



Company Profile

Impact through communications



Who we are

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, initiatives, and campaigns based on research and industry insights.

Credo is committed to using communications to advance the Sustainable Development Goals (SDGs), with communication responses that promote transparency, good governance, advocacy, and public enlightenment.





Mission

We aim to provide communication excellence in our advisory, products, initiatives, and interventions. At Credo, we offer technical assistance and programming that enable our clients to build strong relationships with stakeholders, shape attitudes, educate audiences, and influence behaviours to impact society positively.

Vision

Leveraging communications to end poverty, fight inequality and foster a cleaner, safer, and more sustainable world.



Our Expertise

Advocacy

Credo Advisory provides expert advocacy services that empower clients to advance their causes, influence stakeholders, and drive meaningful change. We help amplify voices, shape public opinion, and navigate complex landscapes. Our interventions include strategic campaign planning, coalition building, stakeholder engagement, issue monitoring and analysis, media outreach, and grassroots mobilisation. With our clients, we develop and execute advocacy strategies that align with their objectives, values, and target audiences, ensuring impactful outcomes and sustainable results.

■ Capacity Building

Credo empowers organisations and individuals with the knowledge and skills to enhance their communication strategies, amplify their messaging, and achieve their goals effectively. Through our tailored capacity-building programs, workshops, and training sessions, we equip clients with the tools and strategies to navigate the ever-evolving communications landscape. We work collaboratively with clients to identify their specific needs, design custom training programs, and offer ongoing support to ensure sustainable growth in communication capacity.

■ Community Engagement

At Credo, we believe in a localised approach to engaging with communities, building trust, understanding needs, and co-creating sustainable solutions. Our passion lies in creating inclusive spaces for dialogue, collaboration, and collective action that empower communities to thrive and create positive social change. Through innovative community engagement strategies and grassroots initiatives, we equip organisations with tools to engage with diverse stakeholders effectively, highlight community voices, and address pressing social challenges collaboratively. Credo applies 'Do No Harm' principles to ensure community interventions empower and not threaten.

■ Crisis Communications

With experience and a proven track record, we specialise in helping organisations navigate crises effectively through timely, transparent, and empathetic communication. Our team is well-versed in developing customised communication plans prioritising clarity and consistency. We understand the importance of maintaining trust, managing reputation, and managing stakeholders during a crisis. Our consultants ensure our clients are well-prepared to respond to crises with resilience and integrity.

■ Development Communications

We believe in the power of communication to inspire action, catalyse progress, and build resilient communities. Our experts combine communication theory, behaviour change, and community engagement to deliver strategic and impactful solutions. With us, organisations can enhance their reach, influence, and effectiveness in driving sustainable development outcomes at local, national, and global levels. We develop data-driven engagement strategies based on 360-degree consultations to foster community participation and social mobilisation.

■ Digital Communications

Our mission is to leverage the full potential of digital platforms through strategic and creative communication solutions. With a focus on harnessing digital technology, social media, and online engagement, Credo offers services tailored to meet the evolving needs of the digital age. Our team brings a wealth of expertise in crafting dynamic, data-driven communication strategies that drive engagement, enhance brand presence, and deliver measurable results. Credo Advisory is committed to adopting the latest trends, tools, and technologies to ensure our clients are well-equipped to navigate the digital landscape with agility.

■ Event Communications

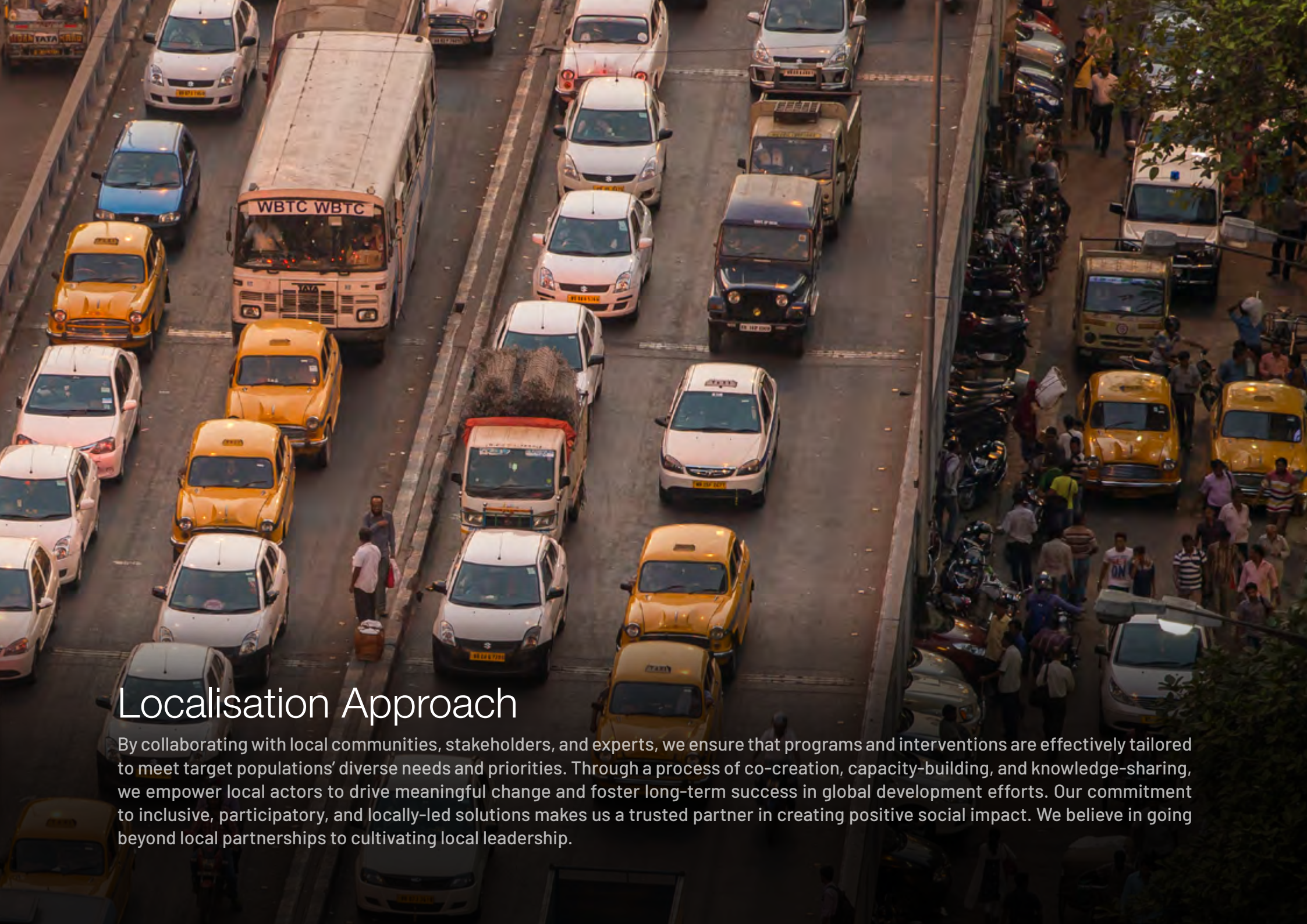
Credo Advisory offers tailored services to ensure seamless and effective communication strategies for events that combine in-person and virtual elements. We take a 360-degree approach that includes pre-event, during and post-event activities. Our consultants identify communications initiatives and lead the creation of promotion activities and visual and digital creatives to amplify the event to a target audience. Our events expertise allows us to maximise engagements and impact across physical and digital platforms. From pre-event planning to live streaming and post-event communications, our team delivers innovative, integrated solutions.

■ Media Relations

At Credo, we understand the importance of storytelling and crafting compelling narratives that resonate in the ever-evolving media landscape. Our specialists deliver strategic and results-driven media relations campaigns tailored to client needs. Our services include press release writing, media pitching, media monitoring, crisis communications, and influencer engagement. Credo secures media coverage, builds relationships with journalists and influencers, and amplifies client visibility and messaging across media channels.

■ Public Relations

Our company is a leading provider of innovative and results-driven public relations services, designed to elevate brands, amplify messaging, and cultivate meaningful connections with target audiences. With a focus on storytelling, strategic communication, and reputation management, we leverage our expertise to enhance brand visibility, build trust, and drive engagement across traditional and digital platforms. Through creativity, authenticity, and a relentless commitment to excellence, we help our clients navigate the media landscape, shape perceptions, and achieve their communication goals effectively.



Localisation Approach

By collaborating with local communities, stakeholders, and experts, we ensure that programs and interventions are effectively tailored to meet target populations' diverse needs and priorities. Through a process of co-creation, capacity-building, and knowledge-sharing, we empower local actors to drive meaningful change and foster long-term success in global development efforts. Our commitment to inclusive, participatory, and locally-led solutions makes us a trusted partner in creating positive social impact. We believe in going beyond local partnerships to cultivating local leadership.

Credo Voices Podcast

[Credo Voices](#) is a podcast showcasing inspiring individuals spearheading progress and fostering meaningful impact within their communities and beyond. From visionary social entrepreneurs to tireless activists, from dedicated environmentalists to passionate human rights advocates, our podcast serves as a beacon, amplifying the voices of those committed to a brighter future. Through dynamic and insightful conversations, we delve into the experiences of ordinary individuals effecting extraordinary change. Credo Voices amplifies the voices championing the Sustainable Development Goals (SDGs), facilitating knowledge exchange, igniting hope, raising awareness, and cultivating a global network of changemakers. Credo Voices can be streamed on [Spotify](#), [Apple](#), [YouTube](#), and other podcast streaming platforms.



A close-up, artistic photograph of a hand holding a dark pen, poised to write on a light-colored surface. In the background, another hand is visible, pointing towards a bright, out-of-focus screen, suggesting a collaborative creative process. The lighting is warm and dramatic, highlighting the textures of the skin and the sleek surface of the pen.

CREATIVE STUDIO

Bringing concepts to life through visual communications

Our Creative Studio is a multidisciplinary powerhouse of artistic talent, innovation, and passion for visual storytelling. Credo's designers specialise in translating ideas into captivating visual experiences; we offer a wide range of creative services.

With a focus on collaboration, originality, and attention to detail, we bring brands and concepts to life through compelling visuals that resonate with audiences and leave a lasting impression. From concept development to final execution, we combine artistic flair with strategic thinking to deliver visual solutions.

Creative Services

At Credo, creative ideation and design strategy are pillared in everything we do. We assess and replicate our client's needs and message development into the design and creative concepts. Our creative services include:

Audio Production

Podcasts

Radio Jingles

Radio Dramas

Radio PSAs

Voiceovers

Branding

Brand Guide

Communications Toolkit

Digital Branding

Event Branding

Logo Design

Merchandise

Social Media Toolkit

UI/UX Design

Website Development

Digital Production

Events Live Stream Production

Fireside Chats

Webinars

Graphic Design

2D Illustration

2D Character Design

Banners

Billboards

E-flyers

Factsheets

FAQs

Infographics

Newspaper Adverts

Pamphlets

Photography

PowerPoint Presentations

Publications

Slideshows

Motion Production

2D Animation

Documentaries

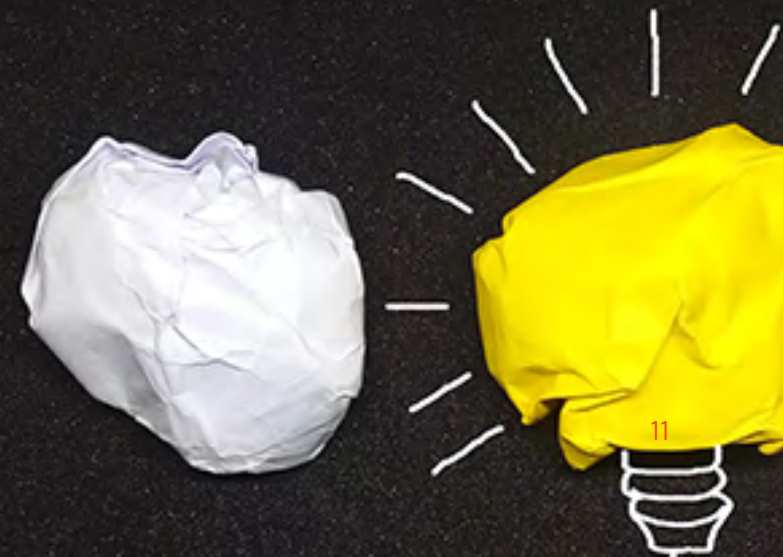
GIFs

Motion Graphics

TV Jingles

TV PSAs

Video Production



All products under our service offerings can be translated into various languages.

Some projects

Since its establishment, Credo consultants have worked across multiple local and international projects where they led communication activities that generated meaningful impact for clients.

Unlocking Climate Finance

The United Kingdom Nigeria Infrastructure Advisory Facility (UKNIAF) contracted Credo Advisory to provide event communications support for the *Roundtable on State Access to Climate Finance*.

The event, organised in collaboration with the Nigeria Governors' Forum, convened state commissioners, Directors General, and other key state government officials to exchange insights and experiences on accessing climate finance to achieve development goals.

As a strategic communications partner, Credo Advisory handled content development (event materials design and video production) and media relations for the event.



Content Development

Credo's Creative Studio collaborated with UKNIAF to design delegate pack materials for the event. The delegate pack included a folder, agenda, infographic cards, concept note card, and briefing notes. Credo Specialists developed strategic interview questions for target participants and conducted interviews during the event. Our Creative Studio produced high-quality short videos capturing the essence of the Roundtable event. The videos featured insights and takeaways from participants and key speakers, to ensure social media amplification of the event.

Media Relations

Credo Advisory tapped into its extensive media network, ensuring the Roundtable event received widespread coverage. Credo equipped the media with a comprehensive digital press kit packed with event materials, key messaging points, high-quality photos, and other relevant resources to ensure journalists had everything they needed to craft accurate and informative stories about the Roundtable event.

By facilitating the presence of national correspondents and conducting thorough media monitoring and analysis, we ensured that the event was amplified through prominent media outlets across Nigeria.

Enabling Global Nutrition

In partnership with Results for Development (R4D), Credo Advisory is at the forefront of driving nutrition agendas within the Scaling Up Nutrition (SUN) Movement across 66 countries in Africa and Asia. Our collaboration focuses on amplifying the SUN Movement's efforts under the United Nations, addressing critical nutrition challenges globally.



Branding Identity and Guidelines Development

One of our key contributions is the development of the branding identity and guidelines for one of SUN's initiatives, ensuring accessibility for global SUN Country Focal Points. We provided design recommendations to strengthen the initiative's identity and online presence, fostering stakeholder trust and recognition.

Establishing Communication Tools

Credo Advisory developed a comprehensive communications toolkit for SUN partners, equipping them with essential resources to enhance outreach. The toolkit included templates for stock photos, PowerPoint presentation and Word templates, logos, social media tools, testimonials, and detailed communications instructions, empowering partners to effectively promote SUN objectives.

Event Communications Support

Our services extend to providing technical support for hybrid and in-person events, notably the 2024 African Union Summit High-Level Nutrition Side Event held in Addis Ababa, Ethiopia. At the Summit, our team collaborated with key stakeholders and ensured seamless event communications, media relations, and social media campaigns.

Content Development

Credo Advisory's assistance includes developing marketing collateral for SUN's digital and social media platforms. Our Creative Studio has designed content that includes video testimonials and compilations, quote tiles, e-flyers, and event branding creatives. All our content is designed in alignment with the SUN brand and its existing marketing framework.

Driving Global Development through Nutrition

Through our partnership with R4D and SUN, Credo Advisory's work advances the Global Goals, notably combating malnutrition and hunger. By leveraging strategic communication initiatives and interventions, we are making tangible contributions to improving nutrition outcomes and fostering self-reliance among countries facing nutrition financing gaps. Our technical assistance to SUN underscores Credo's commitment to driving positive change on a global scale. Through our diverse range of deliverables and strategic support, we empower stakeholders, amplify voices, and catalyse progress towards a healthier and more sustainable future for all.



Investing in Women

Communications for Social Impact

Credo Advisory provides communication advisory and digital and brand communication support to eha Impact Ventures (EIV). EIV is a philanthropic investment enterprise that supports high-impact, women-led businesses in Africa. According to the World Bank, Impact Investment makes up about 2% of the total assets around the globe, with an even lesser ratio for impact investments focusing on female-founded businesses in Africa. With these realities, Credo Advisory supports EIV in positioning itself as a critical player in the global impact investment space.

Credo's assistance includes strategy development, social media management, content development, and organisational reporting to deliver key messaging to target audiences and create awareness of EIV service offerings, activities, and milestones.

Social Media for Social Impact

Social media is a predominant channel used to promote the achievement and activities of EIV. Credo's embedded communications specialists have launched social media campaigns ranging from business education to spotlighting female founders across Africa. The campaigns situate EIV as a thought leader in social investment while promoting the financing of African female entrepreneurs.

External Communications

Credo consultants developed robust external communications and social media strategies to support EIV's 5-year strategic objectives. The plan consists of best-fit communication initiatives to promote public awareness of EIV's investment services and impact on critical stakeholders. Key tactics were tailored for each social media platform to optimise communications efforts.

Content Development

Our Credo specialists work with our Creative Studio to ensure that tactical messages are deployed effectively. Credo's graphic and motion designers create digital content like social media flyers and videos to communicate business issues, service offerings, key milestones, and activities for women entrepreneur support.

Reporting Impact

Our support includes developing monthly and annual organisation reports on new investments, funding opportunities, and organisational activities. Through e-newsletters, we assist EIV with reporting its milestones, events, and notable impact investment achievements.

Fostering Dialogue



Credo Advisory was contracted by the United Kingdom Nigeria Infrastructure Advisory Facility (UKNIAF) to provide communications and technical assistance for the 2023 Electricity Act Roundtable.

UKNIAF facilitated a Roundtable on the 2023 Electricity Act jointly convened by the Nigeria Governor's Forum (NGF) and the British High Commission (BHC), which allows states to generate, transmit, and distribute electricity. This high-level gathering convened key stakeholders from state governments, ministries, departments, agencies, the private sector, and international donor organisations to discuss ways of scaling up power access to the state level.

Credo Advisory provided event communications advisory and services to the UKNIAF programme team. The scope of our technical assistance included media relations, social media management, content development, photography, and videography.

Media Relations

Our team facilitated widespread media coverage, leveraging our extensive media partnerships to disseminate messaging and information on the milestone event. We supervised the presence of national correspondents and energy reporters, coordinated interviews, and shared a digital press kit with event materials, messaging, photos, and related resources. This ensured the event's comprehensive and factual news coverage aligned with the UKNIAF programme objectives.

Social Media

Our team provided social media support and advisory for the Electricity Roundtable, developing and executing a strategy for event promotion and stakeholder engagement. Our activities included identifying target audiences, selecting appropriate platforms, and developing strategic messaging and content to promote the Roundtable and its outcomes. Our social media advisory aimed to increase visibility and engagement and foster online discourse on the sector.

Content Development

Our Creative Studio created various marketing collateral, including informative and engaging visual content, such as social media cards and videos, to highlight the key themes and discussions at the event. We collaborated closely with the UKNIAF and NGF communications teams to ensure partner alignment.

Credo Advisory produced a programme that featured event information, including objectives, agenda, partners, and speakers. Through artistic design and well-crafted content, the publication was a valuable resource for participants and stakeholders.

A two-minute video compilation was also produced, capturing highlights, key talking points, discussions, and outcomes from the event.

Photography and Videography

Credo Advisory provided professional photography and videography coverage of the two-day event, capturing key moments and discussions at the 2023 Electricity Act Roundtable. These visuals were valuable for future promotions, reports, and event documentation.

Census Communications





Communicating Nigeria's First Digital Census

Credo Advisory was contracted by the Washington DC-based Population Reference Bureau (PRB) to design a comprehensive communications strategy and implementation plan for Nigeria's first digital population and housing census. The United Nations Population Fund (UNFPA) supported and funded the project. Credo's task was to develop a national communications strategy and public campaign to foster high levels of support and participation for the 2023 census.

Research

We conducted quantitative and qualitative research and analysis for a data-driven public campaign in collaboration with NOI Polls to assess public perceptions and attitudes. The research included a nationwide telephone survey across the six geopolitical zones, focus group discussions, and in-depth interviews with key stakeholders. Our specialists also conducted a desktop review of past censuses in Nigeria and census best practices in other countries, namely Ghana and the USA. The research findings informed the development of a communications strategy for the 2023 population and housing census.

Communications Strategy

Credo developed a fully integrated public campaign to raise awareness, mobilise communities, secure partnerships, and motivate citizen participation. The communications strategy incorporated media relations, branding, advertising, digital and social media, grassroots engagement, events, monitoring and evaluation, stakeholder engagement, and crisis communications.

Fighting COVID-19

Nigeria's Response



Appointment to the Presidential Task Force on COVID-19 Secretariat

When the World Health Organisation (WHO) declared COVID-19 a global pandemic, Credo was contracted by the Bill and Melinda Gates Foundation through e-Health Nigeria to provide risk and strategic communications technical assistance to the Presidential Task Force on COVID-19 (PTF). President Muhammadu Buhari constituted the Task Force to oversee Nigeria's multi-sectoral inter-governmental efforts to contain the spread and mitigate the impact of COVID-19 in Nigeria.

Credo was charged with supporting the PTF Secretariat and its National Coordinator in developing evidence-based public sensitisation initiatives that foster behaviour change to safeguard lives and livelihoods in the country. As part of the Risk Communication and Community Engagement (RCCE), our consultants collaborated with over a hundred partners to ensure that people and communities accessed life-saving information and safety protocols against COVID-19.



Collaborating Across a Diverse Partner Landscape

Credo supported the development of a national communication and engagement strategy to counter COVID-19. We also helped implement this strategy across Nigeria's 774 local government areas in coordination with federal, state, and local government agencies. The agencies included:

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- Federal Airports Authority
 - Federal Ministry of Agriculture
 - Federal Ministry of Defence
 - Federal Ministry of Environment
 - Federal Ministry of Health
 - Federal Ministry of Information & Culture
 - Federal Ministry of Interior
 - Federal Ministry of Police Affairs
 - Federal Ministry of Women Affairs
 - Medical and Dental Council of Nigeria
 - Ministry of Aviation
 - Ministry of Transport
 - National Agency for Food and Drug Administration and Control
 - National Agency for the Control of AIDS
 - National Primary Health Care Development Agency
 - Nigeria Centre for Disease Control
 - Nigeria Civil Defence Corps
 - Nigeria Immigration Service
 - Nigerian Meteorological Agency
 - Office of the National Security Advisor
 - Pharmaceutical Council of Nigeria
 - Veterinary Council of Nigeria
-

The COVID-19 emergency response called for mobilizing and coordinating public and private sector partners across diverse function areas and pillars ranging from Resource Mobilisation, Points of Entry, Case Management, and Research. As part of the Risk Communication and Community Engagement (RCCE) pillar, Credo assisted RCCE activities from the national level to the grassroots across the country. Credo worked closely with partners, including:

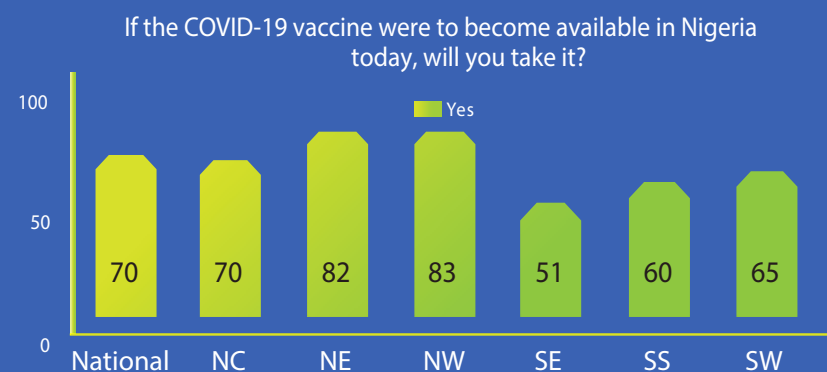
-
- Africa Centres for Disease Control & Prevention
 - Aliko Dangote Foundation
 - Bill & Melinda Gates Foundation
 - Central Bank of Nigeria
 - Clinton Health Access Initiative
 - Coalition Against COVID-19 (CACOVID)
 - European Union
 - Federation of Red Cross
 - Gavi
 - GIZ
 - Jack Ma Foundation
 - JICA
 - Nigerian Economic Summit Group (NESG)
 - Nigeria Governors' Forum
 - Public Health England
 - Resolve to Save Lives
 - The Global Fund
 - United Kingdom Agency for International Development (UKAID)
 - United Nations
 - United Nations Children's Fund (UNICEF)
 - United States Agency for International Development (USAID)
 - World Health Organisation (WHO)
 - Yar'Adua Foundation
-

Data-Driven Public Sensitisation & Engagement

Credo facilitated the development and implementation of weekly nationwide and state-specific polls that surveyed the opinions of millions of Nigerians about their COVID-19 concerns. Based on survey results and analysis, Credo consultants identified communication interventions for public awareness campaigns and developed messages to sensitise target areas.

We initiated various intervention mechanisms to address public concerns, including leveraging third-party advocates, aggressive social media campaigns, grassroots sensitisation, and mobilisation.

Vaccine Acceptance



Source: NOI Polls - January 2021

Fighting the Pandemic with a National Communications Campaign

Our consultants provided the PTF with expert counsel and media and communications services. Credo's consultants devised messaging for risk communications and Government safety protocols in collaboration with members of the Risk Communication and Community Engagement pillar.

Credo's interventions included the development of crisis preparedness plans associated with the government's response to the pandemic, digital and

social media monitoring, mitigation and response to mis/disinformation, and development of media talking points. They assisted PTF with daily responses to traditional and social media inquiries.

Information, Education and Communication Materials

Our Creative Studio produced creative materials to sensitise Nigeria's diverse target audiences. We developed visual and digital materials with messaging aligned with new government protocols, public advisories, and disease prevention measures targeting key audiences and stakeholder groups across traditional and digital channels.

Public awareness materials in English and various indigenous languages included:

- 2D animations
- Banners
- GIFs
- Infographics
- Newspaper adverts
- Presentations
- Radio jingles
- Social media flyers
- TV explainer videos

All creative materials were used and disseminated by private and public sector partners across the national, state, and local government channels.

Our Creative Studio also developed branded materials for the Task Force, which included logo designs, campaign slogans, and logos.





Strategic Media Relations

Credo also managed the media appearances of the PTF's National Coordinator and publicised those media engagements on pertinent channels. We supported the client's on-air appearances and related COVID-19 messaging. We facilitated transparency with press releases, media articles, opinion pieces, etc., to strengthen media and public awareness of PTF messaging and activities. Our team monitored media coverage of the PTF and COVID-19 and effectively countered misinformation and disinformation through our media partnerships.

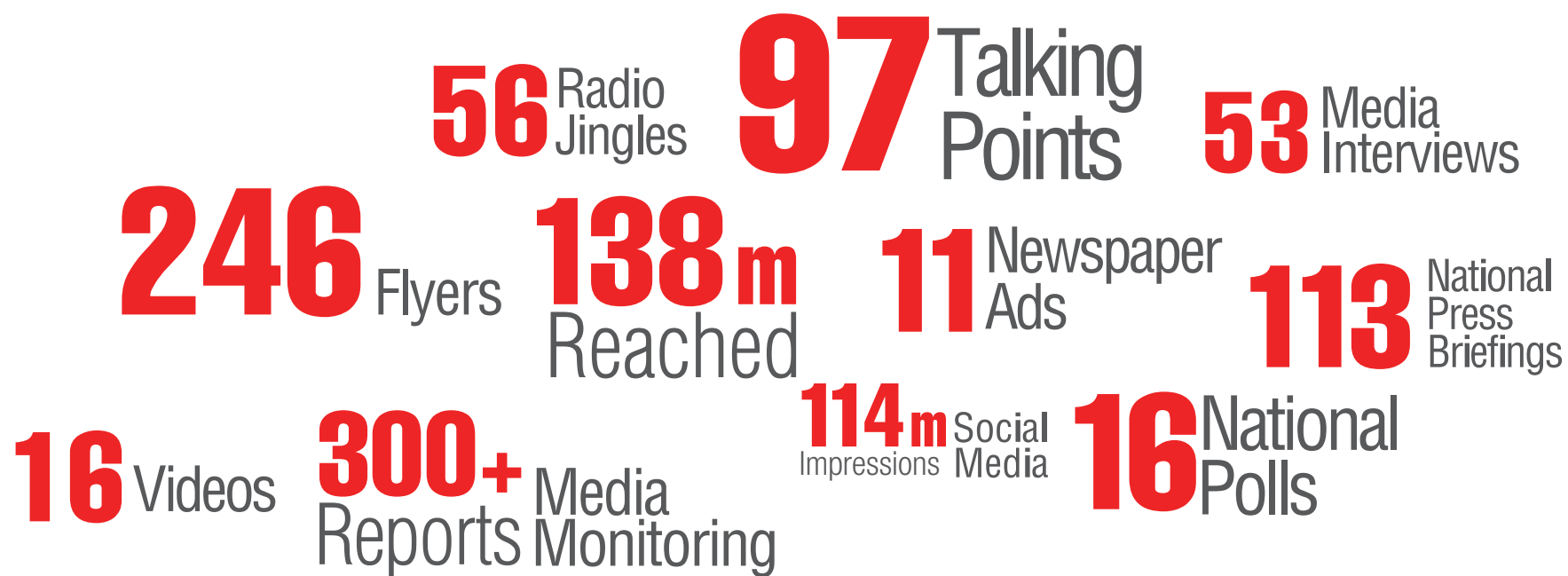
Our specialists spearheaded the PTF Secretariat's media relations with assistance that included daily press conferences, media talking points, and scheduling media interviews and appearances for the PTF National Coordinator.

Communication Campaign Transparency

To improve partnerships' coordination for an effective response to the pandemic, Credo supported the United Nations Development Programme (UNDP) and the Nigerian Economic Summit Group (NESG) in developing a communications tool, a resource-tracking dashboard, to enhance awareness and transparency on the PTF's resource mobilisation efforts.

This dashboard was a real-time accountability tool and was structured along with financial contributions, material and in-kind donations, capacity and technical assistance, and state response to the PTF.

Impact through Strategic Collaboration



Credo successfully promoted a national public awareness campaign and supported coordinating community mobilisation and behaviour-change campaigns. The effectiveness of these campaigns was amplified through strategic collaboration with PTF partners and the development of awareness creatives.



Vaccinating
for Recovery

Part of the Federal Government of Nigeria's response to the COVID-19 pandemic was to provide Nigerians with access to safe and effective vaccination through the National Primary Health Care Development Agency (NPHCDA).

To support this effort, a team of Credo specialists and designers worked closely with the NPHCDA Risk Communication and Demand Generation sub-committee mandated to design and launch a national COVID-19 vaccination campaign nationwide. Specifically, Credo assisted with developing communication messages and products designed to build public trust and foster demand generation for the COVID-19 vaccine.

Stakeholder Advocacy

As a member of the Risk Communication and Demand Generation sub-committee, Credo supported the development of advocacy plans as part of an extensive engagement framework with Federal, State, and Local Government stakeholders. Our advisory helped the agency in its stakeholder mapping, critical message development, and review of engagement strategies.

These strategies targeted stakeholders, influencers, and third-party advocates such as religious leaders, traditional rulers, health care workers, media personnel, Civil Society Organisations, etc., across the 774 Local Government Areas in Nigeria.

Our consultants created the agency's sensitisation creatives for various stakeholders and supported advocacy plans to promote vaccine acceptance in the country.

Event Communications

Part of the agency's public awareness programme was to drive vaccination messages to targeted stakeholder groups through virtual and physical events. Credo supported the national campaign with event communications technical assistance for NPHCDA stakeholder events and community town halls. These events were channels to mobilise individuals, associations, and communities to participate in the national vaccination programme.

Credo supported the Risk Communication and Demand Generation sub-committee throughout the value chain of the event process (pre-event, event, and post-event). Our contributions included selecting key speakers, agenda design, key messaging, event branding, IEC materials development, and media coverage.

Public Campaign Materials

Collaborative efforts of Credo specialists and the design team resulted in developing a wide range of Information, Education, and Communication (IEC) materials for the national COVID-19 vaccination campaign. Credo's Creative Studio worked with NPHCDA from conceptualisation to the final production of all public campaign materials disseminated across Nigeria.

Where applicable, these materials were translated into local languages as part of grassroots sensitisation campaigns to tackle vaccine hesitancy and promote vaccine benefits. Credo also provided advisory on targeted platforms/channels for disseminating approved materials.

Get vaccinated with one shot!
 Johnson & Johnson
 today.

Vaccine

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 Call Centre: 0700 220 1122

COVID-19
 6+ months fully vaccinated persons can take the booster shot.

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 #YesToCOVID19Vaccine

Beat COVID-19 With the vaccine

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

TAKE THE SHOT
BEAT COVID-19
 Take the booster shot for full protection.

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 #YesToCOVID19Vaccine

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 Call Centre: 0700 220 1122

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 Call Centre: 0700 220 1122

OPTIMIZED S.C.A.L.E.S STRATEGY FOR COVID-19 MASS VACCINATION IN NIGERIA

TIME: 12pm
 DATE: Tuesday, February 23, 2022
 TIME: 12:00 PM - 1:00 PM

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

RADIO JINGLE Phase 2 COVID-19 vaccine commencement

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

ALLURA DAYA A SAMU KARIYA MU AMSHI RIGAKAFIN COVID-19 NA JOHNSON & JOHNSON A YAU

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 Call Centre: 0700 220 1122

NATIONAL FLAG-OFF PHASE 2 COVID-19 VACCINATION

ABUJA
 AUGUST 16 | 10:00 AM | Federal Medical Centre, Jabi
 2021 | WAT

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 #YesToCOVID19Vaccine

COVID-19 Vaccine Call Centre: 0700 220 1122

www.nphcda.gov.ng
 @nphcda

COVID-19 VACCINATION South-South Zonal Town Hall Meeting BENIN CITY

NEW FESTIVAL HALL GOVERNMENT HOUSE
 SEPT 25th, 2021
 10:00 AM (WAT)

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 #YesToCOVID19Vaccine

COVID-19 VACCINATION UPDATE

4th October 2021

Total Clients vaccinated: **4,963,985**

Proportion Vaccinated: **4.4%**

Total Clients vaccinated: **2,166,186**

Proportion Vaccinated: **1.9%**

National Primary Healthcare Development Agency

COVID-19 vaccine protects you, your family & your community.

YesToCOVID19Vaccine

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

COVID-19 Vaccination Patient Information

Before Vaccination | **After Vaccination**

Get vaccinated at any vaccination site nearest to you.

PRIMARY HEALTH CARE SUMMIT

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

VACCINE

Approved by WHO and will be tested & certified for use in Nigeria by NPHCDA

Cannot use Publicly Genetic Information (PIG)

Administered free of charge at government health facilities and designated vaccination points.

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 #YesToCOVID19Vaccine



NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
IN COLLABORATION WITH
PRESIDENTIAL STEERING COMMITTEE ON COVID-19 RESPONSE
(NSC-COVID-19)
FEDERAL MINISTRY OF HEALTH

RELAUNCH

**OPTIMIZED
S.C.A.L.E.S
STRATEGY FOR
COVID-19
MASS VACCINATION
IN NIGERIA**

**TUESDAY
FEBRUARY 22, 2022**
TRANSCORP HILTON HOTEL, ABUJA
12 PM

**COVID-19 vaccine
is safe for
pregnant women
and breastfeeding
mothers.**



NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
IN COLLABORATION WITH
PRESIDENTIAL STEERING COMMITTEE ON COVID-19 RESPONSE
(NSC-COVID-19)
FEDERAL MINISTRY OF HEALTH

PRESENTS

**A BIWEEKLY DRAMA SERIES
ON THE COVID-19 VACCINE RESEARCH**

RHYTHMS OF CHANGE

**THE RETURN
7:00 PM**

TUNE IN TO RADIO NIGERIA



**RADIO
JINGLE**

Pre-arrival of COVID-19 vaccines

Visit: <https://verification.vaccination.gov.ng/>

Call 07002201122 to enquire about COVID-19 vaccination.

**TO REPORT ANY
ADVERSE EVENTS**

- 1 Visit the health centre where you received the vaccine or the facility closest to you.
- 2 Call the number on your vaccination card.
- 3 Report using the best survey app.

**These reactions
are self-resolving
and can be
treated.**

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
www.nphcda.gov.ng

COVID-19 Vaccine
Call Centre:
0700 220 1122

www.vaccination.nphcda.gov.ng
@nphcda @NSC-COVID-19 @NPHCDA

**Verify your
COVID-19
vaccination
records**

Visit:
<https://verification.vaccination.gov.ng/>

Call 07002201122
to enquire about COVID-19
vaccination.

**COVID-19 vaccine is for
people 18 years & above.**

#YesToCOVID19Vaccine

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
INTERNATIONAL WELLNESSES PLC.

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

**SENSITIZATION MEETING
ON THE IMPORTANCE
OF THE VALUE OF IMMUNITY
AVW 2022 CAMPAIGN**

TIME: 10PM
DATE: JULY 1ST, 2022
VENUE: ABUJA, NIGERIA

**"LONG LIFE FOR
VACCINATE FOR A
LIVING"**

ALL VACCINES
SAFE, FREE
EFFECTIVE

**8 FACTS
COVID-19 VACCINE**

- 1 Produces antibody which adheres to scientific and legal protocols.
- 2 Does not contain harmful substances or neurotoxins.
- 3 Preserves against COVID-19.
- 4 Can be produced by people with underlying medical conditions.
- 5 Supports Real-World Evidence for safety and efficacy of COVID-19 vaccines.

AFTER VACCINATION

Observe for any adverse reactions and report to the health centre immediately.

**COVID-19 VACCINE
MAGNET RUMOURS**

**8 SCIENTIFIC
FACTS**

- 1 The COVID-19 vaccine does not contain metallic substances.
- 2 The small volume of vaccines given (0.5ml) and the size of the needle used for vaccination cannot allow metals or microchips to pass through into the body.
- 3 If the vaccine produces magnetism, the whole body would be magnetic, and not just the vaccination site.
- 4 Vaccines diffuse into the body to trigger the immune system that produces antibodies for protection against diseases and infections.
- 5 The body contains weak ions which are insufficient to produce magnetism. This is why MR (Magnetic Resonance Imaging) can be used on humans.
- 6 Objects made of metal or glass can stick to persons with wet, sticky or hairless skin.
- 7 Strong friction allows objects to stick to the skin.
- 8 Research by physicians shows that humans cannot produce a magnetic field.

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Assisting
the Poor &
Vulnerable

Credo Advisory provided strategic communications support to the National Social Safety Nets Project (NASSP) as part of the Federal Government of Nigeria's plans to improve the lives of citizens through better distribution of resources under its social protection initiatives. The NASSP project involved establishing systems and a national database - the National Social Register- for effectively targeting and delivering social assistance and implementing cash transfers to identified poor and vulnerable households. Credo developed communication materials and products for NASSP to facilitate awareness and understanding of its project objectives at Federal, State, and Local Government levels. Credo's support also involved reviewing and validating NASSP's communications strategy and developing Information, Education, and Communication (IEC) materials as part of the project's public awareness campaign.

Communications Strategy Validation

In preparation for its nationwide campaign, its communications strategy needed to be fit for purpose. Credo consultants were tasked with reviewing, revising, and validating the existing strategy, which involved desk research, stakeholder mapping, and evaluation of the proposed messaging architecture, communication channels, and tools for each stakeholder group. Our specialists conducted a thorough assessment, validation, and revision of the strategy to ensure impactful implementation.

Enlightening the Public

Through Credo's Creative Studio, our specialists developed IEC materials for the NASSP public campaign. These materials included:

- An animation explainer video on the National Social Register development process.
- Infographics and e-flyers on the project's COVID-19 response strategy.
- Newspaper advertorial on the National Social Register.

Credo Advisory also developed IEC materials translated into the three major Nigerian languages (Igbo, Yoruba, and Hausa).

Making NASSP Visible

Credo's Creative Studio supported the rebranding of the NASSP project by developing new logo designs. Our Studio also developed promotional materials such as T-shirts, mugs, and notepads to promote the project's impact on the lives of poor and vulnerable Nigerians. These branded materials were distributed at high-level NASSP events and community engagement.

Communicating in Crisis

The dynamic nature of the NASSP project called for the strategic integration of a communications framework to manage potential crises that could occur during project implementation. Credo specialists developed crisis communication guidelines as a reference for NASSP management to communicate effectively during emergencies. The document consisted of detailed recommendations to NASSP management for the pre-crisis, crisis, and post-crisis stages.

Our communications strategy development, content development, and design expertise were utilised in executing the NASSP project. With Credo's support, NASSP was fully equipped with a holistic communications strategy and a wide range of communication materials in English and local languages to execute its public awareness campaign targeted at all stakeholder groups.

About NASSCO

The National Social Safety Nets Coordinating Office (NASSCO) is a component of the National Social Safety Nets Project (NASSP) established in 2016 by the Federal Government of Nigeria through a World Bank-assisted project. The aim of NASSCO is to coordinate and consolidate the building blocks of a safety net system at the national and state level that can deliver targeted support to poor households across Nigeria.

NASSCO is domiciled in the Federal Ministry of Humanitarian Affairs, Disaster Management and Social Development.



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by Community Based
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of the poor



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Power Sector Reform

Credo Advisory was contracted by the United Kingdom Nigeria Infrastructure Advisory Facility (UKNIAF) to provide communications technical assistance to the Nigeria Electricity Regulatory Commission (NERC) about the Federal Government of Nigeria's electricity reform agenda. Nigeria has the world's largest number of people without electricity, severely impacting its economy. The government's reform measures aim to increase much-needed electricity access to millions of homes, schools, hospitals and businesses.

Our mandate was to support NERC in communicating the sector's upcoming electricity pricing adjustment in line with the government's efforts to strengthen the challenged electricity supply industry. Credo's assistance included public engagement and sensitisation, improved transparency, and the establishment of a communications framework and strategy for NERC implementation.

Public Perception Assessment

Credo conducted an extensive assessment of NERC's communication activities in addition to the public perception of the agency. The evaluation included a broad review of NERC's public communication channels and public commentary and media coverage of its activities. Our specialists provided NERC with advice and recommendations on improving and maximizing its digital and online media activities.

We designed a media engagement plan with workshops and initiatives to engage, educate and sensitise the media on the key tariff messaging, NERC activities, and sector milestones.

Media Monitoring

Credo Specialists monitored media coverage and public opinion on the proposed electricity price adjustment, sector news coverage, and commentary on NERC's role. Insights from monitoring were used to revise NERC's communication strategy, messaging, and interventions to engage with stakeholders.



Communications Strategy & Implementation Plan

Credo consultants worked collaboratively with NERC's Public Affairs Department to develop a high-level communications strategy and implementation plan for the upcoming tariff review. The strategy involved quick communication interventions to promote transparency and public enlightenment around NERC activities on the electricity pricing review process. The implementation plan guided NERC's public consultations with electricity stakeholders (distribution companies, electricity consumers, pressure groups, media, government power sector agencies, etc.) in seven geopolitical locations.

Media Relations Advisory

With public outcry on the proposed electricity price increase and sensational news reported on the price review process, our specialists provided strategic media advisory to ensure best practice media relations and coverage of NERC's activities.

Content Development

Based on identified communication gaps, Credo's Creative Studio incorporated vital messaging into developing sensitisation creatives and materials. The social media flyers and creative content addressed customer complaints, communicated energy-saving tips, promoted payment of bills, etc. These sensitisation materials were boosted across NERC's digital and social media platforms.

Strategic Messaging for Public Awareness

Our support included developing strategic and tactical messaging that communicated NERC's regulatory role, the proposed tariff pricing review, and its related benefits to the public. Our developed messaging also positioned NERC as an independent body in charge of regulating the electricity sector in Nigeria.



Electricity Tariff Communications

The Nigeria Power Sector Programme (NPSP) under the United States Agency for International Development (USAID) engaged Credo Advisory to provide communications technical assistance to the Nigerian Electricity Regulatory Commission (NERC) on its tariff review public campaign. This engagement entailed developing communication materials to sensitise the Nigerian public on messaging and activities related to the reform.

Event Creatives

Credo’s Creative Studio coordinated with NERC’s team to develop a series of pre-and post-event communication products shared across digital and print media. Creatives included:

- 2D animations
- Event banners & backdrop
- GIFs
- Post-event high definition videos
- Public announcement flyers
- Social media flyers

Public Sensitisation - The Regulator

Our graphic and motion designers used various creatives to position and promote NERC as an independent regulatory body. Our developed communications products informed the public about NERC’s stakeholder consultations, regulatory functions, Distribution Company roles and responsibilities, milestone announcements, reform activities to improve electricity supply, consumer rights, etc.



Powering Up Nigeria



Credo Advisory was contracted by the Association of Nigerian Electricity Distributors (ANED) to produce a coffee table photo book that captures the evolution of the electricity distribution sector from 2013 to 2021. The publication tells the distribution company (DisCo) story by chronicling their operations post-privatisation while also disclosing their achievements and milestones. Notably, the “DisCo Story” also included the historical context that formed the basis of the Nigerian Electricity Supply Industry and a deep-dive into the power sector challenges.

Chronicling the DisCo Story

Our consultants worked closely with ANED Management and DisCo representatives to develop the landmark publication (Powering Up Nigeria) through material and information gathering, research, data analysis, photographs, and other milestone highlights. Execution included:

- Consultations with the ANED Communications team and Management to conceptualise the book, determine core objectives and messaging priorities and as well as determine the protocols for content and data collation and submission.
- Conducted qualitative and quantitative research, which included in-depth interviews with past and present power sector operators in both private and public sectors, research historical documents, policy papers, news media coverage, etc.
- Collation of data, photographs, and testimonials from ten Nigerian Distribution Companies.

- Conducted publication review sessions and presentations to communications representatives from ANED and the ten DisCos.
- Editorial, copyrighting, designing the book draft and establishing a consistent layout, formatting, and developing supporting graphics.

A Publication Long Overdue

After 18 months, Credo consultants produced a high-quality 360+ page photo book that reveals a complex electricity supply sub-sector. Powering Up Nigeria comprehensively captures the transformation of electricity distribution since the privatisation of November 1, 2013.

The international standard publication sets the context of the Nigerian Electricity Supply Industry, explaining the generation, distribution and transmission challenges, the promise of the privatisation and role of the DisCos on the way forward, strategic reform initiatives undertaken by DisCos, the role of data in measuring performance, extensive supporting photography, testimonials from various public and private sector stakeholder and much more.

At the end of the book, each distribution company was profiled with their operational activities and milestones highlighted for greater insight into their efforts to bring electricity to Nigerian homes and businesses despite the challenges that pre-exist them and continue to exist today.

International Recognition

Credo's work in risk and development communications has been recognized in three international publications. Our communications impact was referenced in a Princeton University case study ([All Aboard: Nigeria's Federal Government Streamlines Pandemic Response Coordination](#)) on the Government's COVID-19 experience.

A US Centers for Disease Control and Prevention article ([Effect of Nigeria Presidential Task Force on COVID-19 Pandemic](#)) and the National Library of Medicine ([Effect of Nigeria Presidential Task Force on COVID-19 Pandemic, Nigeria](#)) both referenced Credo's role as a member of the Presidential Task Force (PTF) on COVID-19 and a contributor to the National COVID-19 Multisectoral Pandemic Response Plan.

Acknowledging our COVID-19 support validates Credo's impact in executing international standard communication interventions in collaboration with governments, international partners, and the private sector.



Client Feedback

Partnering with Credo Advisory to create a communications strategy for Nigeria's 2023 Census was an honour. They excelled in delivering outstanding results, even surpassing expectations, and have become a trusted advisor. We eagerly anticipate future collaborations.

Jeffrey Jordan
Former President and CEO
Population Reference Bureau

Credo Advisory was a critical partner in Nigeria's COVID-19 response. Their commitment to the response and professionalism were exceptional. We are grateful for their support during what was clearly a difficult period for all of us.


Dr. Sani Aliyu
Former National Coordinator
Presidential Task Force on COVID-19

Credo Advisory created a census communication plan for Nigeria's Population and Housing Census, aligned with UN guidelines, ensuring an inclusive and credible census, and facilitating future statistical projects in Nigeria.

Collins O. Opiyo, PhD, MBS
Chief Census Technical Advisor
United Nations Population Fund

Credo, as an organisation, exemplifies excellence in every aspect of its client engagement and delivery outlook. The professionalism of the team is remarkable and worthy of emulation by high-achieving teams.

Frank Edozie
Director, Power Component
United Kingdom Nigeria Infrastructure Advisory Facility



Describe your Credo experience



Credo Advisory's Founder and CEO, Awele Okigbo, was selected as one of 50 women visionaries in the prestigious Vital Voices Visionaries Program. The program, in partnership with the Estée Lauder Emerging Leaders Fund, empowers exceptional women leaders tackling the world's toughest development challenges.

With over 20,000 women changemakers across 185 countries, Vital Voices has built the most powerful global network of female leaders across diverse sectors, industries and experiences. Credo Advisory's selection is a powerful recognition of our commitment to global development and driving positive change through communications.



BILL & MELINDA
GATES foundation
GOALKEEPERS

Credo Advisory joined the Bill and Melinda Gates Foundation Goalkeepers community. Goalkeepers are a global network of changemakers working towards achieving the United Nations Sustainable Development Goals (SDG). Our membership in this collective is a testament to Credo's impact in inspiring positive change through strategic communications.

We reaffirm our dedication to accelerating progress towards the SDGs by promoting powerful storytelling, connections, and partnerships. Credo is committed to leveraging communications to facilitate engagements and mobilisation for sustainable impact.





Global Communications Alliance Member and Co-chair

Credo Advisory is the only West African member firm of the prestigious Global Communications Alliance (GCA) – a network of independent communication and public affairs agencies across North America, the United Kingdom and Europe, South America, Africa, Australia, India, and Russia. GCA members are known for their award-winning campaigns and successful engagement strategies across various sectors and stakeholder groups. Credo’s membership gives us access to world-class communications resources, tools, and access to teams of communications experts with experience in multiple industries across the world.

Through our membership, we leverage our access to Artificial Intelligence for advanced social listening, evidence generation and data gathering of any issue, person, activity, or place to deliver exceptional services to our

clients. As part of our alliance, Credo participates in monthly knowledge-sharing initiatives, annual summits, peer-to-peer mentorship programmes, and employee exchange programmes, which support staying abreast of the latest global communications practices and allow our team of specialists to engage closely with our international counterparts.

Credo is proud to be the 2024-2025 Co-Chair as we drive its strategic objectives and further strengthen the GCA brand.

GCA Global Boards

Credo Advisory consultants are appointed to the following GCA global boards:

- Global Energy Board
- Global Creativity Board
- Artificial Intelligence Forum

GCA Members

Africa, South Asia & Australia



North & South America



Europe and Central Asia





Society for International Development Membership

Credo Advisory is a member of the United States chapter of the Society for International Development (SID-US). It is an international network of individuals and organisations across 50 countries that serves as a global forum to promote sustainable economic, social, and political development.

SID-US collaborates with over 100 associations, networks, and institutions from a diverse range of industries and sectors, such as academia, development experts, policymakers, diplomats and political leaders.

Credo is part of the SID-US Communications Committee, where we implement initiatives to expand the SID-US network and foster engagement opportunities.

Some SID-US Members



Small Business Association for International Companies Membership

Credo Advisory is a member of Small Business Association for International Companies (SBAIC), a membership forum of over 200 small and medium-sized businesses from diverse industries and countries.

SBAIC is committed to supporting small businesses' interests in international development. SBAIC members work in every development sector, including agriculture and food security, democracy, human rights and governance, economic growth and trade, education, environment and global climate change, gender equality and women's empowerment, global health, science, technology and innovation and working in crisis and conflict.

As members, we adopt innovative practices, emerging technologies, and environmentally conscious approaches and leverage our robust platform for collaboration, advocacy, and resource sharing.

We advocate policies that foster an enabling international development space for small businesses by engaging with policymakers and development stakeholders.

Credo is part of the SBAIC Communications Committee, where we implement initiatives to expand the SBAIC network and foster engagement opportunities.

Some SBAIC Members



agenda.



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PRINCIPLES**

Established by UN Women and the
UN Global Compact Office

Women's Empowerment Principles

Credo Advisory has adopted the United Nations Women's Empowerment Principles (WEPs) to advance gender equality and empower women in the workplace, marketplace, and community.

The WEPs are a set of principles that provide businesses with guidance on promoting gender equality and women's empowerment. Developed through a partnership between UN Women and the United Nations Global Compact, these principles include corporate leadership, equal opportunity, health and safety, education and training, enterprise development, community initiatives, and transparency.

As signatories, we are committed to integrating these principles into our operations, policies, and practices to ensure that gender equality is a core component of our organisational culture. We advocate for gender equality by implementing inclusive practices, supporting women-led enterprises, engaging in initiatives promoting women's rights and empowerment, and fostering business practices that empower women.

Some WEPs Signatories



Our Team

As a communications advisory firm, our team has specialised skills and experience in various communications disciplines. They are selected for their expertise, creativity, and passion to influence behaviour and educate and engage diverse segments of society.

We promote gender balance, inclusive participation, and representation in all our engagements.

PASSION LED US HERE



Our Partners







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