

Creatives Portfolio



ABOUT US

Credo Advisory is a leading strategic and development communications firm based in Nigeria and USA. The firm partners with governments, organizations, businesses and individuals to raise public awareness, build trust, and effect change through targeted engagements. We integrate our knowledge of best communication practices, industries, understanding of local markets, and research and insights to provide exceptional services. Credo is intentional about building long-term rewarding partnerships and encouraging professional development in our people. We have unwavering commitment to championing our client needs, seeking new solutions and effecting change.

OUR EXPERTISE

- | | |
|-------------------------|------------------------------|
| ■ Advocacy | ■ Development Communications |
| ■ Capacity Building | ■ Digital Communications |
| ■ Community Engagement | ■ Event Communications |
| ■ Content Development | ■ Government Relations |
| ■ Content Production | ■ Media Relations |
| ■ Crisis Communications | ■ Public Relations |





OUR CREATIVE SERVICES

Audio Content

Branding

Digital Content

Graphic Design

Motion Production

AUDIO CONTENT

Radio Jingle

Credo Advisory was contracted to support the National Primary Health Care Development Agency (NPHCDA) in creating awareness for COVID-19 vaccination through developing content such as e-flyers, billboards, TV PSAs, radio jingles, etc.

Project Name

Commencement of Johnson & Johnson COVID-19 Vaccine Administration.

Year

2022



AUDIO CONTENT

Radio Jingle

We supported the Presidential Task Force on COVID-19, in developing evidence-based public sensitization initiatives that foster behaviour change to safeguard lives and livelihood in Nigeria, through developed print, audio, and digital materials.

Project Name

Eased Lockdown Measures

Year

2020



ENGLISH
VERSION

Eased Lockdown Measures

HAUSA
VERSION

Eased Lockdown Measures

IGBO
VERSION

Eased Lockdown Measures

YORUBA
VERSION

Eased Lockdown Measures

BRANDING

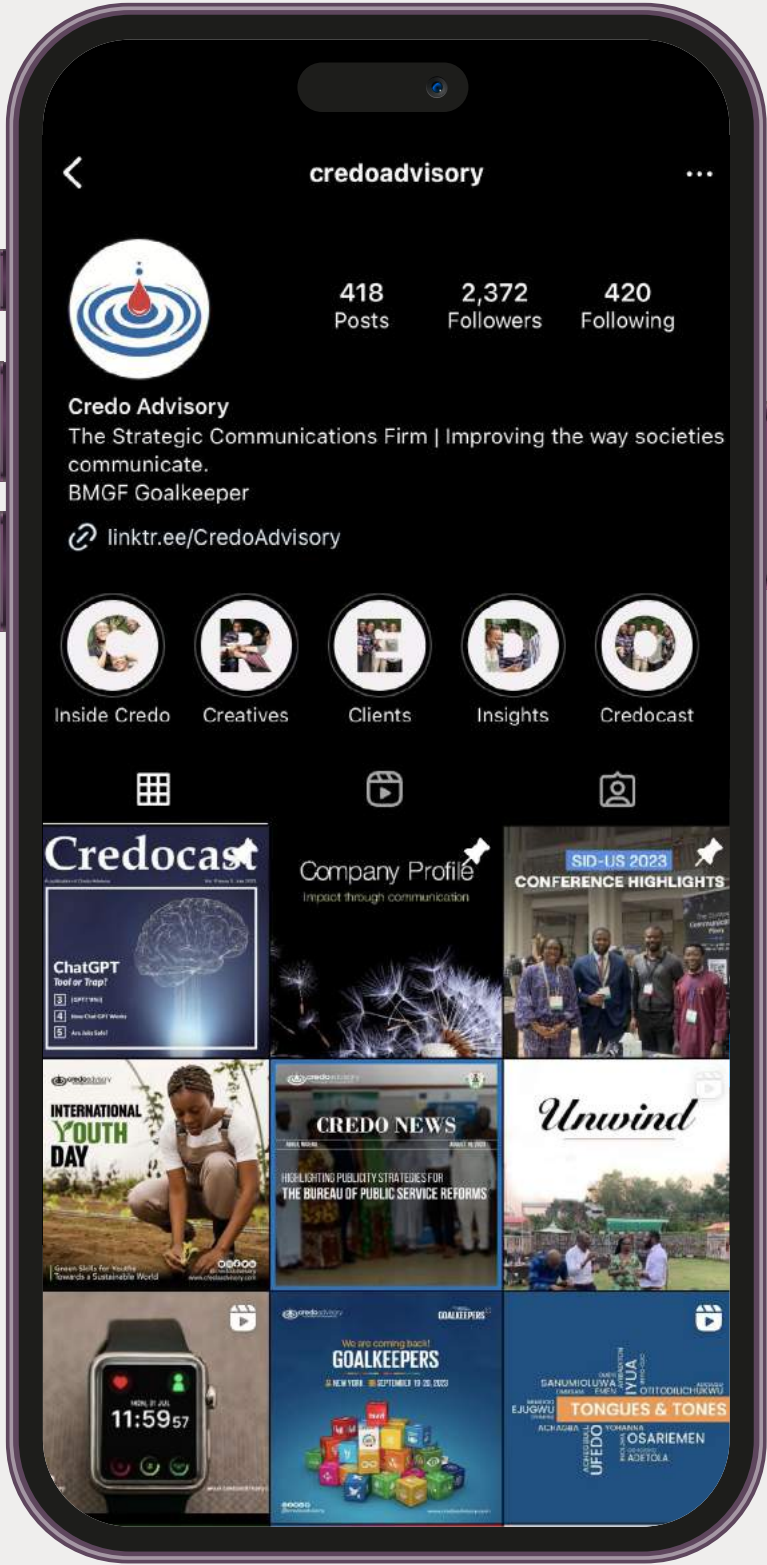
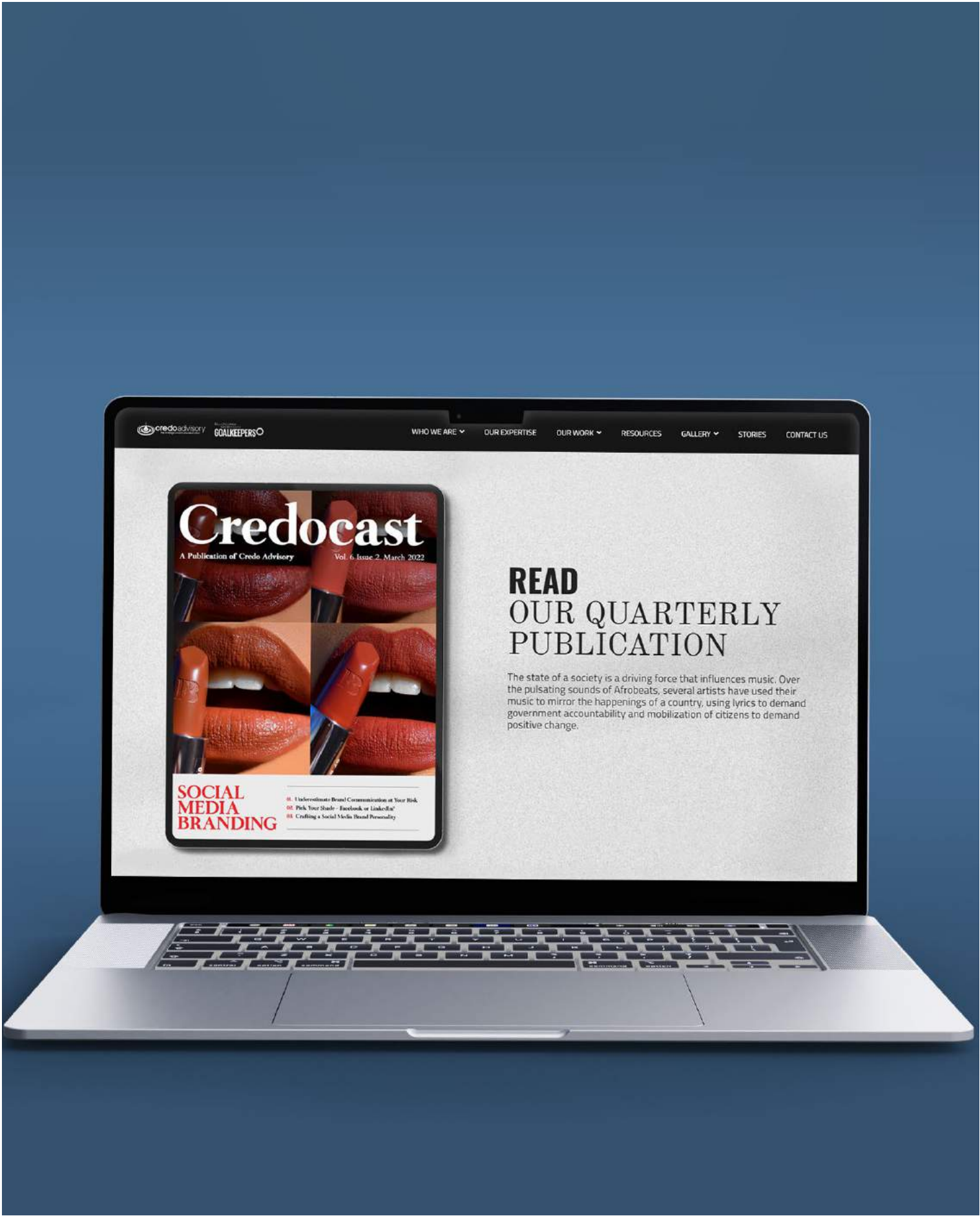
We help our clients design a wide range of distinctive materials to resonate with their target audience.

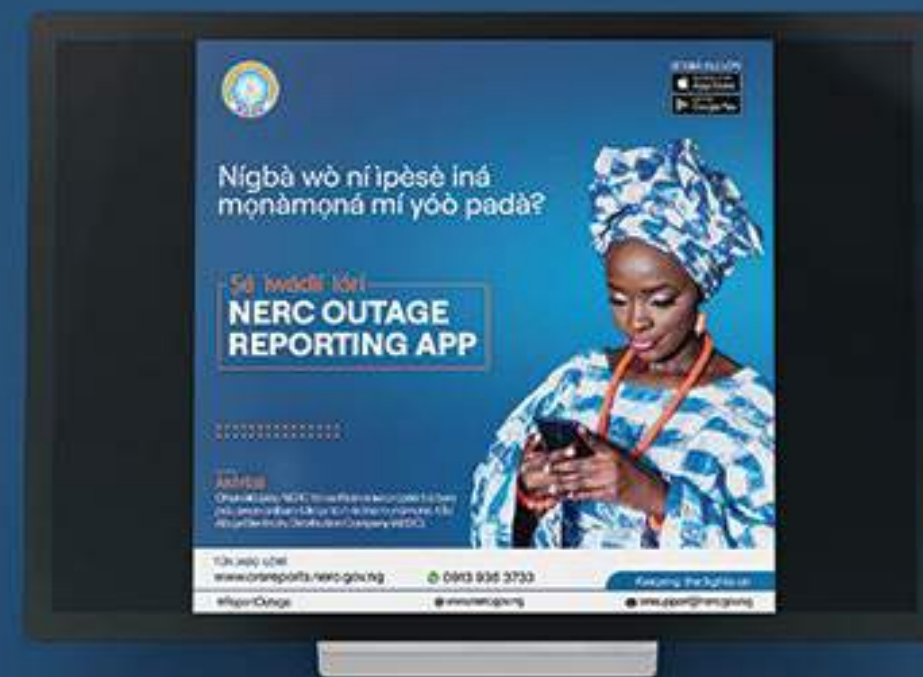
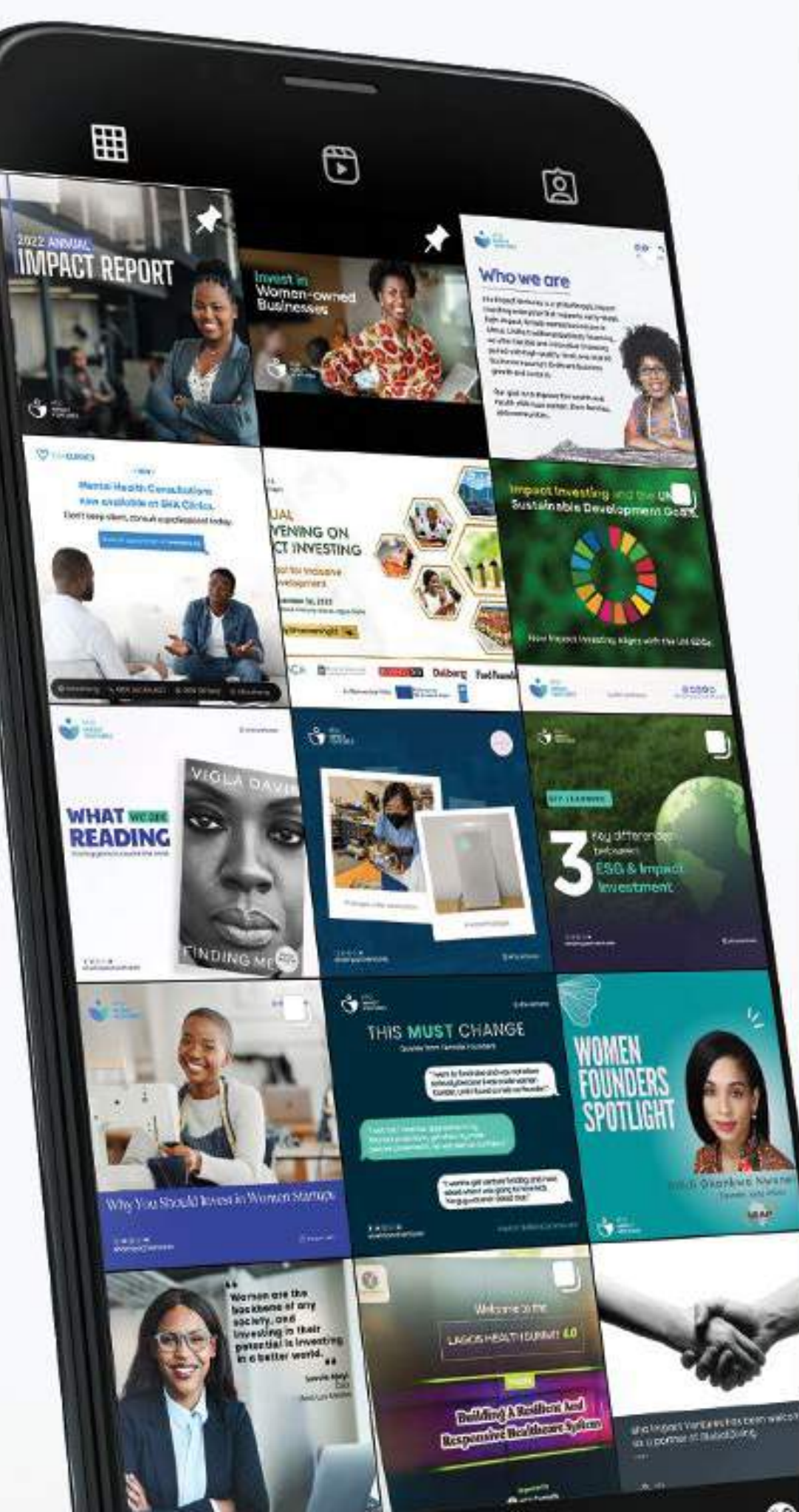




DIGITAL CONTENT

Our digital content creation involves key messages supported by data-driven insights to create interactive, engaging creatives that drive audience engagement and a stronger brand connection.





GRAPHIC DESIGN

Our designs demonstrate the power of communication and storytelling using visuals to raise awareness, educate minds and change behaviour.



FEDERAL MINISTRY OF HEALTH
in collaboration with
NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

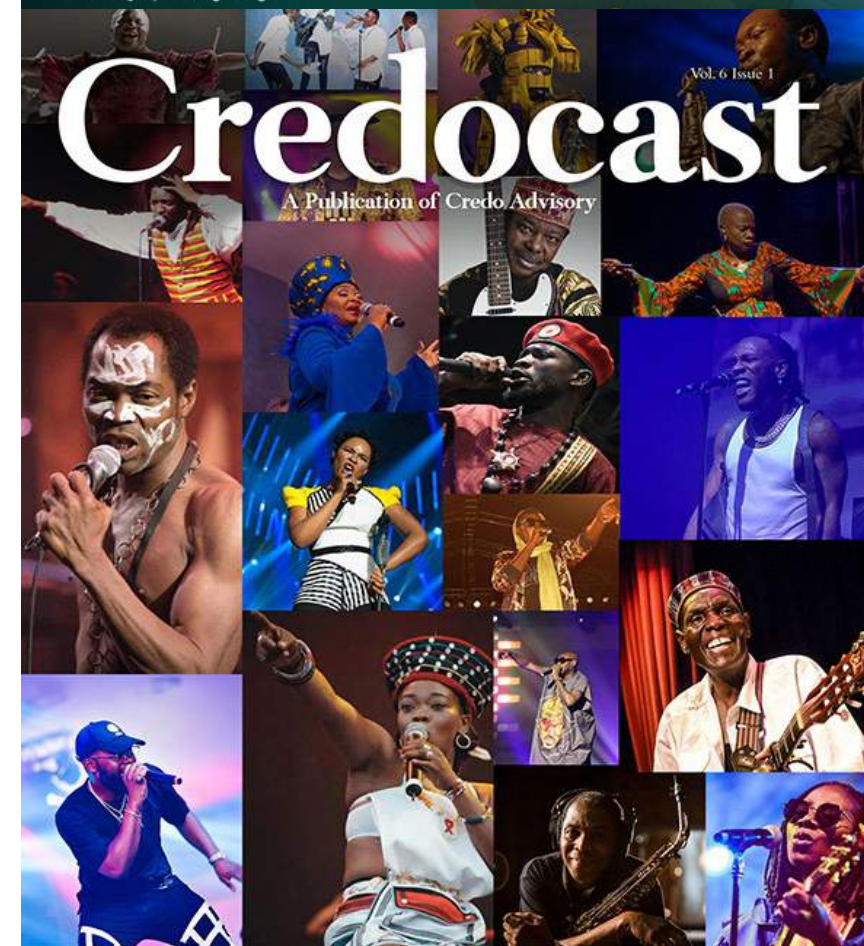
LAUNCHES

S.C.A.L.E.S 3.0 STRATEGY

FOR ACCELERATING INTEGRATED COVID-19 VACCINATION IN NIGERIA

08 AUG 2022 | 10.00 A.M.
NAF CONFERENCE CENTER, ABUJA

www.nphcda.gov.ng
info@nphcda.gov.ng



Credocast

A Publication of Credo Advisory

Vol. 6 Issue 1

BEYOND THE BEAT

Music for Social Change

01. A Rallying Cry
02. Rhythms of Social Change
03. Sounds of Africa



COMMISSIONING EVENT: August 2, 2019

NIGERIA'S LARGEST SOLAR HYBRID POWER PLANT

FEDERAL GOVERNMENT OF NIGERIA'S ENERGIZING EDUCATION PROGRAMME

Alex Ekwueme Federal University Ndufu-Alike Ikwo

FUNAI

Clean, Safe & Reliable Energy | 2.8 MW

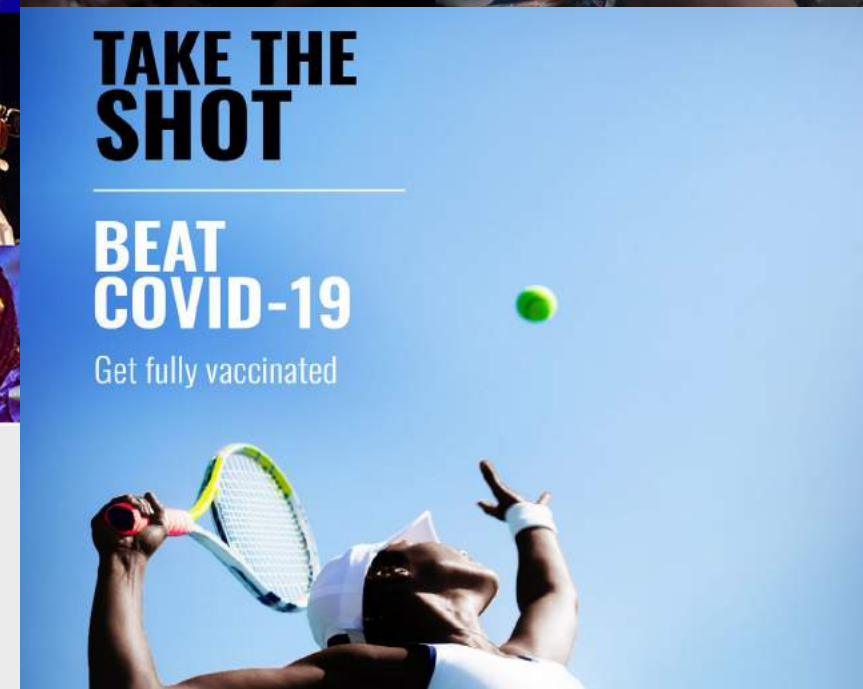
Powering Education to the Next Level



TARGETING THE POOR & VULNERABLE

FOR THE NATIONAL SOCIAL REGISTER

NATIONAL SOCIAL SAFETY NETS COORDINATING OFFICE (NASSCO)



TAKE THE SHOT

BEAT COVID-19

Get fully vaccinated

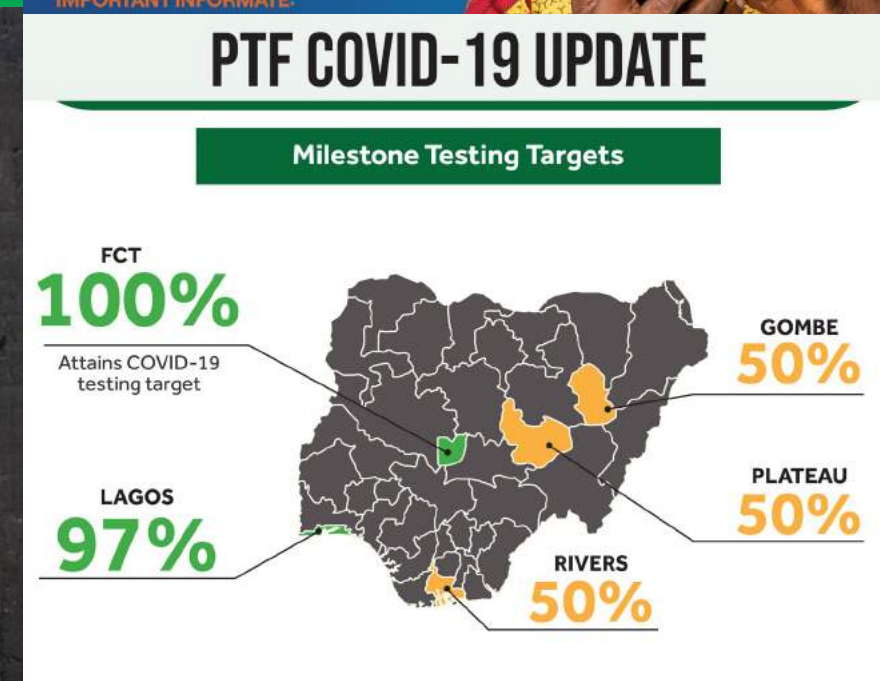


Na which time dem go bring back my light?

Get di informate on top

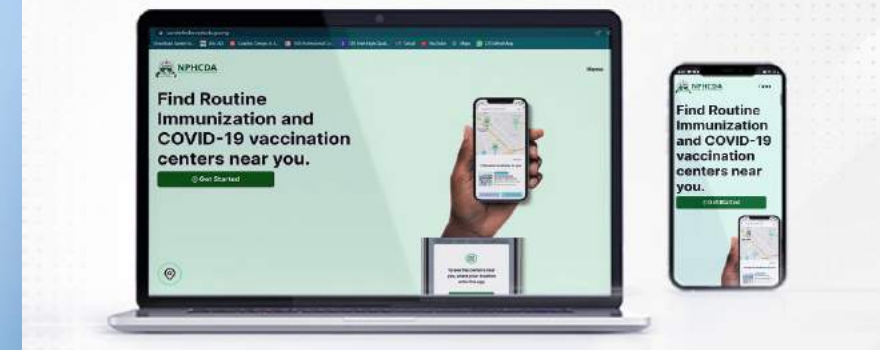
NERC OUTAGE REPORTING APP

IMPORTANT INFORMATE:



Take your single dose

Johnson & Johnson COVID-19 vaccine now!



Visit www.vacsitefinder.nphcda.gov.ng to locate the nearest vaccination site.



SOCIAL PROTECTION IN NIGERIA

NATIONAL SOCIAL SAFETY NETS COORDINATING OFFICE



9 Things to know about the Service Based Tariff

1. On November 1, 2020, electricity distribution companies (DisCos) commenced a Service Based Tariff structure; which means you only pay for electricity supplied.
2. Service Based Tariff allows customers to experience value for money and supports the gradual withdrawal of subsidy in the power sector.
3. DisCos can only review tariff rates after consultations with customers and commitment to improving power supply.
4. DisCos have classified electricity customers into five service bands.
5. Customers receiving less than 12 hours of electricity supply will not experience any increase in tariff.
6. From November 1 to December 31, 2020, Service Based Tariffs are reduced for customers in Bands A, B and C.
7. There is a freeze in tariff band migration; which means currently, electricity customers cannot move to another band, even if services improve.
8. Electricity customers who consume less than 50kWh monthly will benefit from the Lifeline (R1) tariff of ₦4.00/kWh.
9. NERC has created a Situation Room to handle customers' enquiries about the Service Based Tariff.

COVID-19 TRAVEL ADVISORY

Celebrate Safely

- There's high risk of infection due to mass travel.
- Avoid travel unless essential.
- Global travel restrictions are increasing due to rising cases.
- Avoid getting stranded; stay home.
- Our compliance will determine our safety in 2021.

HAPPY HOLIDAYS!

www.statehouse.gov.ng/covid19/
www.osgf.gov.ng
ptfcovid19@osgf.gov.ng
@DigiCommsNG



#TakeResponsibility



NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY



2022 AVW HEALTH WALK POLIO WALK
3 Years Wild Polio Free
Keep Polio at Zero



AUGUST 27, 2022

LONG LIFE FOR ALL: VACCINATE FOR A HEALTHY LIVING

ALL VACCINES ARE FREE, SAFE & EFFECTIVE



Working to Protect Your Right as Electricity Consumers for:



Increased Metering

Improved Customer Service



Good morning. How may I be of service?



Increased Electricity Supply & Quality



No More "Crazy" Bills

eha
IMPACT
VENTURES

WHAT WE DO

- Accelerate Social Founders & Enterprises
- Invest in Social Enterprises
- Impact Strategy & Measurement
- Support the African Impact Ecosystem

Swipe Left ➔

eha ventures

Did You KNOW?

The dot over the letter 'i' is called a **tittle**.

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the strategic communications firm

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www.credoadvisory.com

COMMISSIONING NIGERIA'S LARGEST SOLAR HYBRID POWER PLANT

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Ndufu-Alike Ikwo

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Clean, Safe & Reliable Energy | 2.8 MW

Powering Education to the Next Level

credoadvisory
the strategic communications firm

This second half will be **sweeter**...
Welcome to **July**

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COVID-19 VACCINES ARE FOR PERSONS 18 YEARS AND ABOVE.

National Primary Health Care Development Agency (NPHCDA)

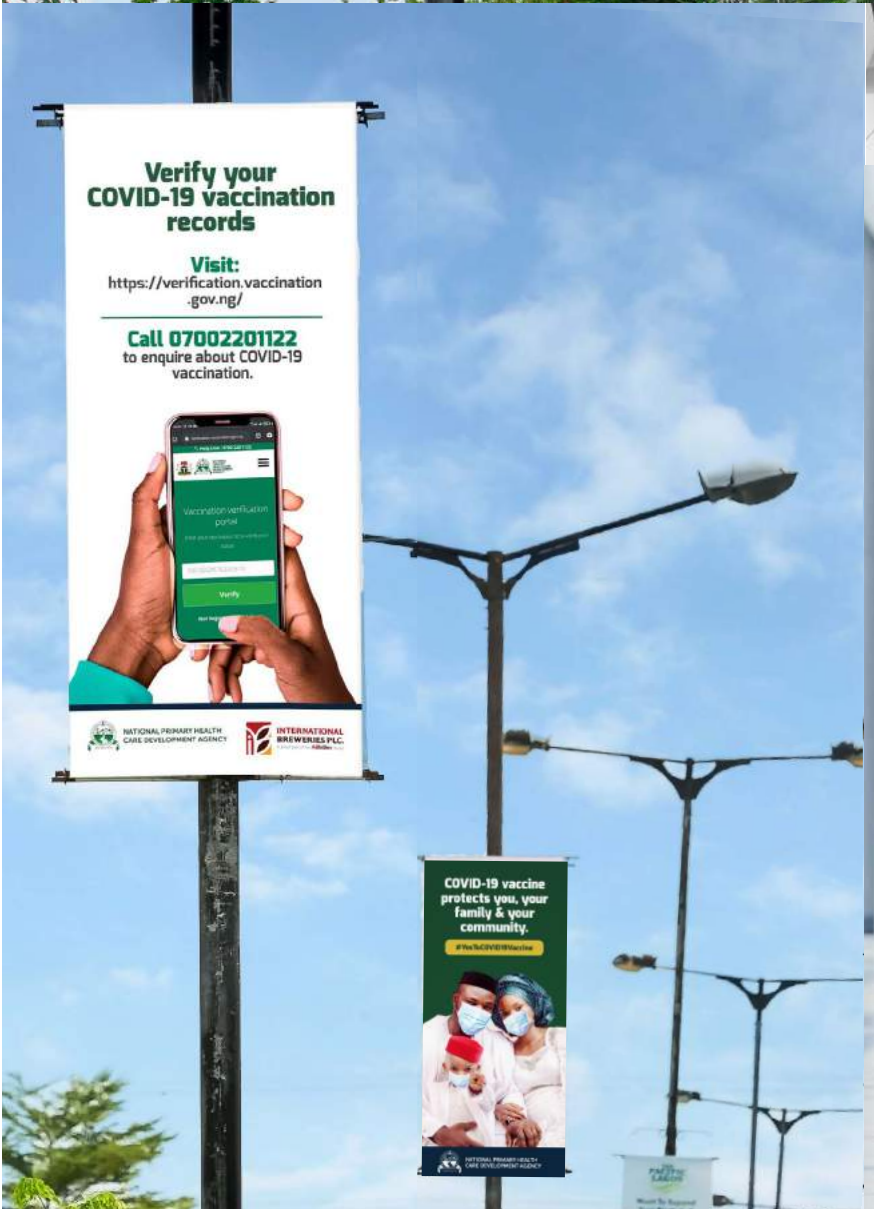
Partnership for service

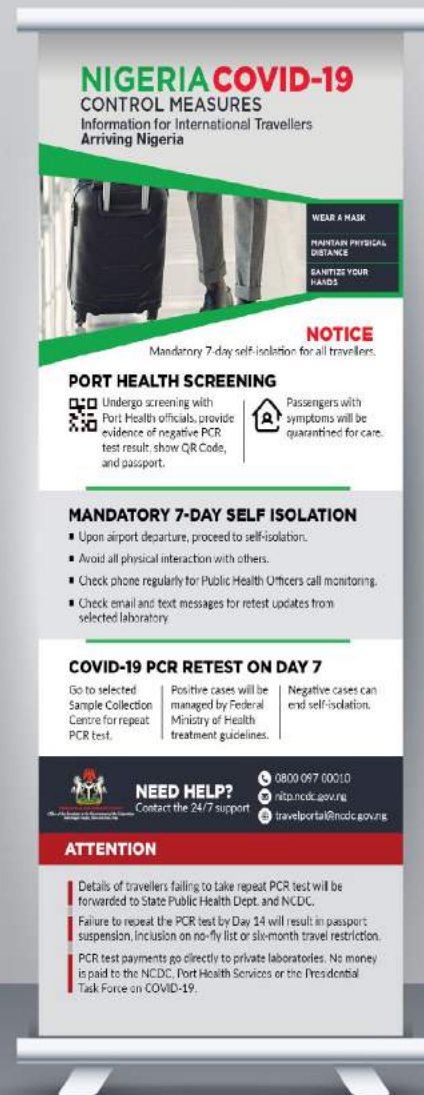
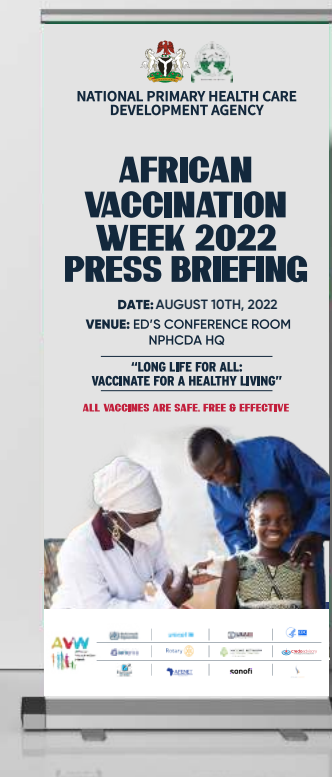


GRAPHIC DESIGN

Advertising

We specialize in print, video and digital advertising design and oversee all production elements. From start-ups to existing brands or campaigns, we love collaborating with our clients.

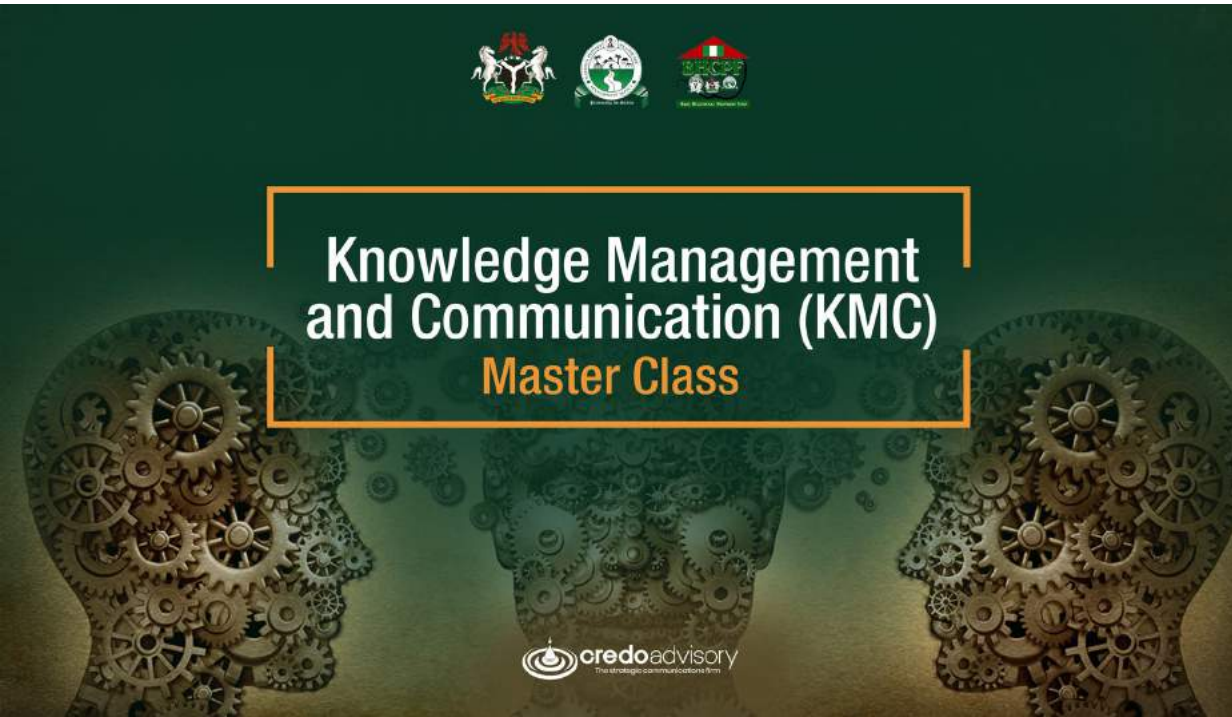




GRAPHIC DESIGN

Presentations

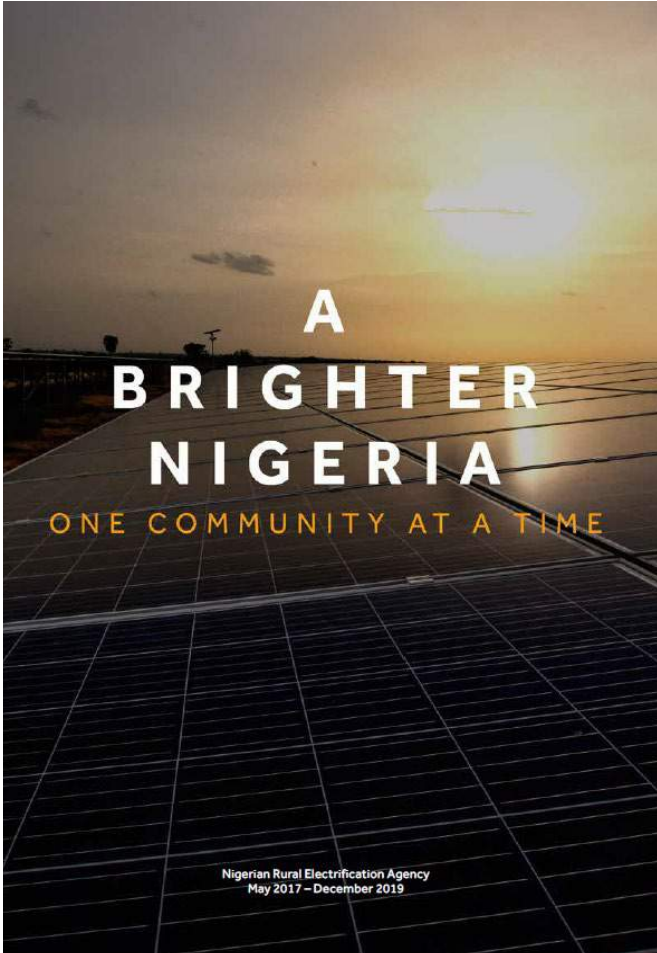
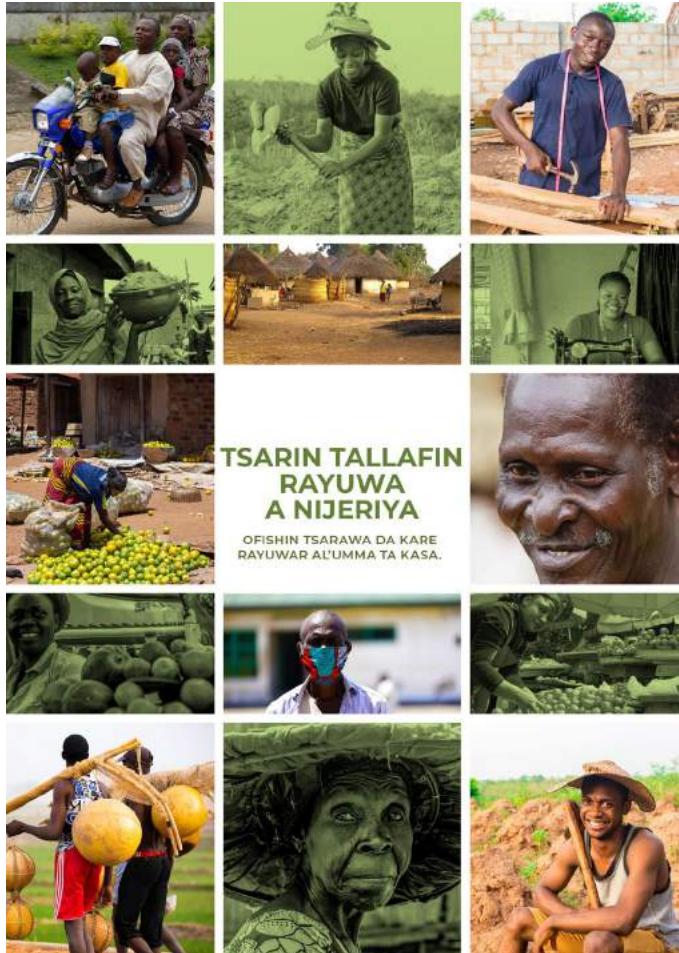
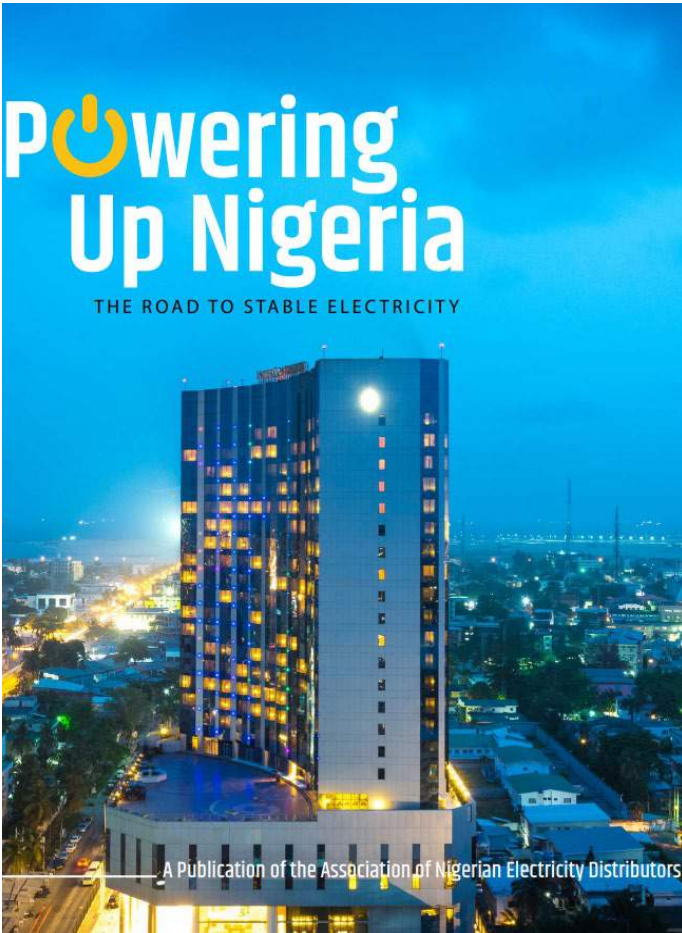
Our designers are skilled in reforming data and information into engaging PowerPoint presentations.



GRAPHIC DESIGN

Publications

Credo designers combine creative visuals, typography, and colour to create quality publications for printing and online publishing.



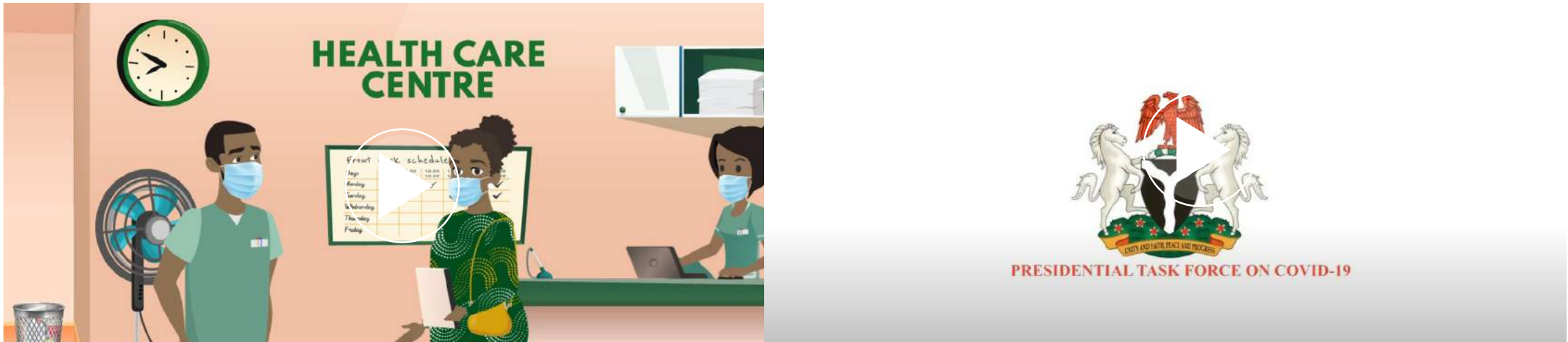
Videos

(Click to view)



MOTION
PRODUCTION

Animation
(Click to view)



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