

# Creatives Portfolio



## ABOUT US

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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 (SDG), with communication responses that promote transparency, good governance, advocacy, and public enlightenment.

## OUR EXPERTISE

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- Advocacy
- Capacity Building
- Community Engagement
- Crisis Communications
- Development Communications
- Digital Communications
- Event Communications
- Media Relations
- Public Relations





## OUR CREATIVE SERVICES

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Audio Production

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Branding

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Digital Content

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Graphic Design

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Motion Production

# AUDIO PRODUCTION

Radio Jingles and Audio Materials

*(Click to listen)*

**ENGLISH VERSION**

Eased Lockdown Measures



**HAUSA VERSION**

Commencement of Johnson & Johnson COVID-19 Vaccine Administration



**UKNiAF**  
United Kingdom Nigeria Infrastructure Advisory Facility

**UK International Development**  
Partnership | Progress | Prosperity



**WATTS with the Grid?**  
A conversation with women in the power sector

**Olajumoke Delano**  
Multi-Jurisdictional Lawyer  
Fmr. Head, Regulatory Relations  
Abuja Electricity Distribution Company

Spotify | Google Podcasts | www.ukniaf.ng

Produced by Nextier

**credo advisory**  
The strategic communications firm

**SDG 2 ZERO HUNGER**

Ordinary people doing extraordinary things.

**CREDO VOICES**

EPISODE 2  
**STRENGTHENING FOOD SECURITY**

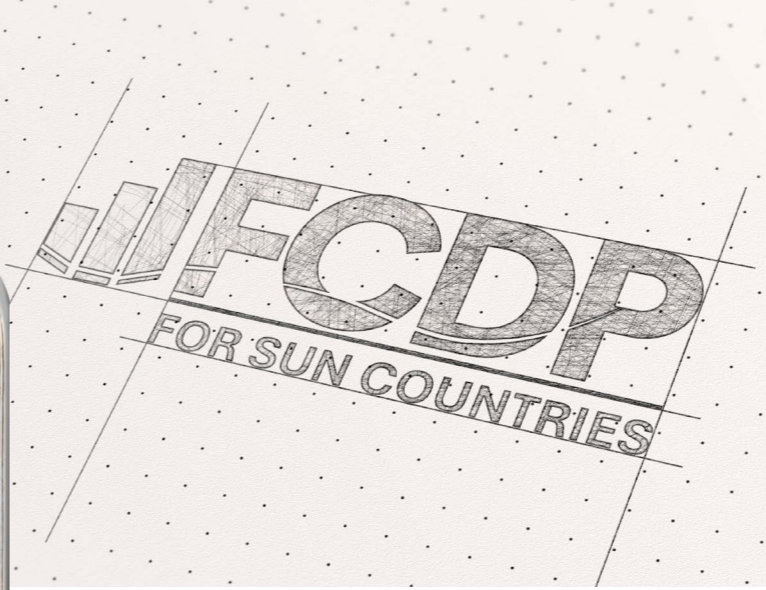
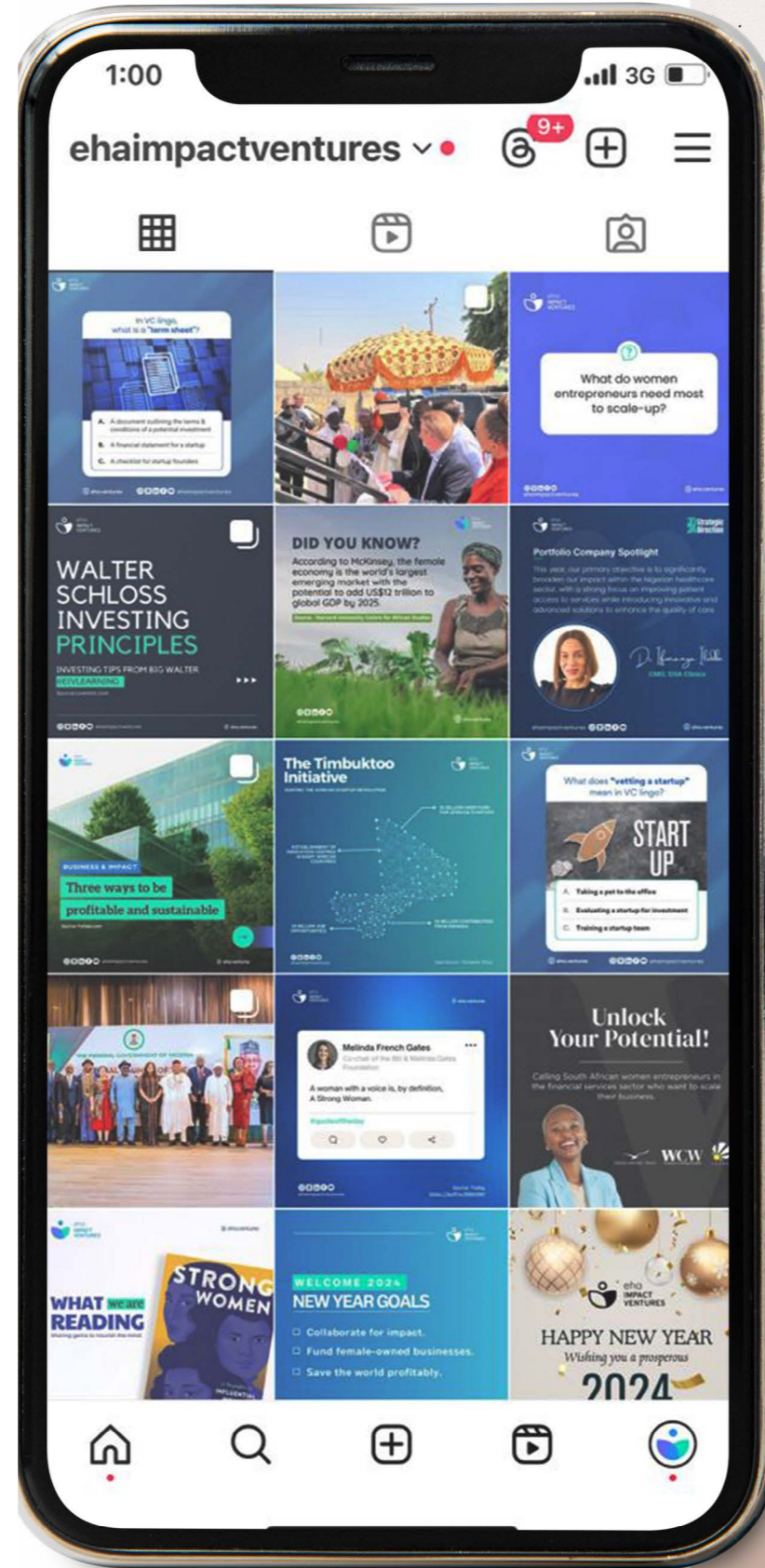
LISTEN ON Spotify | Google Podcasts | Apple Podcasts

HOST **Awele Okigbo** GUEST **Isak Pretorius**



# BRANDING

Our services include comprehensive branding strategies tailored to enhance brand identity, audience connection, and drive meaningful engagement. From brand development and positioning to visual identity design and digital marketing, we bring brand visions to life with creativity, expertise, and a focus on results.





Podcast Episode

# Electricity Pricing, Billing and Everything in Between

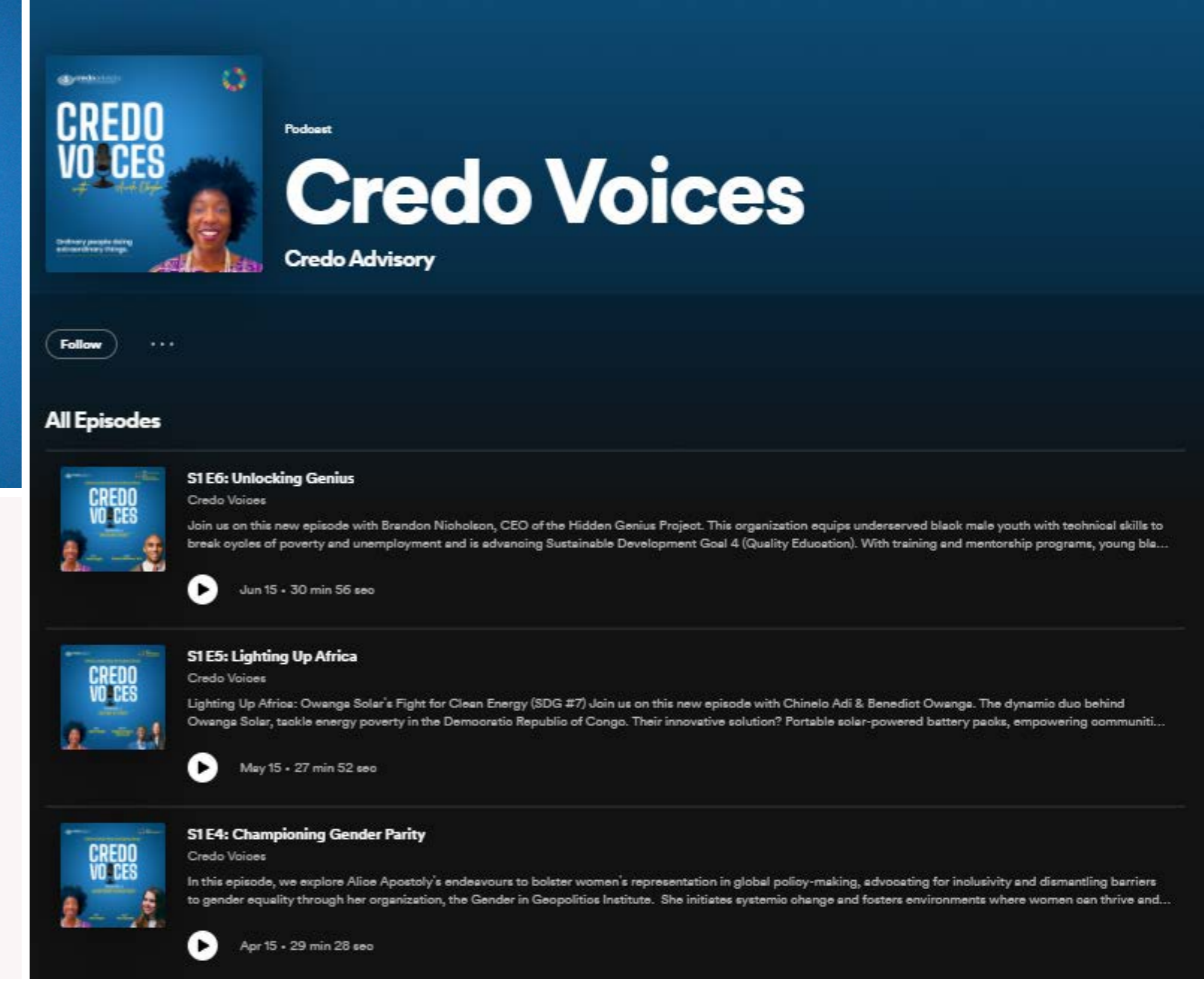
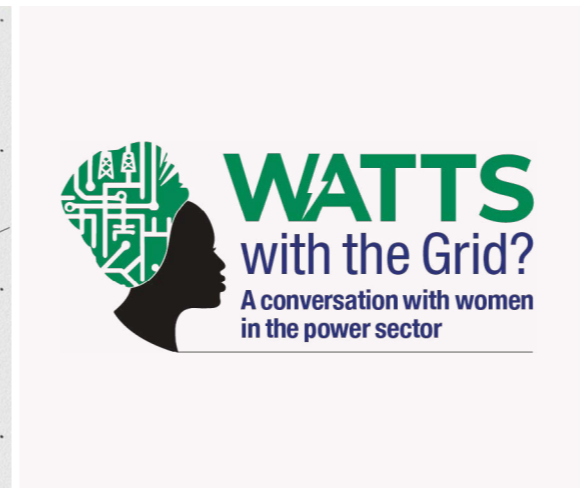
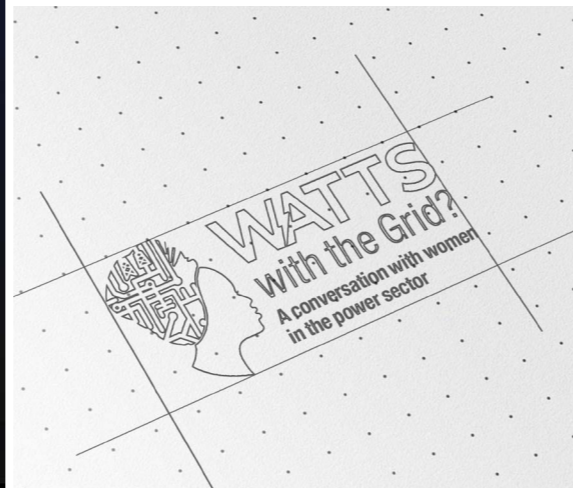
## Connecting the Dots

Mar 20 • 56 min



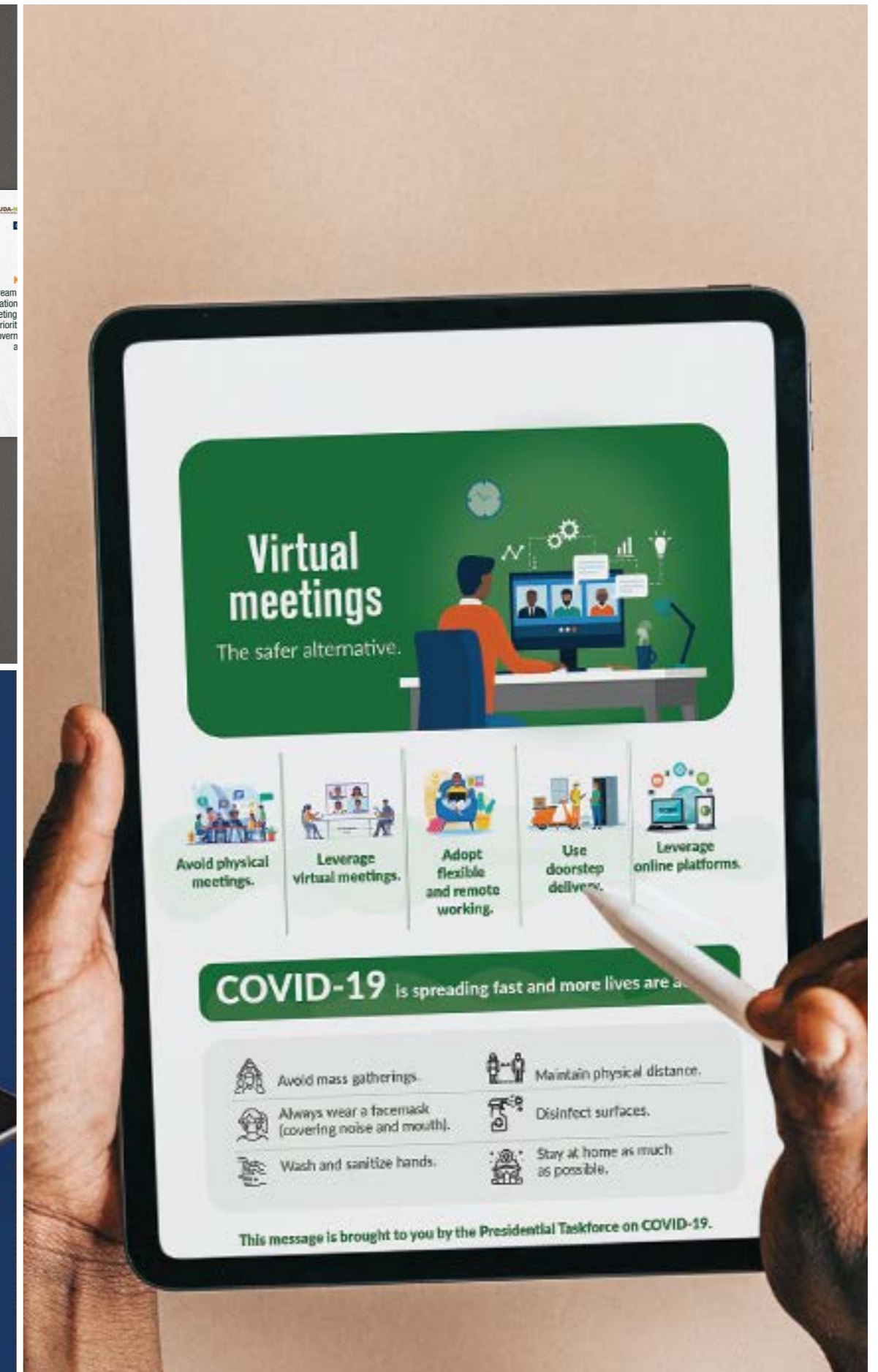
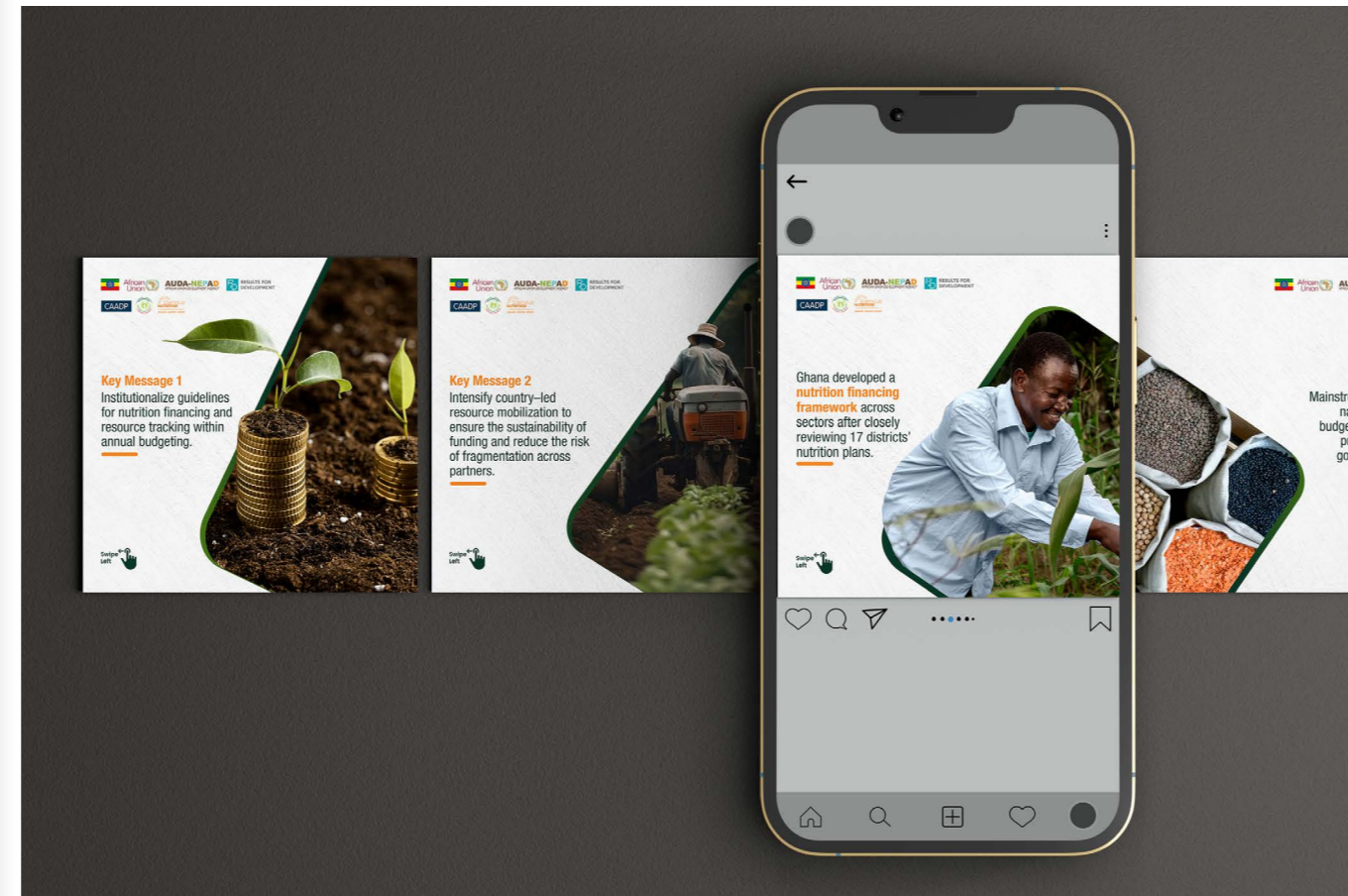
### Episode Description

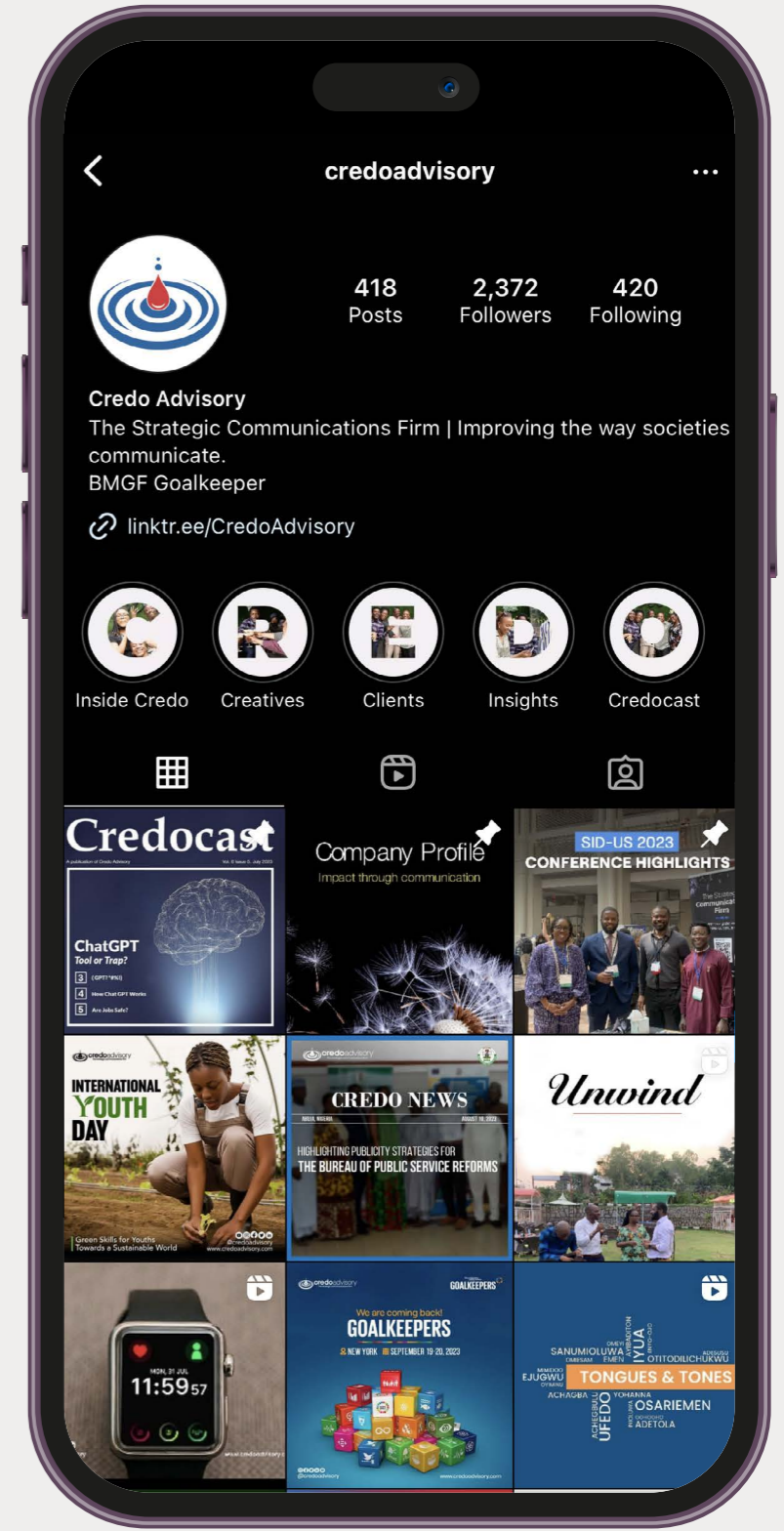
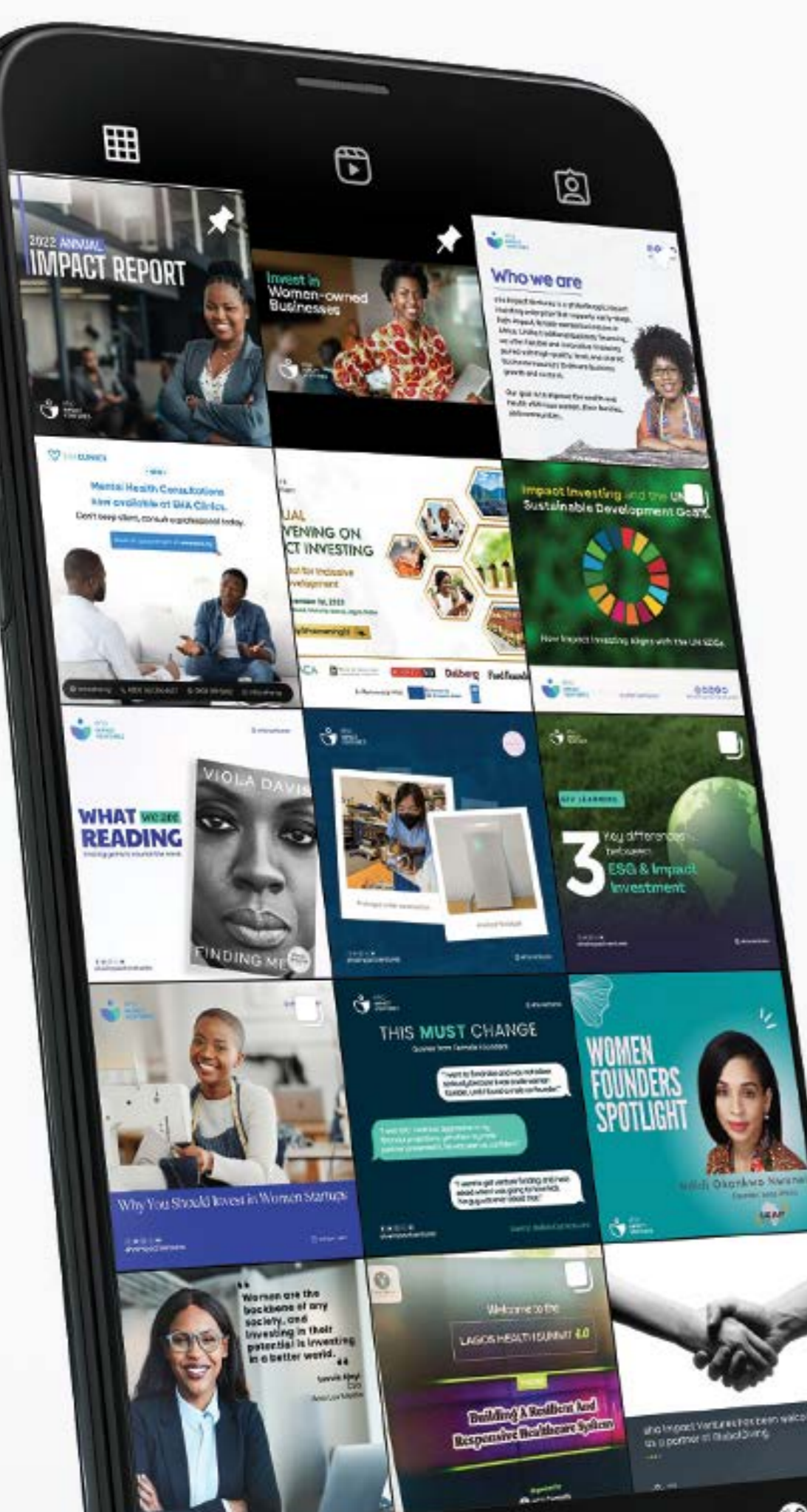
Connecting the Dots is pleased to announce a special episode featuring the debut of "Watts with the Grid?" A conversation WITH Women in the Power Sector. This series gives policymakers, managers, and decision-makers in the Nigerian energy space who are women



## 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

## E-flyers

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

# SCALES 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

# BEAT COVID-19 TAKE THE SHOT

Get fully vaccinated.

National Primary Health Care Development Agency

#TakeTheBoosterShot #GetVaccinatedToday

COMMISSIONING EVENT: August 2, 2019

## NIGERIA'S LARGEST SOLAR HYBRID POWER PLANT

FEDERAL GOVERNMENT OF NIGERIA'S ENERGIZING EDUCATION PROGRAMME

Alex Ekwueme Federal University Nafu-Alike Ikwo

**FUNAI**

RELA RURAL ELECTRIFICATION AGENCY

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)

credoadvisory aidkonekt

## LOCAL PARTNERS

ON USAID'S LOCALIZATION INITIATIVE

30<sup>TH</sup> JAN 12:00 - 12:30 EASTERN TIME

Catalina Escobar Chief Strategy Officer, Makiia

Awele Okigbo Founder/CEO Credo Advisory

30 DAYS TO GO

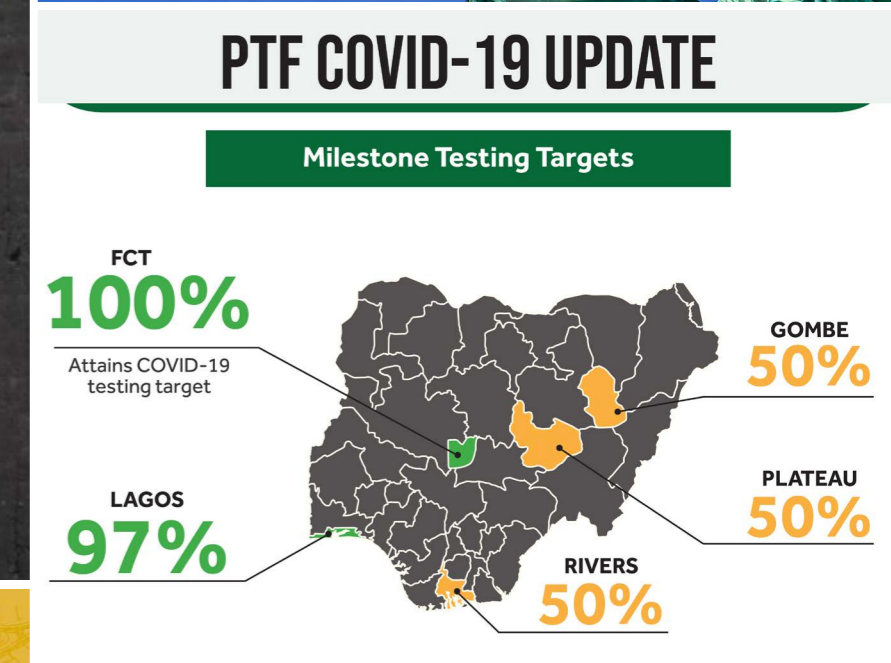
@credoadvisory www.credoadvisory.com

credoadvisory GOALKEEPERS

## Counting down GOALKEEPERS

NEW YORK

September 19-20, 2023



credoadvisory RESULTS FOR DEVELOPMENT

## New Partnership

Credo Advisory is proud to partner with Results for Development to support nutrition financing in the Global South.

# INVITATION

## AFRICAN UNION SUMMIT

### HIGH-LEVEL NUTRITION SIDE EVENT

**16 FEBRUARY**  
 9:00AM - 12:00PM  
 EAST AFRICA TIME

Achieving Nutrition Goals in Africa Post-Malabo:  
 Public and Private Sector Sustainable Nutrition Financing

Inter Luxury Hotel, Addis Ababa - Ethiopia

**REGISTRATION** **VIRTUAL** **IN-PERSON**  
 Click button French Translation Available

**ENQUIRIES**  
 Kefilwe Molaosi  
 kefilwem@nepad.org  
 Albertha Nyaku  
 anyaku@r4d.org



# 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!



#TakeResponsibility

www.statehouse.gov.ng/covid19/  
 www.osgf.gov.ng  
 ptfccovid19@osgf.gov.ng  
 @DigiCommsNG



# 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.
 

SERVICE BANDS	A	B	C	D	E
Hours	20+	16+	12+	8+	4+
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.
 

SERVICE BANDS	A	B	C
Reduction	-10%	-10.5%	-31%
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.

...keeping the lights on  
 +234 (09) 462 1400 +234 (09) 462 1410 www.nerc.gov.ng info@nerc.gov.ng @NERCNG

# Did You KNOW?

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



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 @credoadvisory

www.credoadvisory.com

## WORLD IN CRISIS SPARKS OF HOPE

The SID-US Conference is the premier event for both established and new USAID partners looking to grow their relationships in this market. I'm proud to be a SID-US Board Member and on the Planning Committee for this important event.



**Mike Shanley**  
 CEO, Konektid International

04.26.2024 | WASHINGTON, DC & ONLINE



Credo Advisory is honoured to co-chair the Global Communications Alliance (GCA) with Agenda. Together, we will empower our member agencies to be sought-after communications and public affairs firms. Credo aims to promote the impactful work by GCA agencies and will implement innovative initiatives that will drive business growth and strengthen the GCA brand.

**GRACE ALEGHEH**  
 Partner, Credo Advisory  
 GCA Co-Chair



## ADVERSE EVENTS FOLLOWING IMMUNIZATION

### 4 STEPS TO REPORT ON MED SAFETY APP

1. Search "Med Safety" on Google Play or App Store.
2. Select a country region and a preferred language.
3. Create an account on the login page.
4. Proceed to make a report.



NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY  
 www.nphcda.gov.ng  
 COVID-19 Vaccine Call Centre: 0700 220 1122  
 www.vaccinefinder.nphcda.gov.ng  
 @nphcda @NphcdaNG @NPHCDA



## WHAT WE DO

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

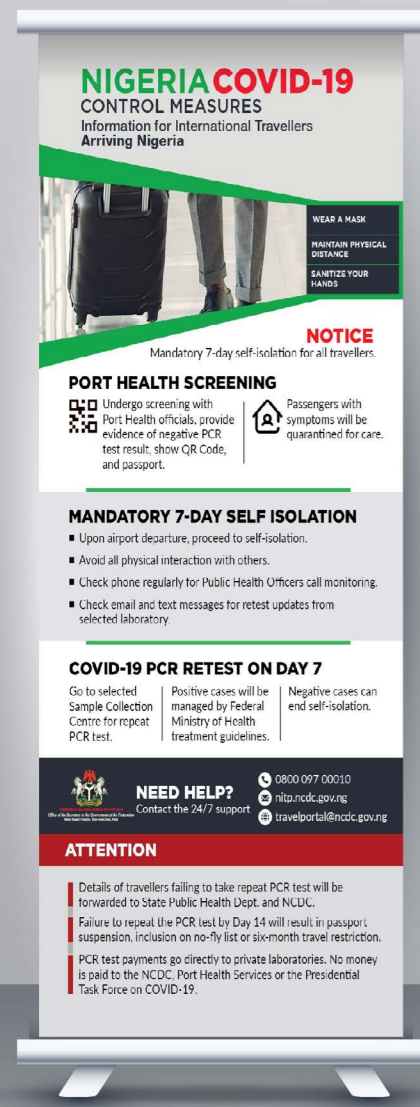
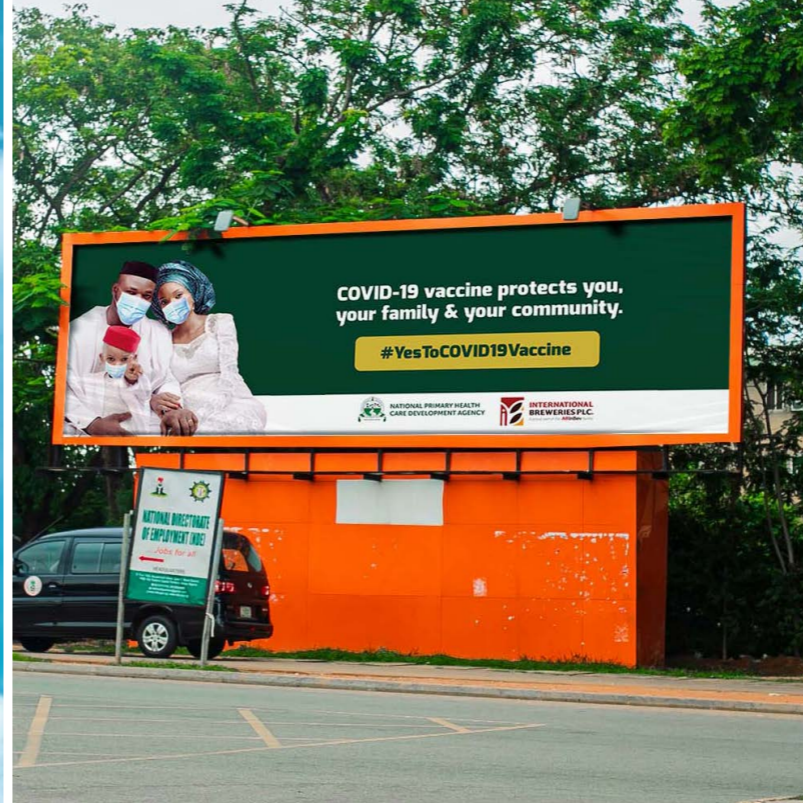


# GRAPHIC DESIGN

## Advertising

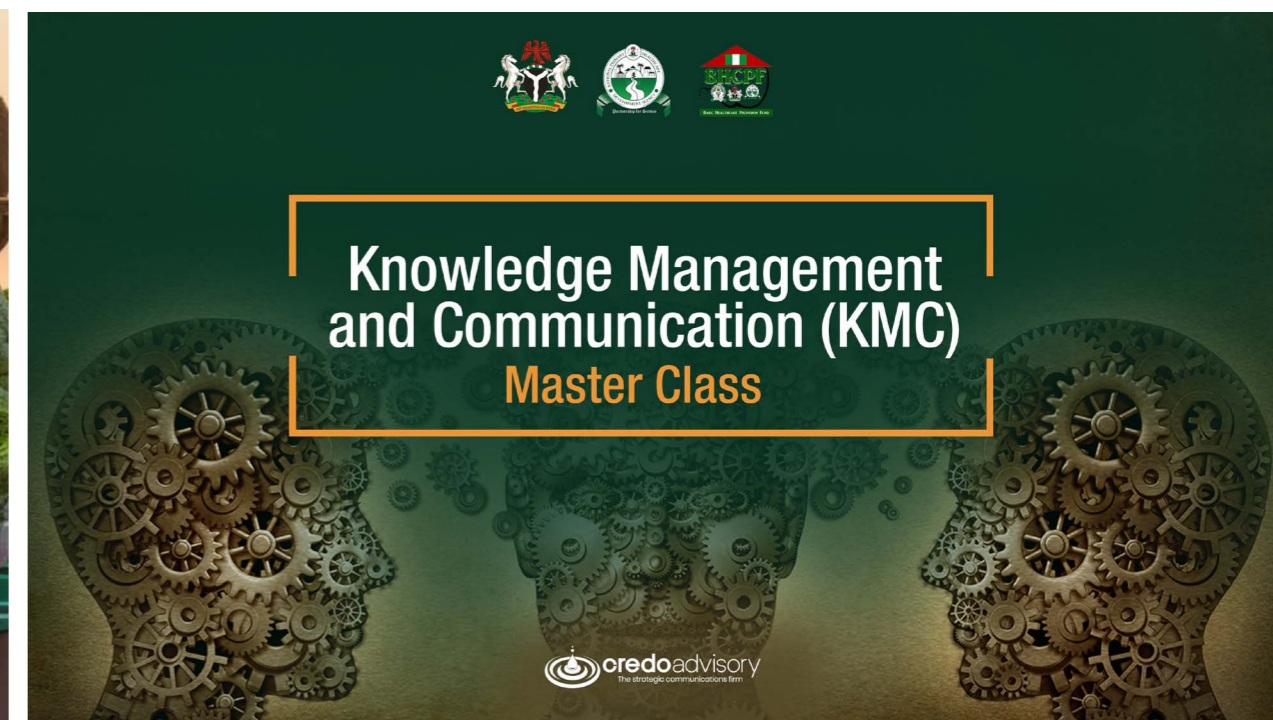
We specialize in print, video and digital advertising design and oversee all production elements.





## GRAPHIC DESIGN *Presentations*

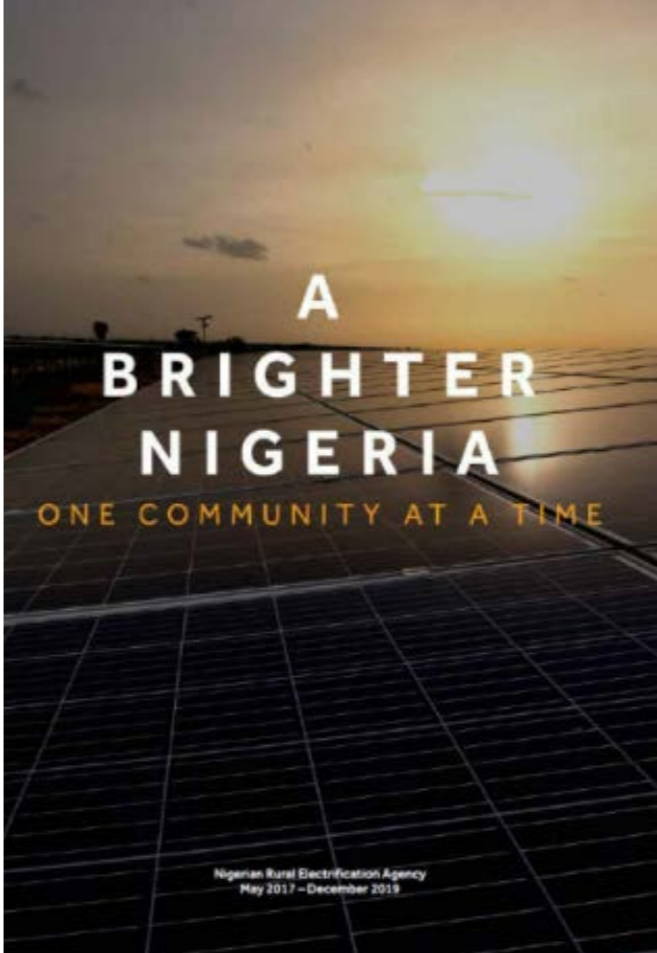
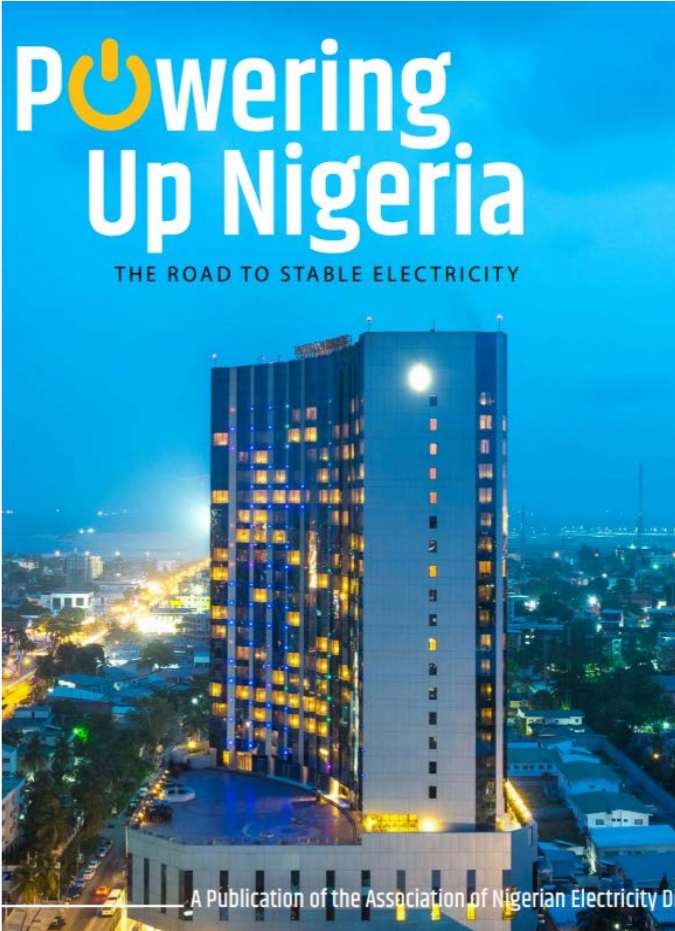
Our designers are skilled in reforming data and information into engaging PowerPoint presentations.



# GRAPHIC DESIGN

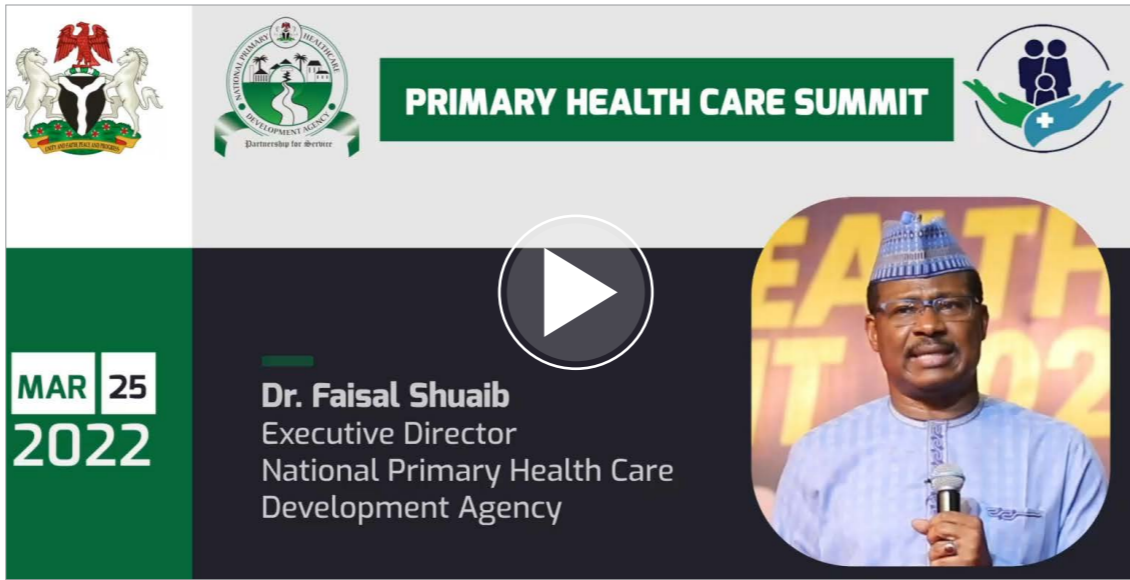
## Publications

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



# MOTION PRODUCTION

(Click to view)



# MOTION PRODUCTION

(Click to view)



**UKNIAF**  
United Kingdom Nigeria Infrastructure Advisory Facility

**NIGERIA GOVERNORS FORUM**

**ROUNDTABLE ON STATE ACCESS TO CLIMATE FINANCE**

**ENGR. FRANK EDOZIE**  
Team Leader  
United Kingdom Nigeria Infrastructure Advisory Facility (UKNIAF)

**TETRA TECH**  
International Development

**UK International Development**  
Partnership | Progress | Prosperity



**International Travel Guidelines for Travellers Coming to Nigeria**

**PRESIDENTIAL SOURCE ON COVID-19**  
Office of the Secretary to the Government of the Federation  
5 Abuja Square, Abuja

**Air Ticket**

**PASSPORT**



**NIGERIA GOVERNORS FORUM**

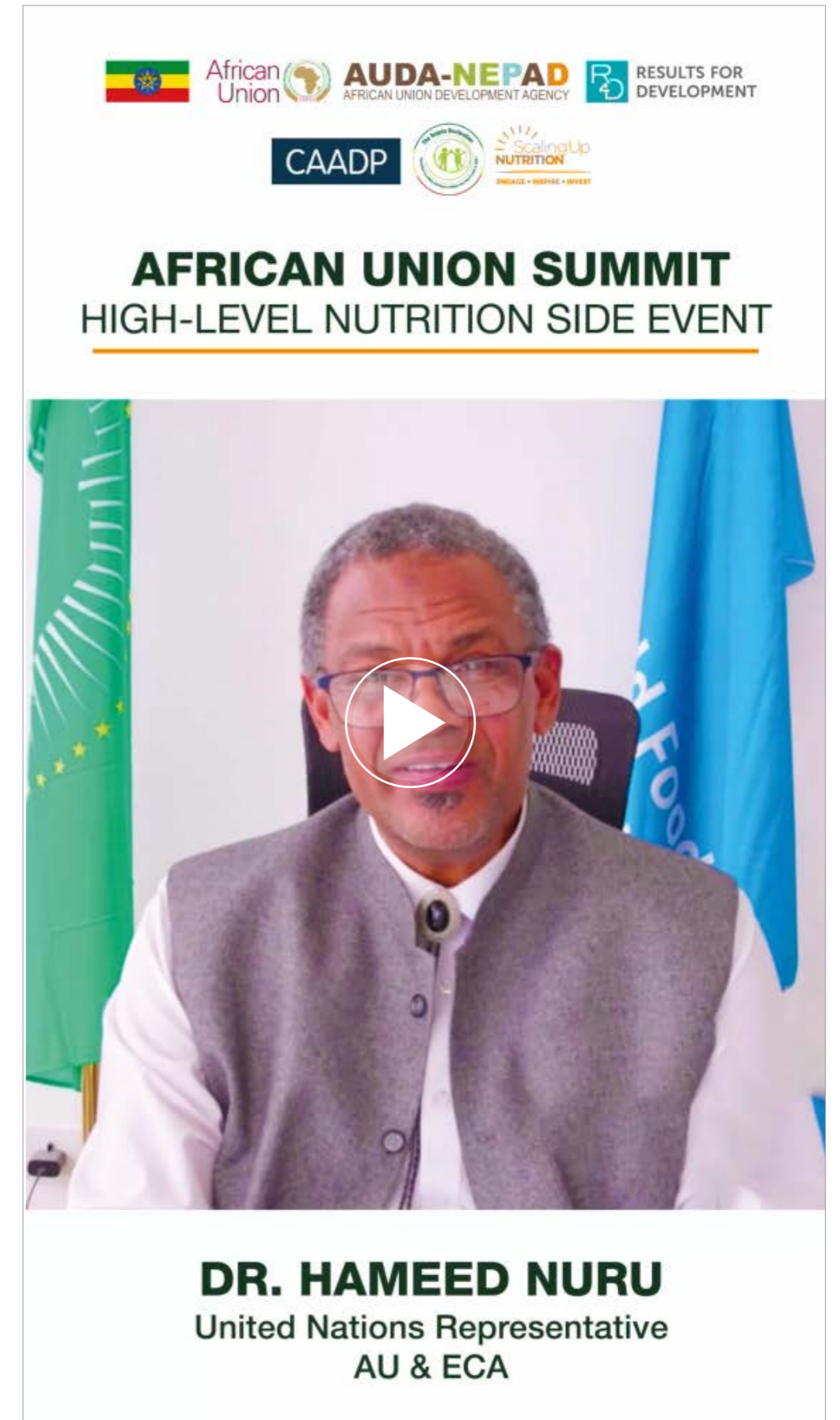
**UK International Development**  
Partnership | Progress | Prosperity

**A ROUNDTABLE ON THE ELECTRICITY ACT 2023**

October 25-26, 2023

**UKNIAF**

**TETRA TECH**  
International Development



**African Union**

**AUDA-NEPAD**  
AFRICAN UNION DEVELOPMENT AGENCY

**RESULTS FOR DEVELOPMENT**

**CAADP**

**ScalingUp NUTRITION**  
IMAGINE • INSPIRE • IMPROVE

**AFRICAN UNION SUMMIT**  
**HIGH-LEVEL NUTRITION SIDE EVENT**

**DR. HAMEED NURU**  
United Nations Representative  
AU & ECA



# CONTACT US



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