

# CAPABILITY STATEMENT

Credo Advisory is a leading communications firm specialising in strategic, operational, and tactical communications initiatives. We support governments, development partners, and the private sector to raise awareness, build trust, and effect change with communication programmes. Collaborating with our partners, we develop products, interventions, and campaigns based on research and industry insights.

We are committed to utilising communications to advance the Sustainable Development Goals (SDG), with communication responses that promote transparency, good governance, advocacy, and public enlightenment.

## CORE COMPETENCIES

### Advocacy

Credo Advisory provides expert advocacy services that empower clients to advance their causes, influence stakeholders, and drive meaningful change.

### Capacity Building

Credo empowers organisations with the knowledge and skills to enhance their communication capabilities, amplify their messaging, and achieve their goals effectively.

### Community Engagement

We develop communication frameworks for community-led engagement through the inclusive participation of community-based organisations, interest groups, and civil society.

### Crisis Communications

We help organisations navigate crises effectively through timely, transparent, and empathetic communication.

### Development Communications

We develop data-driven engagement strategies based on 360-degree consultations to foster community participation and social mobilisation.

### Digital Communications

Credo adopts the latest trends, tools, and technologies to ensure our clients are well-equipped to navigate the digital landscape.

### Event Communications

Credo Advisory offers tailored services to ensure seamless and effective communication strategies for events that combine in-person and virtual elements.

### Media Relations

Our specialists deliver strategic and results-driven media relations campaigns tailored to client needs.

### Public Relations

We provide innovative and results-driven public relations services, designed to elevate brands, amplify messaging, and cultivate meaningful connections with target audiences.

## CREDO CREATIVE STUDIO

The Studio develops designs from conception to execution. Our designers collaborate, experiment, and bring ideas to life to deliver visual and audio solutions. Our creative services include:

- Audio Production
- Branding
- Graphic Design
- Motion Production

## RELEVANT PROJECTS

Project	Services	Client
Scaling Up Nutrition	Branding, content development, digital communications, event communications.	Results for Development (United Nations)
Nigeria-Population & Housing Census	Communications strategy development and public opinion research.	United Nations Population Fund
Gender-lens Impact Investing	Branding, content development, digital communications, event communications, media relations, and public relations.	eha Impact Ventures
Presidential Task Force on COVID-19	Advocacy, branding, community engagement, content development, crisis communications, digital communications, event communications, and media relations.	Bill and Melinda Gates Foundation
National COVID-19 Vaccine Programme	Advocacy, branding, community engagement, content development, crisis communications, digital communications, event communications, and media relations.	Bill and Melinda Gates Foundation
Electricity Tariff Communications	Communications strategy development, content development, digital communications, event communications, media relations, and public relations.	UK Foreign, Commonwealth and Development Office & US Agency for International Development
Nigeria Electrification Project	Community engagement, content development, crisis communications, digital communications, event communications, and media relations.	World Bank

## RESOURCES

Please click on the links below to learn more

- [Credo News](#)
- [Credocast](#)
- [Credo Voices](#)

## PARTNERS

Adam Smith International

BILL & MELINDA GATES foundation

Connexus

Deloitte.

Foreign, Commonwealth & Development Office

RESULTS FOR DEVELOPMENT

Scaling Up NUTRITION  
ENGAGE • INSPIRE • INVEST

TETRA TECH

THE WORLD BANK

UKNI AF  
United Kingdom Nigeria Infrastructure Advisory Facility

United Nations

USAID  
FROM THE AMERICAN PEOPLE

## MEMBERSHIPS

BILL & MELINDA GATES foundation  
GOALKEEPERS

GLOBAL COMMUNICATIONS ALLIANCE

SBAIC

Society for International Development

VITAL VOICES  
GLOBAL PARTNERSHIP

Proud to support

WOMEN'S EMPOWERMENT PRINCIPLES

A joint initiative of the UN Global Compact and UN Women  
Learn how to join: [www.wepi.org](http://www.wepi.org)

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