

# We Are Ahead — Media Hub • Brand Overview

We Are Ahead Ltd (WAA) is a multi-hub ecosystem connecting fashion (Sophia Nubes), automotive sales (Auto Hub), short-let real estate (Shotlet Hub), tiles & interiors (Tiles Hub), gaming/betting (WAA Games Hub), media & PR (Media Hub), micro-blogging (WAA Talk), and blockchain initiatives (WAAH Coin, WEC) into one powerful brand.

What We Do (Media Hub):

- Press & announcements: newsroom setup, release writing, media outreach in Nigeria & EU, event PR.
- Creator collabs & campaigns: sourcing & vetting, briefs, UGC, rights/whitelisting, cross-hub storytelling.
- Photography & short reels: product/editorial/on-location shoots, BTS & events, 9:16/1:1 edits, captions & calendars.

Coverage: Fashion • Auto • Shotlet • Tiles • Gaming • Media • Talk • Coin

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HQ: Lagos, Nigeria — with Swiss/Italian partners.

Narrative: We convert business moments into cultural momentum. Our playbook blends local relevance with global polish.