
TILT
CREATIVE COLLECTIVE

Company Profile

A different angle on your brand.

Inside Tilt

A few words.
A body of work.

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Who we are

We help brands get seen, understood and chosen.

Our name is our method. We look at a brand from the angle nobody else has taken, find what is true and interesting about it, and build the work from there.

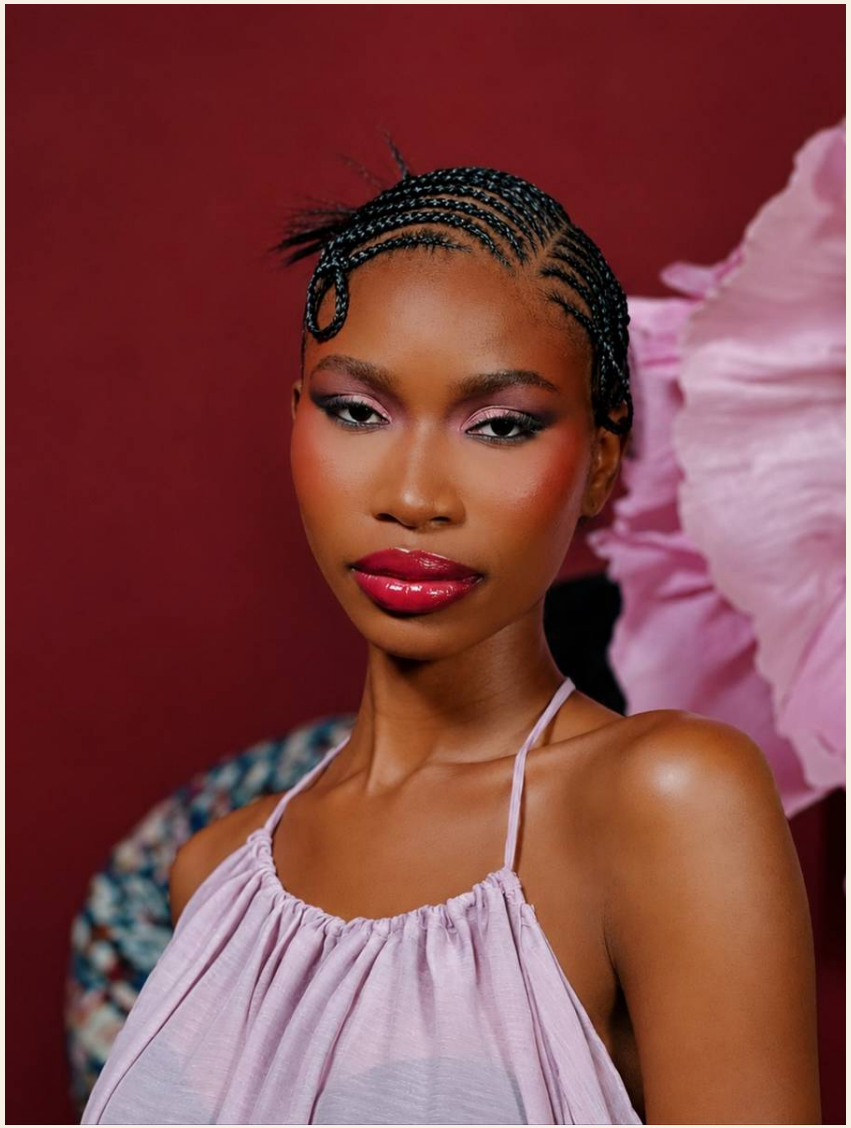
Tilt Creative Collective was founded in Lagos in 2018, with a presence in London. We bring strategy, creative direction, content and campaigns together under one roof, for brands in beauty, fashion, lifestyle, food, culture and beyond.





Beauty, in focus







BEAUTY, IN FOCUS / COLOUR & EXPRESSION

Good creative work is a business decision.

We believe the brands that grow are the ones people feel something about. Attention is easy to buy and hard to keep, so we make work that earns it, with a clear idea at the centre and the craft to carry it.

We also believe the work is only finished when it has done something. Every project begins with what the brand needs to change and ends with what did.

Form, colour and character

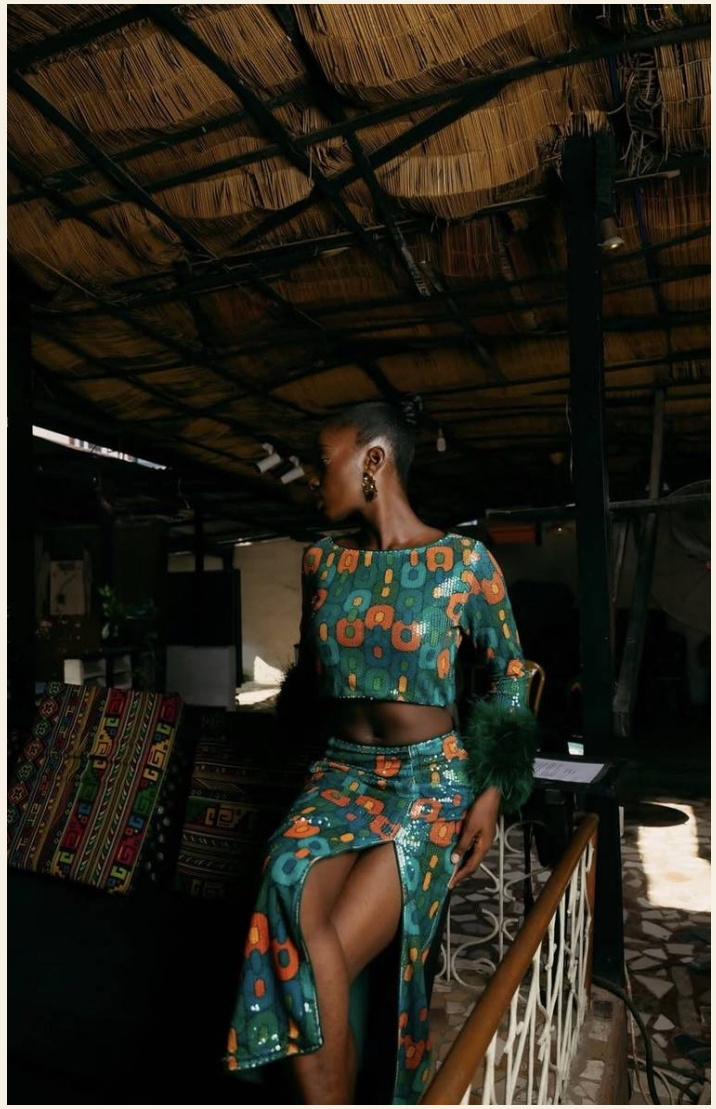












FASHION & STYLE

What we do

01 Brand strategy

Positioning, messaging and identity direction that give a brand a clear place in its market and a voice of its own.

02 Creative direction

Concepts, moodboards and art direction for campaigns, shoots and launches, from the first idea to the final frame.

03 Campaigns

Launch, seasonal and market entry campaigns, planned and delivered from start to finish.

04 Content production

Photography, film, design and copywriting, produced with a trusted network of photographers, directors, stylists and makers.

What we do

01 Social media

Strategy, management and community building on Instagram, TikTok and the platforms where your audience spends its time.

02 Creator programmes

Partnerships with the right voices, structured to build credibility as well as reach.

03 Paid social & digital

Advertising across Meta, TikTok and Google that puts strong creative in front of the people most likely to act on it.

04 Consultancy

Audits, workshops and advisory sessions for founders and in-house teams who need an outside eye.





FOOD & LIFESTYLE







Food & hospitality

How we work

01

We listen

Every project starts with the business. We learn what you sell, who buys it, what is standing in the way and what success would look like.

02

We find the angle

We look for the one idea that makes the brand worth paying attention to, and we build the strategy around it.

03

We make

Our creative leads, designers and production partners turn the idea into work, with one team accountable from brief to delivery.

04

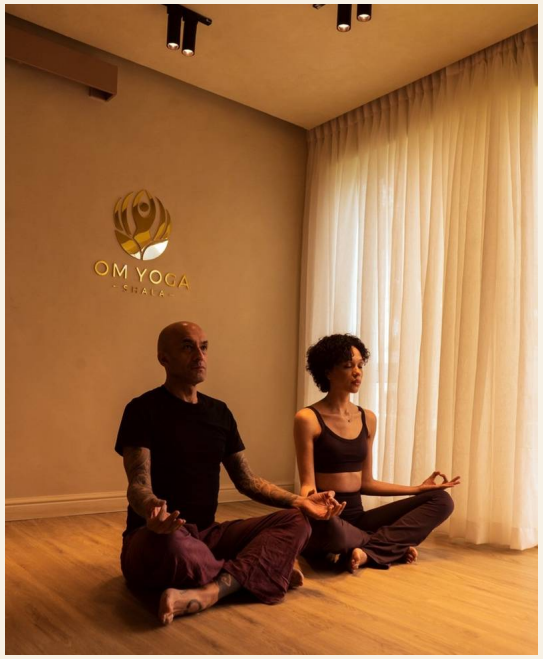
We measure

We report on what the work did, in plain language, and we use what we learn to make the next piece better.



OM Yoga Shala





Why Tilt

Strategy and creative in the same room

The people who think about your brand are the people who make the work, so nothing is lost between the plan and the output.

A Lagos eye and a global standard

We know this market from the inside, and make work that holds its own anywhere. For international brands entering Nigeria and African brands looking outward, that combination matters.

Senior attention

Tilt is led by its founder. Every account has a creative lead and an account manager who know the brand as well as you do.

Range

Beauty houses, fashion labels, artists, restaurants, education and technology companies. What we learn in one sector sharpens our work in the next.

Clear terms

Our scopes, timelines and fees are set out plainly before we begin, so you always know what you are getting.

Our founder



Ntianu Obiora

FOUNDER & MANAGING DIRECTOR

Ntianu Obiora is a creative strategist with fifteen years of experience across publishing, marketing, communications and digital strategy. She founded Tilt Creative Collective in 2018 on the belief that disciplined creative thinking can change what a brand becomes, and has since developed content campaigns for L'Oréal, Coca-Cola, and ORIKI.

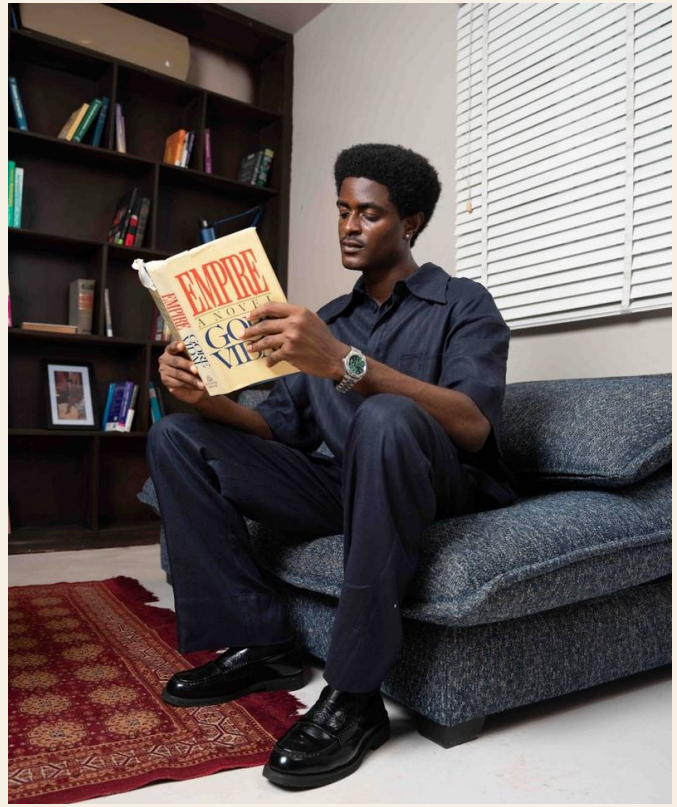
Before Tilt, she was Senior Category Lead at Pulse Nigeria, where she shaped partnerships with GTBank, First Bank, Mitsubishi and Heineken. She went on to lead PR and marketing strategy for AFA Sports, the official uniform sponsor of Team Nigeria at the Tokyo Olympics.

Today her work spans oil and gas, arts and culture, and international beauty brands entering African markets. She is known for building brands that are positioned to lead and to last.





A sense of style

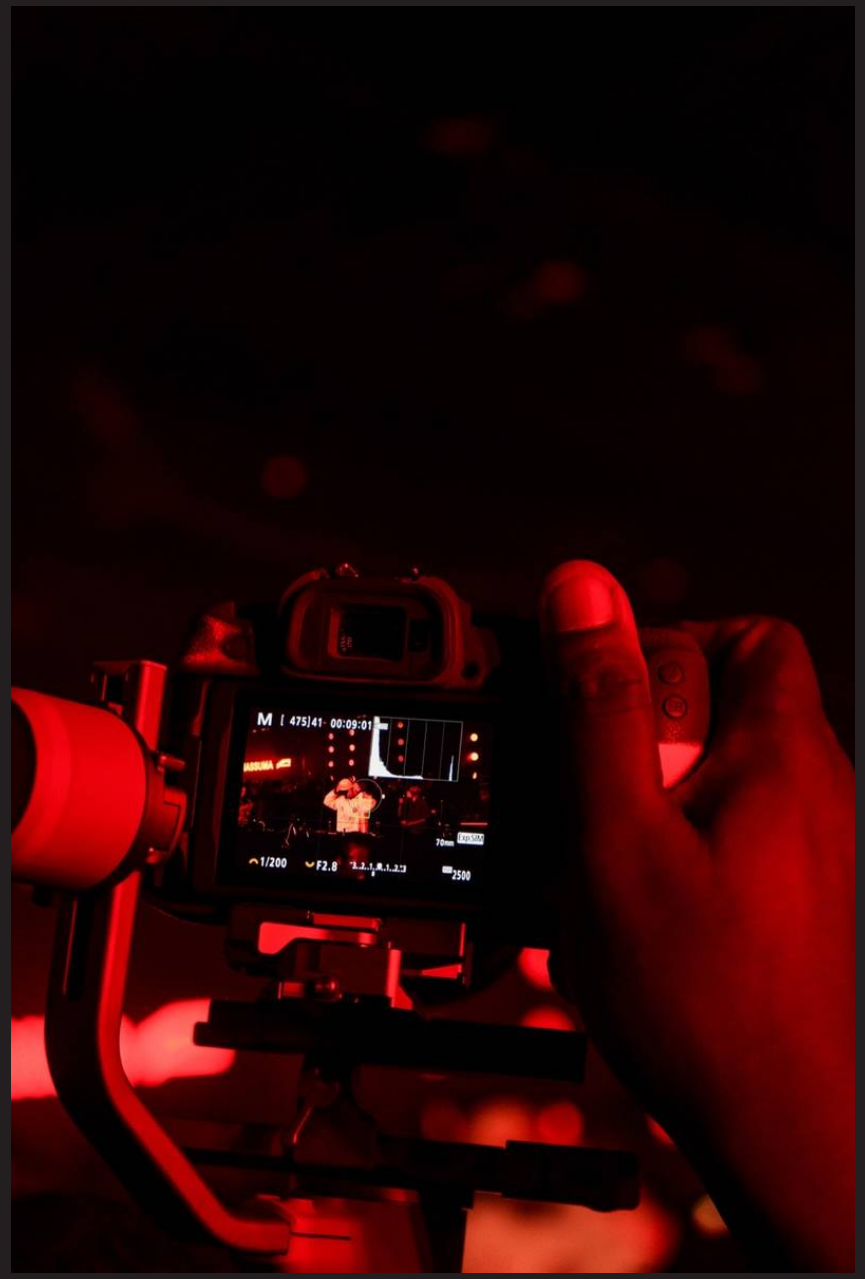


The collective

The right people for the brief

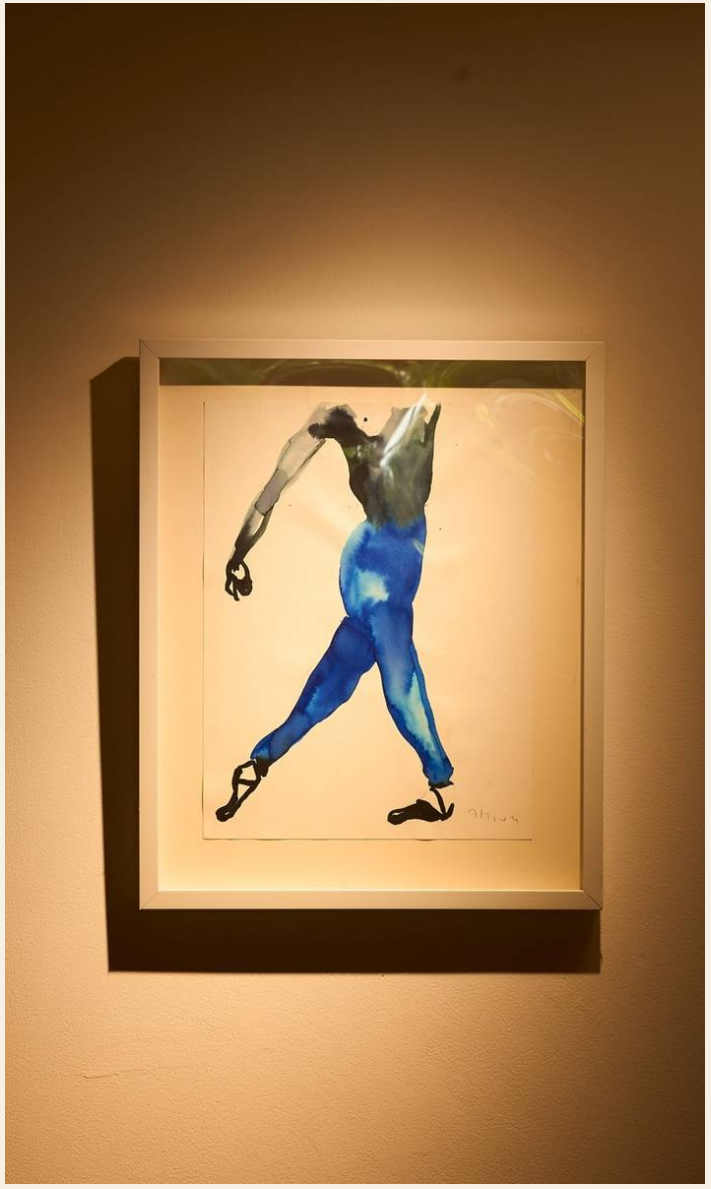
Tilt is a team of strategists, creative leads, designers and account managers, supported by a wider network of photographers, filmmakers, stylists, set designers and writers in Lagos and London.

We put together the right team for each brief, giving our clients the attention of a small agency and the reach of a large one.



Art, objects and spaces

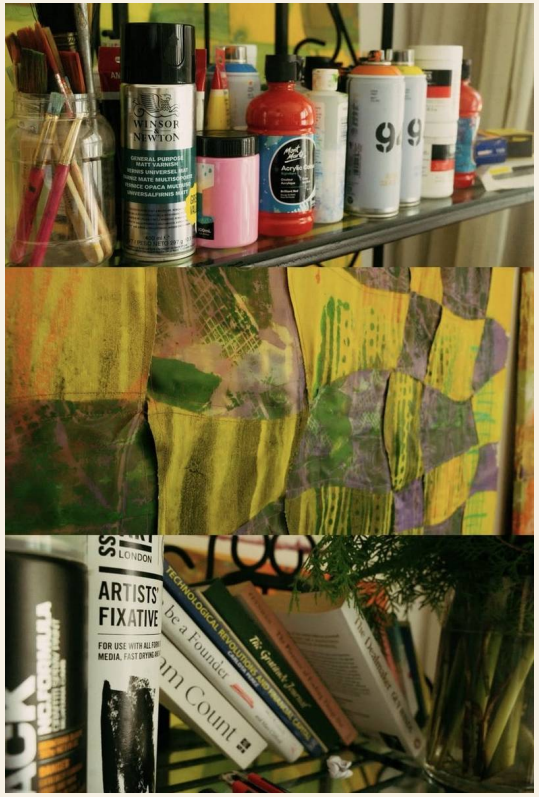






MALI Art Prize 2026









Selected clients

A few names in our book.

Brands we have worked with

01	Kaera Cosmetics
02	Emolyne Cosmetics
03	L’Oreal
04	IyeOgé
05	AKANO
06	Lavish
07	Odio Mimonet
08	Jacqué

Selected clients

A few names in our book.

Brands we have worked with

09	Skechers
10	MALI Art Prize
11	Bloody Civilian
12	House of Ariaba
13	Adidas
14	Nahous
15	Windsor Gallery
16	Maiyegun Beach Estate

Selected clients

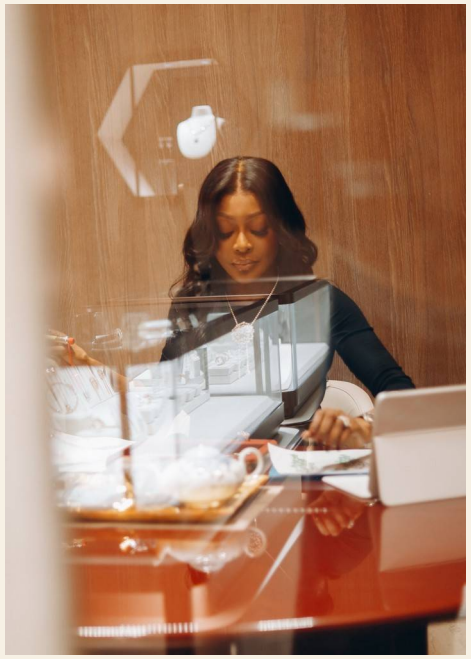
A few more names in our book.

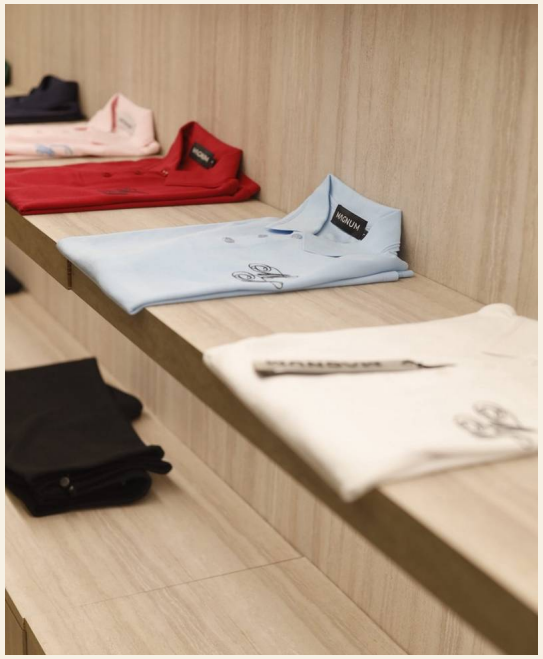
Brands we have worked with

17	Sleek Nigeria
18	Eric Kayser
19	Oando
20	Bature Brewery
21	Chat Lagos
22	ME Entertainment
23	Oasis Medspa
24	Lancôme
25	ORIKI



Details that tell a story









COLOUR / TEXTURE / MOVEMENT



Human connections

DARA

House of Ariaba

Objects with intention.

A sculptural monogram. Earthy colour.
An identity designed to live across objects.

One language, many objects









Colour, in conversation.

Quiet colour, tactile materials

SELECTED ELEMENTS FROM THE BRAND GUIDELINES

Proof Hotel

Warmth, with distinction.

Interwoven hoops and a central star.
A visual language for considered hospitality.

From the first impression to the room









Colour, in conversation.

A distinctive guest experience

SELECTED ELEMENTS FROM THE BRAND GUIDELINES

DARA

A world of discovery.

Discovery, communication and growth.
A playful identity with cultural roots.



Colour, in conversation.

A system made for curious minds









Symbols that invite exploration

SELECTED ELEMENTS FROM THE BRAND GUIDELINES

IyeOgé

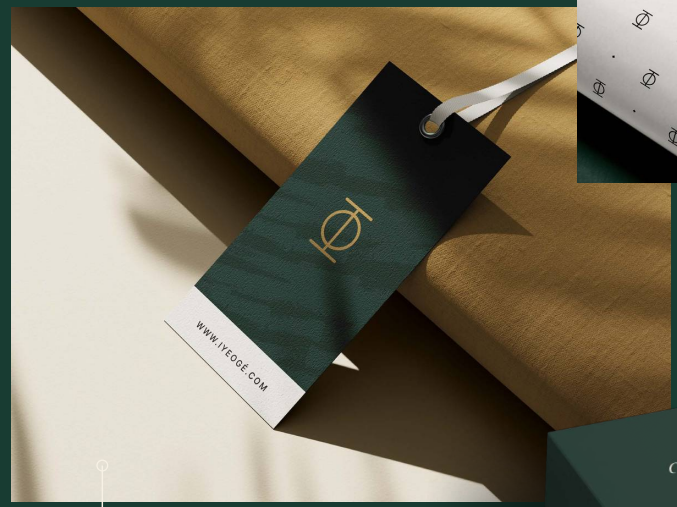
Craft, carried forward.

Expressive script, a balanced monogram.
Nigerian craftsmanship in a modern luxury setting.

The identity becomes an experience











Colour, in conversation.

Heritage expressed through detail

SELECTED ELEMENTS FROM THE BRAND GUIDELINES

Soldierboyfriend

ART AND CULTURE / NAHOUS







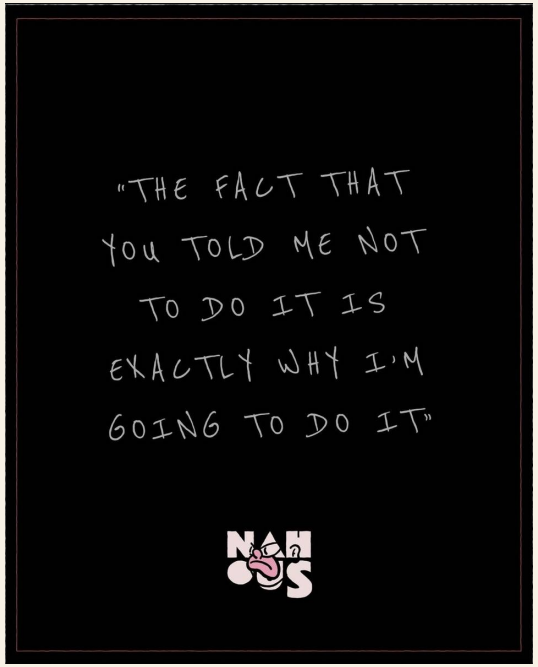


Slawn

ART AND CULTURE / NAHOUS

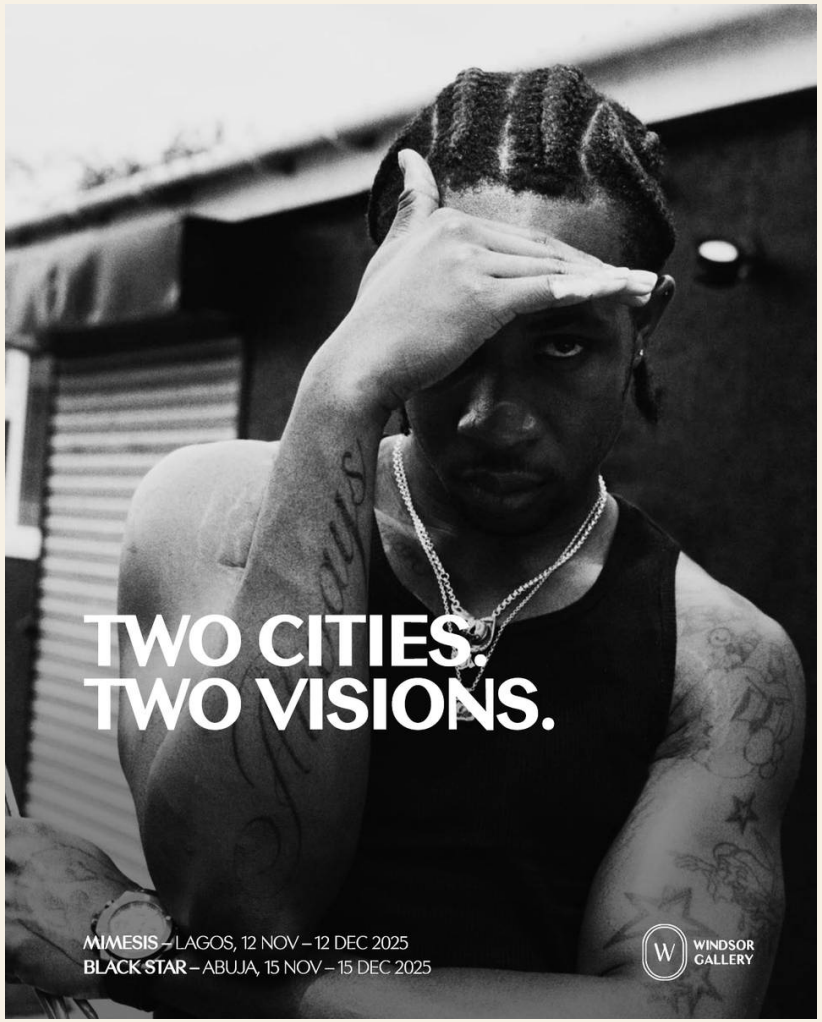


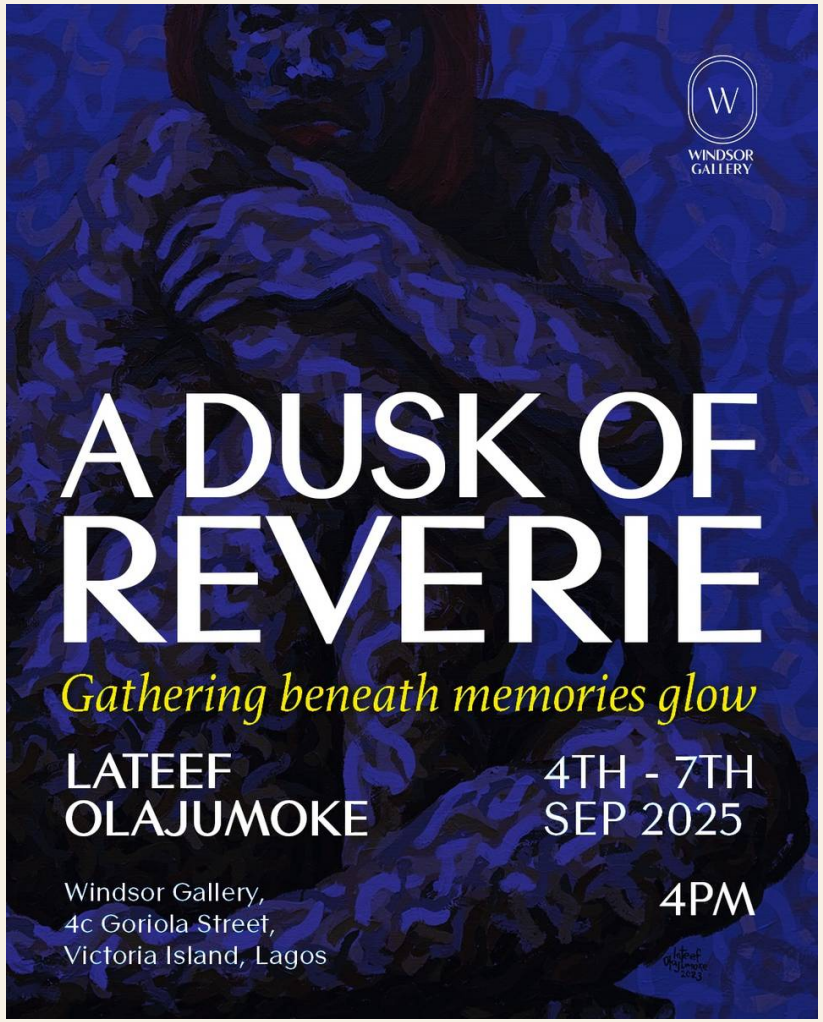




Windsor Gallery

ART AND CULTURE / EXHIBITION COMMUNICATIONS

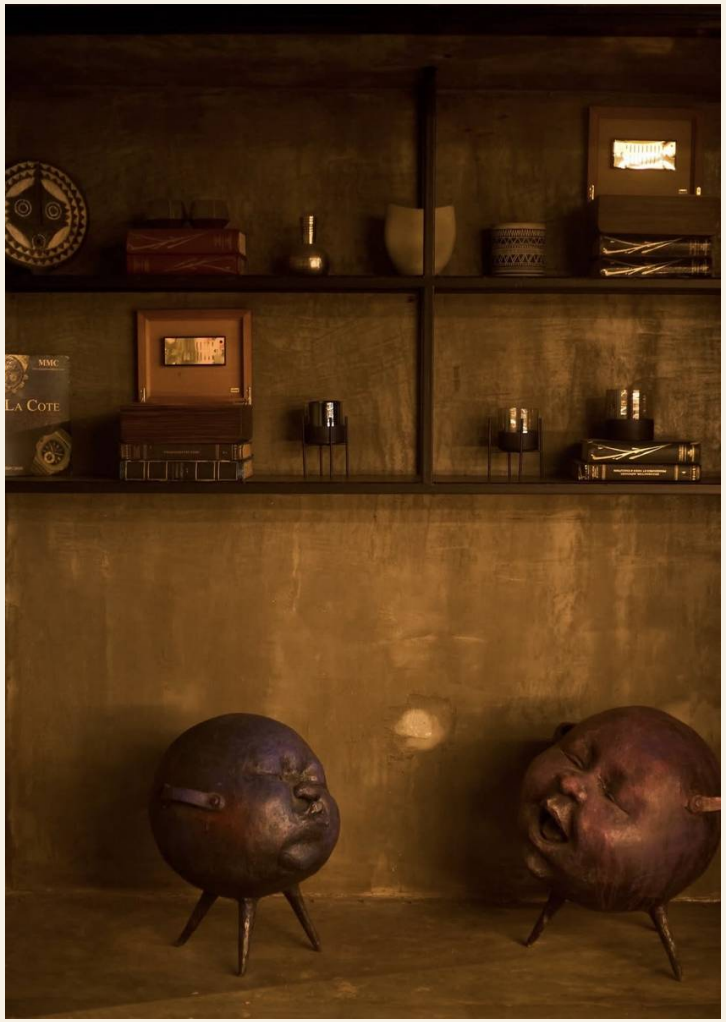




Nahous

ART AND CULTURE / ART, OBJECTS AND SPACE







A living cultural space

ART AND CULTURE / NAHOUS







TILT
CREATIVE COLLECTIVE

Let's look at your brand from a different angle.

We would love to hear what you are building.

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Lagos / London