

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 (SDGs), 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.

■ 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.

■ Executive Communications

We craft and refine executive narratives to position leaders as trusted voices when engaging internal teams, media, policymakers, and the broader public.

■ 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
-  Graphic Design
-  Web Development
-  Branding
-  Motion Production

RELEVANT PROJECTS

Project	Services	Client
Strengthening Peace & Resilience in Nigeria	Communications strategy development and implementation, social media management, content development, media relations, event communications.	UK Foreign, Commonwealth and Development Office TetraTech
Scaling Up Nutrition	Branding, content development, digital communications, event communications.	Results for Development
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 & National COVID-19 Vaccine Programme	Advocacy, branding, community engagement, content development, crisis communications, digital communications, event communications, and media relations	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

PARTNERS

Adam Smith International

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 Recovery Facility

 United Nations

 USAID
FROM THE AMERICAN PEOPLE

MEMBERSHIPS

 GOALKEEPERS
BILL & MELINDA GATES Foundation

 GLOBAL COMMUNICATIONS ALLIANCE

 SBAIC

 Society for International Development
United States

 VITAL VOICES
GLOBAL PARTNERSHIP

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