



# Collaborate with Nayla: Your Brand, Our Story

Nayla Al Khaja, a renowned filmmaker and content creator, offers a comprehensive rate card for brands and businesses looking to leverage her expertise and reach on various social media platforms. This rate card provides a clear and transparent overview of the pricing structure for a wide range of services, ensuring clients can make informed decisions and plan their social media campaigns effectively.



# About Nayla

1

## Filmmaker

Nayla crafts compelling visual narratives that captivate audiences across platforms.

2

## Storyteller

Her content weaves traditional values with contemporary lifestyles, creating relatable stories.

3

## Social Media Personality

Nayla's authentic presence inspires and engages followers in meaningful conversations.

# Why Collaborate with Nayla?



## Engaged Emirati Audience

Nayla's content fosters trust and loyalty among her followers.

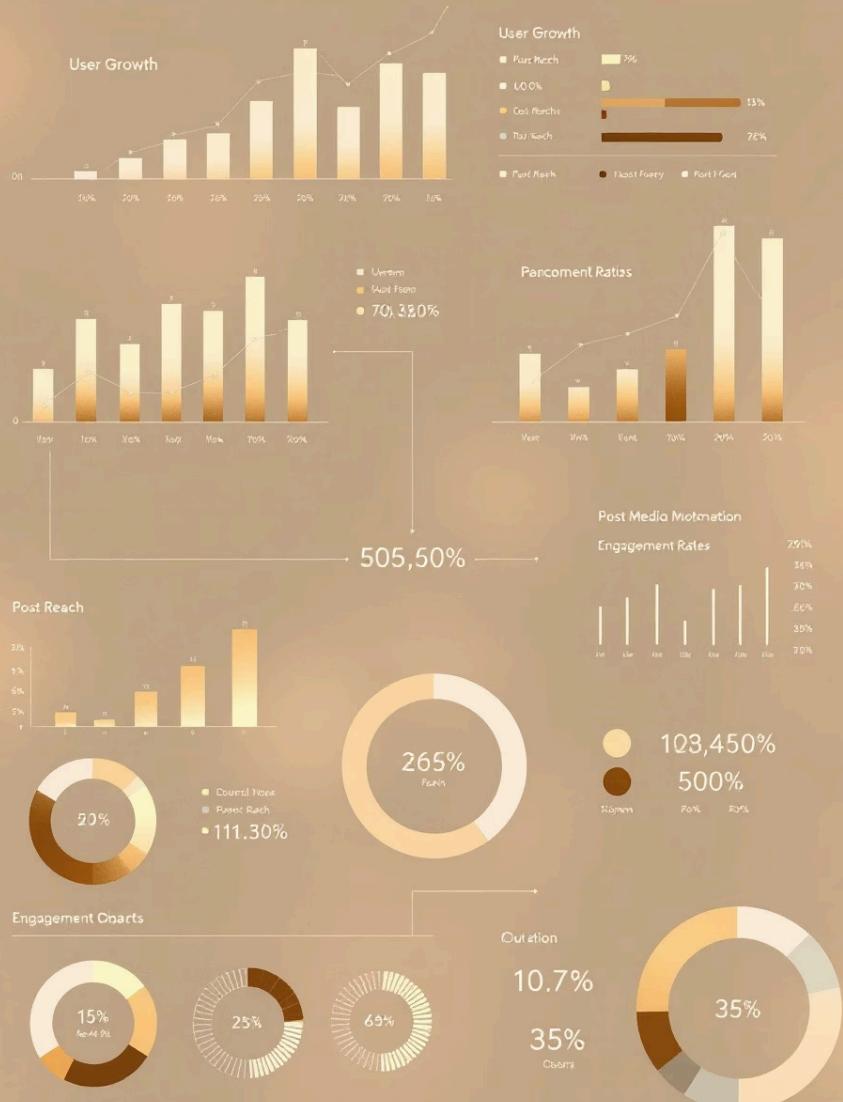
## Authentic Storytelling

Her compelling narratives align seamlessly with brand values.

## Versatile Content Creator

Nayla authentically engages across multiple niches, from beauty and lifestyle to Tech.

## Social Media Metrics



# Audience Insights

## Total Followers

31.3 K

## Gender

45.9% Female | 54.1% Male

## Age Range

68% between 25–44

## Location

38.3% UAE | 10% GCC | 10% Global

# Instagram Performance (November 2025)

Nayla's content doesn't just resonate, it spreads. With engagement rates in the top 1% and powerful organic discovery, her platform demonstrates exceptional growth potential.

**31.9K**

Followers

**210K**

Total Reach

**21.6%**

Engagement  
Rate

**6,685**

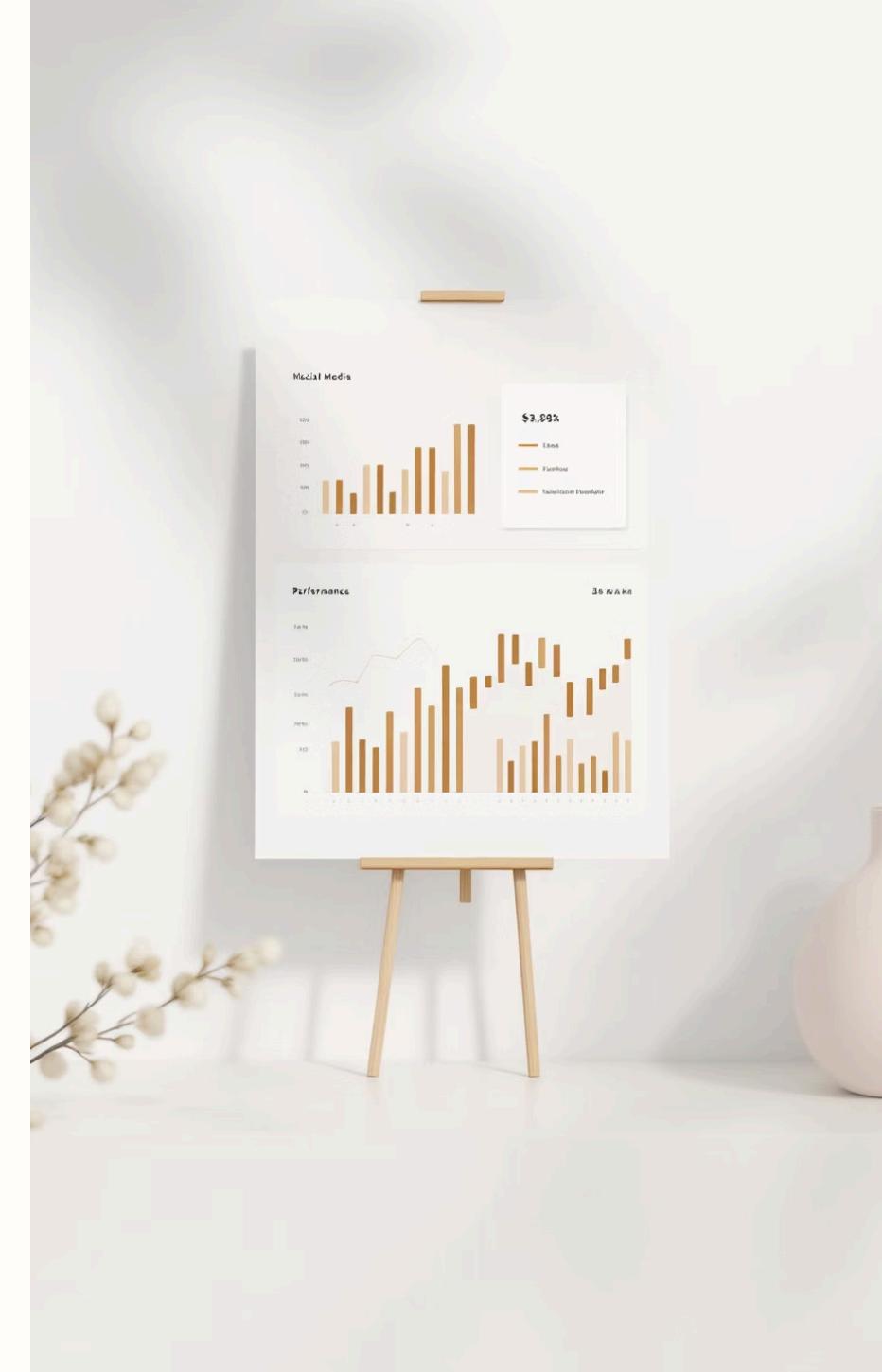
Total  
Interactions

**67%**

Non-follower  
Reach

**2,199**

Shares



# Collaborations Portfolio



## Porsche

Nayla collaborated with Porsche on an empowering campaign that celebrated women breaking barriers in traditionally male-dominated fields, highlighting her role as the UAE's first female filmmaker alongside other inspiring trailblazers from the region.



## Emirates Airlines

Emirates Airlines sponsored Nayla's first feature film, *THREE*, showcasing their commitment to supporting regional talent. The film is now playing on Emirates flights, bringing Nayla's groundbreaking work to a global audience.



## Oppo

As an OPPO brand ambassador, Nayla Al Khaja collaborated to celebrate Emirati Women's Day. Together, they highlighted OPPO's commitment to empowering women and showcasing creative camera tech.

# Collaborations Portfolio



## Canon

Nayla Al Khaja joined forces with Canon to spotlight the power of visual storytelling through the lens of purposeful filmmaking. The collaboration showcased her creative process, passion for authentic narratives, and commitment to empowering regional talent behind the camera.



## Rauaa

Nayla Al Khaja partnered with Rauaa Abaya to merge cinematic storytelling with contemporary modest fashion. The collaboration celebrates elegance, strength, and cultural pride, reflecting Nayla's bold presence and Rauaa's refined design aesthetic.



## Nissan

Nayla Al Khaja collaborated with Nissan to highlight innovation, creativity, and forward-thinking through storytelling on the move. The partnership fused cinematic vision with cutting-edge design, celebrating bold journeys both on and off the road.

# Collaborations Portfolio



## Damas

Nayla collaborated with Damas to celebrate the Alif collection, symbolizing limitless beginnings and standing tall with pride. This partnership highlighted her embodiment of the Alif spirit—an emblem of strength and elegance.

## Chopard

In 2022, Chopard sponsored Nayla trip to the Cannes Film Festival, celebrating her remarkable contributions to filmmaking.

## Estee Lauder

Nayla collaborated with Estée Lauder for their *Reach for the Stars* Ramadan campaign and hosted an exclusive Suhoor event, inspiring women to pursue their dreams with dedication and resilience.

# Instagram Offerings



## Instagram Post

Showcase your brand with a captivating image or video. Engage your audience and drive awareness.

**USD 4,000**



## Instagram Story

Utilize the power of ephemeral content to share behind-the-scenes glimpses or time-sensitive offers.

**USD 500 per frame**



## Instagram Carousel

Showcase multiple images or videos in a single post, allowing your audience to swipe through your content.

**USD 5,000**



## Instagram Reel

Leverage the popularity of short-form video content to entertain and engage your followers.

**USD 8,000**

*\*Note: Filming and editing support can be arranged at an additional USD 2,000–3,000.*

# LinkedIn Offerings



## LinkedIn Post

Showcase your brand or product with a visually engaging LinkedIn post, capturing the attention of your professional network.

USD 4,500

## LinkedIn Article

Leverage the power of long-form content to position your brand as a thought leader and provide value to your audience.

USD 6,000

## LinkedIn Video

Engage your followers with a short, impactful video that showcases your expertise or highlights your brand's offerings.

USD 7,000



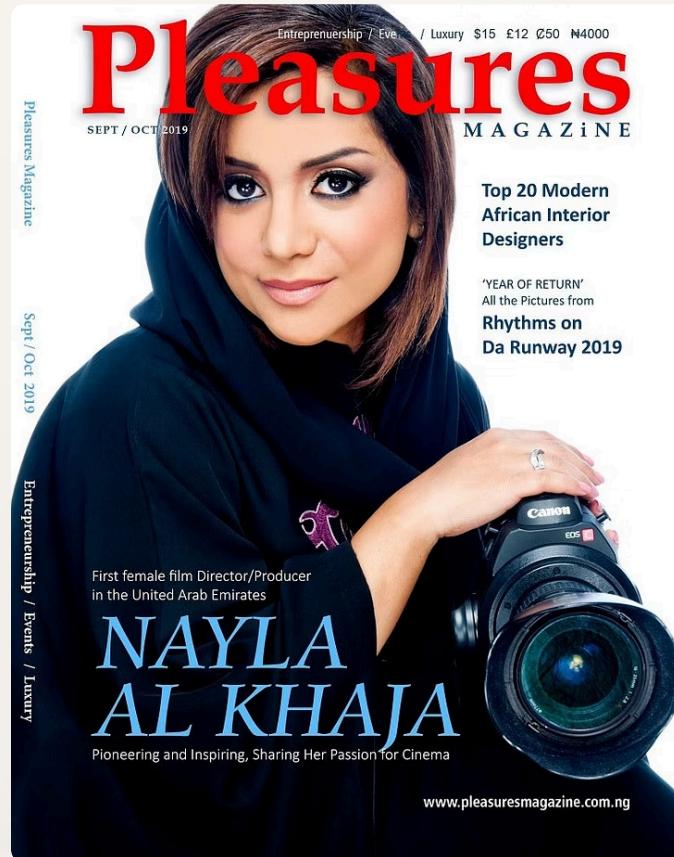
# Other Services Offered



## Event Coverage

Real-time content creation for brand events.

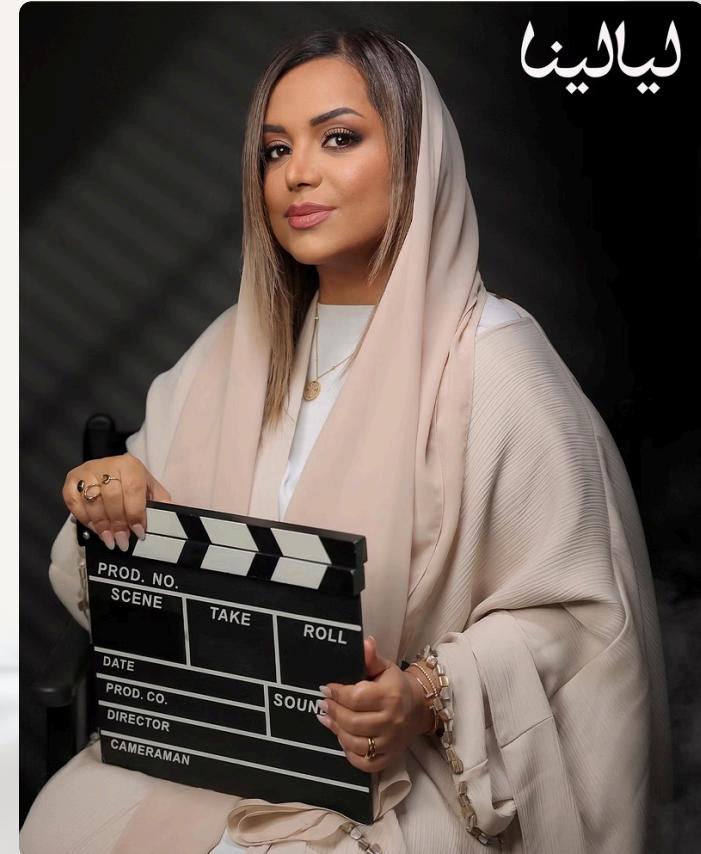
Starting at **USD 7,000**



## Brand Ambassadorships

Long-term collaborations building cohesive brand stories.

Starting at **USD 20,000**



## Day Shoot

Full-day presence, styling, and one premium Instagram feed post.

Starting at **USD 10,000**

# Panel Discussion



## Panel Moderation

Nayla expertly guides discussions, ensuring dynamic engagement and insightful exchanges among panelists and the audience.

**USD 5,000**



## Expert Panelist

Leverage Nayla's unique perspective and deep industry knowledge as a contributing voice on diverse topics.

**USD 7,000**



## Keynote Speaker

Nayla delivers compelling keynote presentations as the main speaker, sharing her expertise and inspiring audiences at your event.

**USD 10,000**



# Package Deals



## Instagram Package

Get a Reel plus 3 Stories for **\$8,500** to reach your audience across Instagram.



## LinkedIn Package

Showcase your expertise with a Post and an Article for **\$6,500** on LinkedIn.



## Comprehensive Package

Combine the power of Instagram and LinkedIn for a complete **\$13,000** package.

# Collaboration Packages

Our flexible approach ensures your collaboration needs are met effectively.



## Flexible Rates

Our prices are negotiable based on your specific needs, working together to create packages that align with your budget and business goals.

## Travel Arrangements

For on-site collaborations and event coverage, we handle all travel logistics with costs billed separately for transparency.

## Revision Process

Your package includes one comprehensive round of revisions, ensuring we achieve your vision perfectly. Additional revisions available as needed.



# Collaboration Opportunities

## Fashion

Showcase traditional yet modern styles with high-quality visuals.

## Restaurants & Events

Personalized reviews capturing ambiance and experience.

## Beauty & Skincare

Honest, relatable reviews and tutorials tailored to audience needs.

## Lifestyle & Family

Family-friendly content highlighting relatable moments and activities.

# Example Campaign Concepts



## "Nayla's 100 Stories" Series

A storytelling series where Nayla shares a hundred personal moments, lessons, and behind-the-scenes anecdotes from her life and career.

Each reel offers an authentic glimpse into her journey as a filmmaker, woman, and creative navigating everyday challenges.



## "That Hurt's with Nayla" Series

A light-hearted, honest series where Nayla shares the daily pain points she faces as a woman, a person, and a filmmaker. Through humor and real-life moments, she turns small frustrations into relatable stories.

It's witty, raw, and just the right mix of *ouch* and *laugh*.



# Let's Work Together

## Create Meaningful Connections

Join Nayla in crafting stories that resonate with her loyal audience.

## Contact Us

Email: [office@naylaalkhaja.com](mailto:office@naylaalkhaja.com) | Instagram: [@NaylaAlKhaja](https://www.instagram.com/@NaylaAlKhaja) |

LinkedIn: [NaylaAlKhaja](https://www.linkedin.com/in/NaylaAlKhaja)