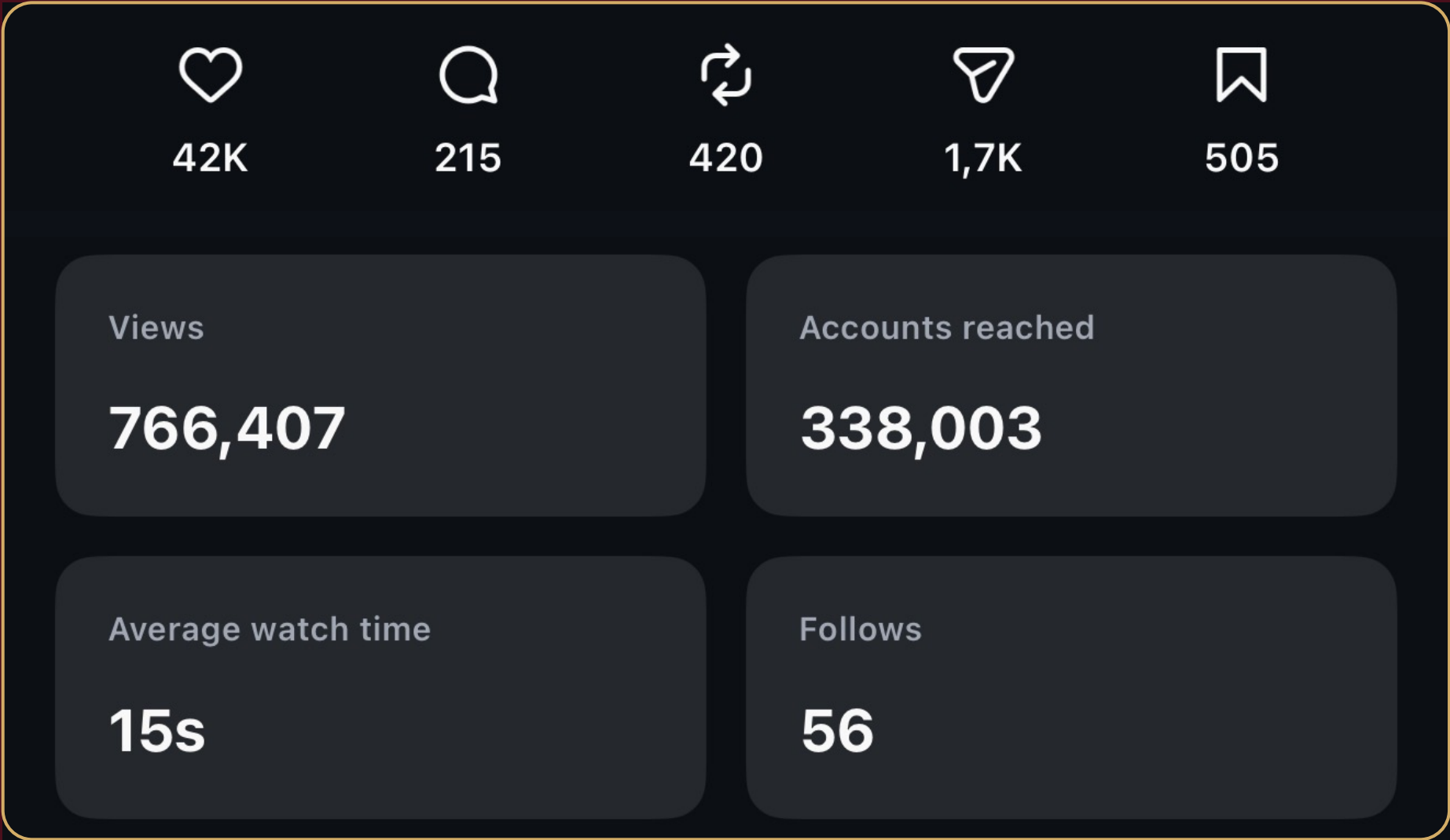
shares

505

saves

Shares and saves show content people pass on and come back to.

Proof of Performance



Screenshot from Instagram Reel insights

766,407
views

338,003
accounts reached

15s
average watch time

Proven Brand Storytelling

TheCityChic

Opson is the founder of TheCityChic, her own fashion brand, giving her hands-on experience in brand storytelling and product-focused campaigns built for social discovery.

WHAT SHE CREATED

- Fashion campaign and product content
- Product launches and social media storytelling
- Fashion and lifestyle photography and video

119,079

views

9,252

accounts reached

87%

of views from Explore





Why Brands Work With Opson

Opson's content naturally combines fashion, travel, beauty and lifestyle, so brands get authentic, social-first content that fits real life instead of feeling like an ad.

With a 95K combined audience across Instagram and TikTok and a proven ability to create high-reach content, she showcases products through authentic styling, travel and everyday lifestyle storytelling.

WHAT SHE CREATES

- Outfit styling and lookbooks
- Travel and destination stories
- Beauty routines and get ready with me
- Elevated everyday Lagos living

Formats: Instagram Reels, TikToks, Stories and carousels

UGC Content I Create

Social-first content created for brands to use on their own channels — whether or not I post it on mine.

PRODUCT DEMONSTRATIONS

Show how it works, looks and fits into real life.

UNBOXING & FIRST IMPRESSIONS

Natural, relatable product reveals and reactions.

VOICEOVER & STORY-LED VIDEOS

Hooks, storytelling and product-focused Reels/TikToks.

LIFESTYLE INTEGRATION

Fashion, beauty, travel and everyday product content.

UGC + CREATOR PARTNERSHIPS

UGC: brands pay for content creation and can use the content on their own channels, subject to agreed usage rights.

Creator partnerships: brands pay for access to my audience through content posted on my Instagram and/or TikTok.

PRODUCT

Demonstration

UNBOXING

First impression

STORY

Voiceover / Reel

LIFESTYLE

Natural integration

Opson × Your Brand

MONTHLY AMBASSADOR PARTNERSHIP

STARTER

- 1 Instagram Reel
- 1 TikTok
- 3 Instagram Stories
- Monthly product styling and content
- Organic social usage

SIGNATURE

- 2 Instagram Reels
- 2 TikToks
- 6 Instagram Stories
- Product styling + lifestyle integration
- Monthly campaign concept
- Organic social usage

PREMIUM

- 3 Instagram Reels
- 3 TikToks
- 8 to 10 Instagram Stories
- Lifestyle + travel integration
- Product photography
- Monthly campaign concepts
- Priority content placement
- Organic social usage



Monthly Investment

STARTER

₦450,000

per month

1 Reel + 1 TikTok + 3 Stories

SIGNATURE

₦750,000

per month

2 Reels + 2 TikToks + 6 Stories
+ monthly campaign concept

PREMIUM

₦1,200,000

per month

3 Reels + 3 TikToks + 8 to 10
Stories + lifestyle and product
photography

USAGE & EXCLUSIVITY

Packages include organic social usage. Paid advertising, whitelisting, extended usage rights and category exclusivity are available at an additional fee, negotiated according to campaign duration and scope.

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Let's Work Together

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MANAGEMENT Direct inquiries

Brand Partnerships • Ambassador Campaigns • UGC & Content Creation
Travel & Hospitality • Fashion & Beauty Campaigns

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63K Instagram | 32K TikTok | 95K Combined

