

Creatives Portfolio



ABOUT US

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

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





OUR CREATIVE SERVICES

Audio Production

Branding

Digital Content

Graphic Design

Motion Production

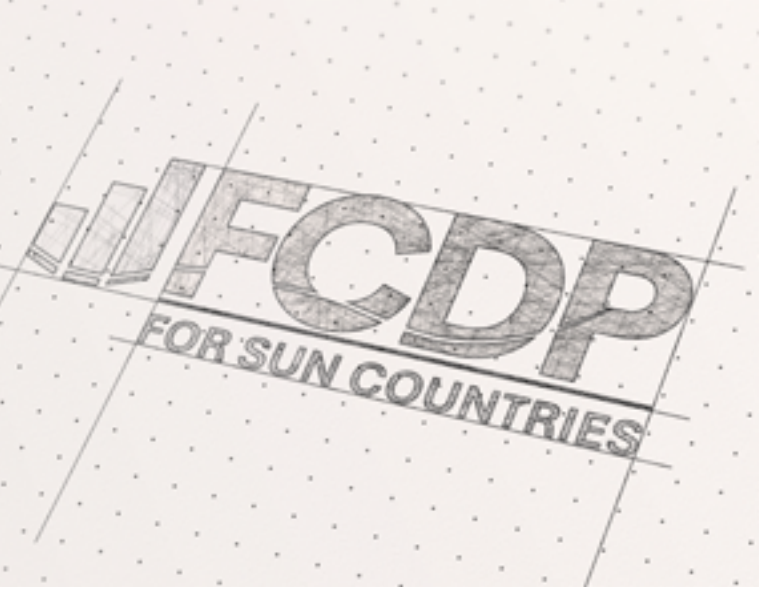
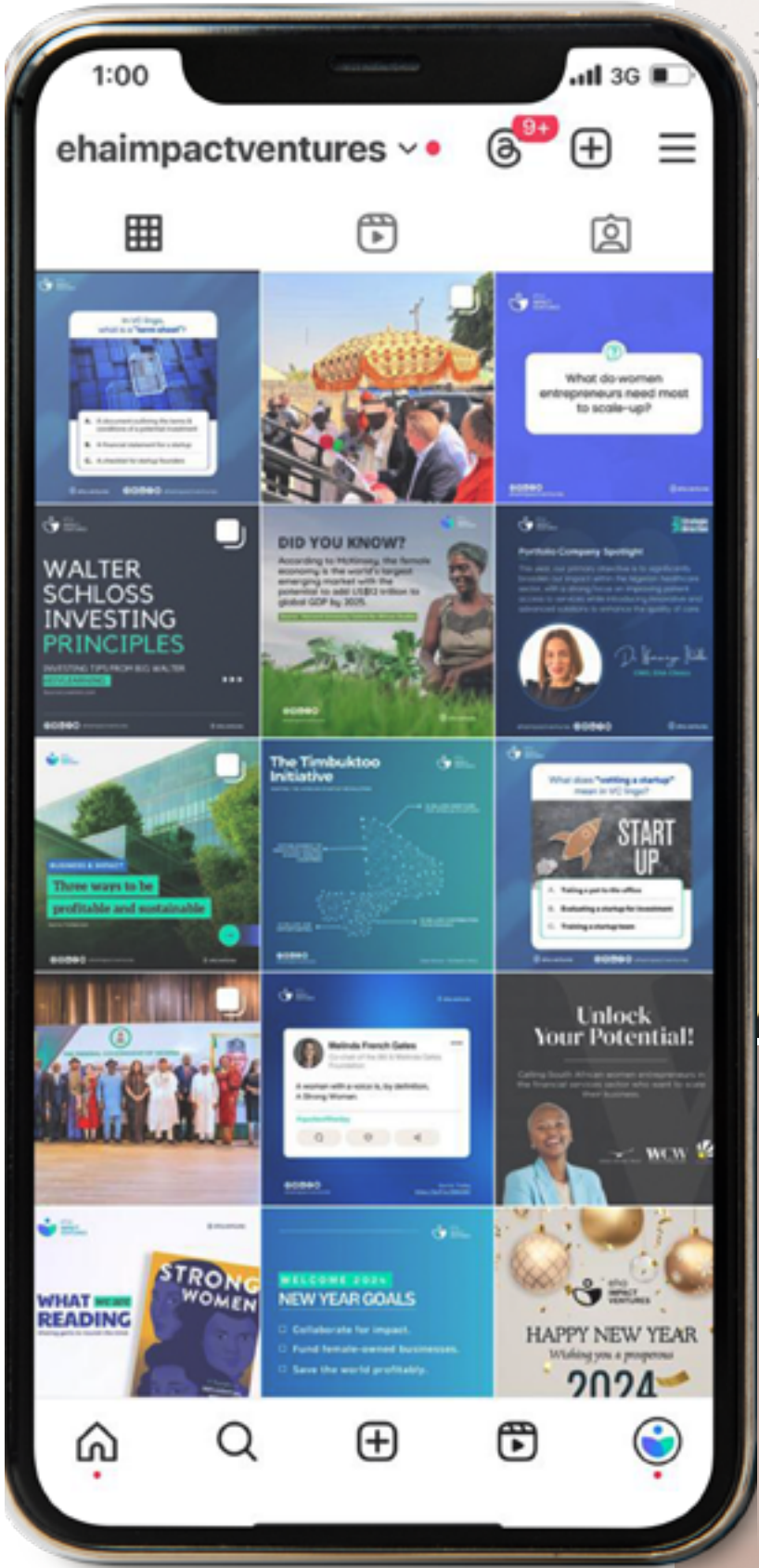
AUDIO PRODUCTION

Radio Jingles and Audio Materials
(Click to listen)



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

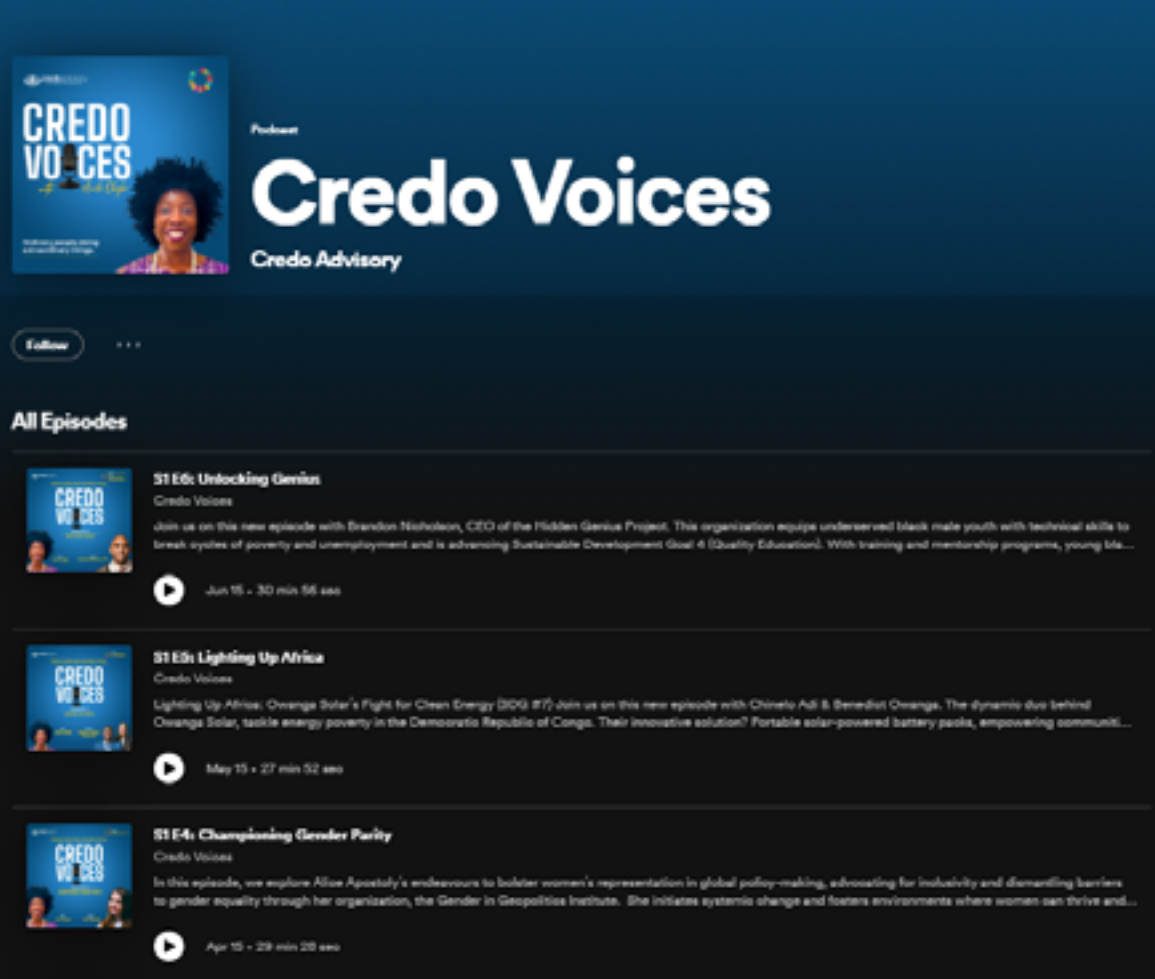
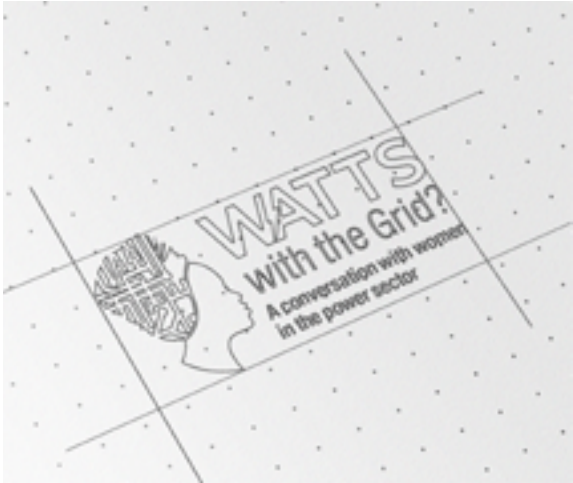
Connecting the Dots

Mar 20 • 56 min



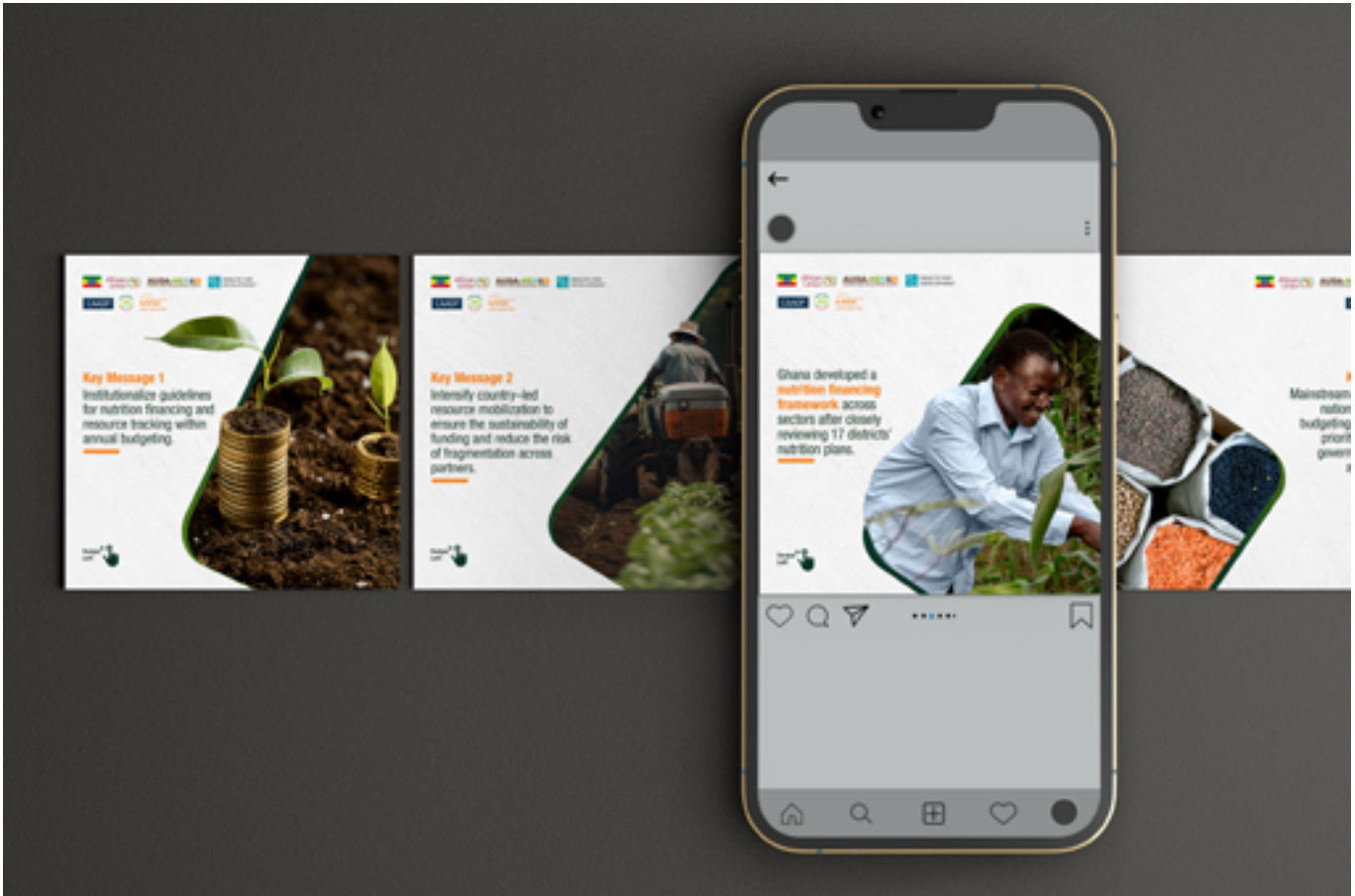
Episode Description

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

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.nphda.gov.ng
info@nphda.gov.ng

A woman in a blue surgical cap and mask, holding a clipboard, stands against a green background.



BEAT COVID-19

TAKE THE SHOT

Get fully vaccinated.

#TakeTheBoosterShot
#GetVaccinatedToday

National Primary Health Care Development Agency

A tennis player in a white shirt and cap is shown from the back, swinging a racket to hit a green ball.



8

Celebrating 8 Years
Communicating for Social Impact

@credoadvisory @credo_advisory www.credoadvisory.com

A large number 8 is formed by a crowd of people, with small figures of people flying around it.



TARGETING THE POOR & VULNERABLE

FOR THE NATIONAL SOCIAL REGISTER

NATIONAL SOCIAL SAFETY NETS COORDINATING OFFICE (NASSCO)

A young child is shown eating a small piece of food.



LOCAL PARTNERS

ON USAID'S LOCALIZATION INITIATIVE

30TH JAN 12:00 - 12:30
EASTERN TIME

Catalina Escobar
Chief Strategy Officer, USAID

Awele Okigbo
Founder/CEO, Credo Advisory

30 DAYS TO GO

@credoadvisory www.credoadvisory.com

A woman is shown smiling, with a large number 30 in the background.

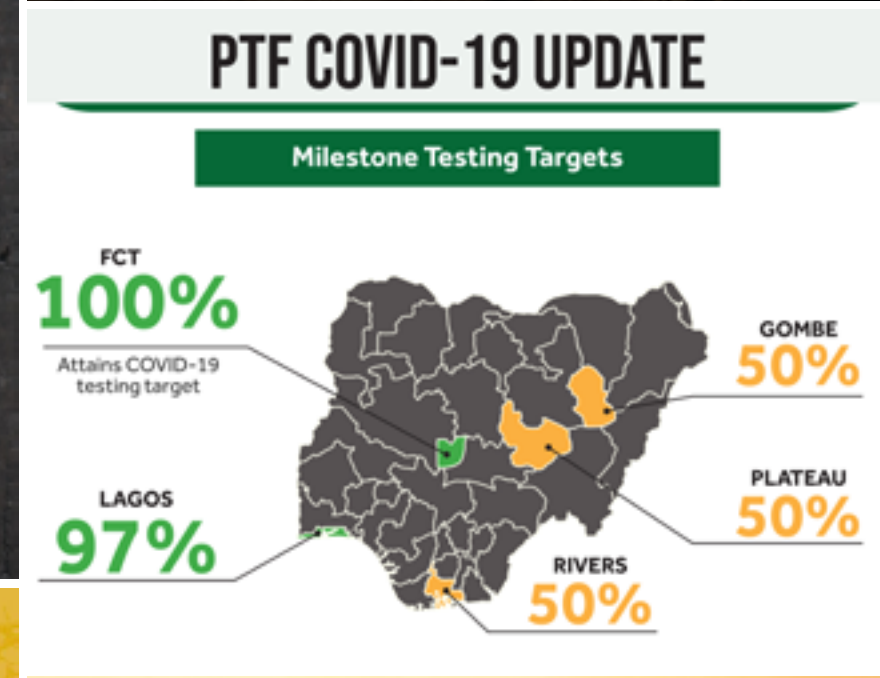


SPRiNG

Introducing Strengthening Peace and Resilience in Nigeria (SPRiNG)

A transformative approach to addressing conflict and climate resilience in Nigeria.

A woman is shown in a dark, forested setting.



New Partnership

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

A woman is shown in a field of golden wheat.

INVITATION

AFRICAN UNION SUMMIT

HIGH-LEVEL NUTRITION SIDE EVENT

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

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



 #EHAClinicsNewEra

EHA Clinics Welcomes New CEO



DR. IFUNANYA ILODIBE
Chief Executive Officer










[www.eha.ng](#) 0909-399-5002 0800-342-254-6427

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 N4.00/kWh.
9. NERC has created a Situation Room to handle customers' enquiries about the Service Based Tariff.

...keeping the lights on

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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

2024 ANNUAL CONFERENCE
SIDUSCONFERENCE.ORG sid-us.org

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.”



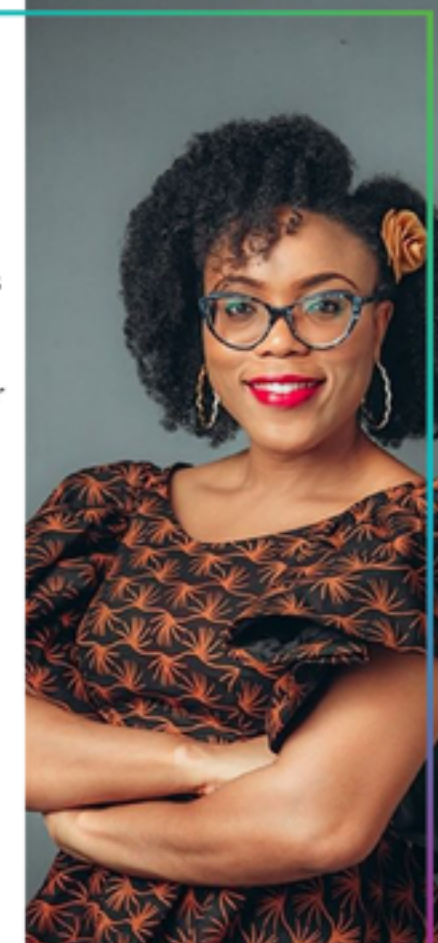
Mike Shanley
CEO, Konektid International

04.26.2024 | WASHINGTON, DC & ONLINE

 GLOBAL COMMUNICATIONS ALLIANCE

“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



 credo advisory the strategic communications firm



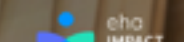
 EHA IMPACT VENTURES

DON'T MISS OUR ANNOUNCEMENT AT THE



2025 AFRICA SOCIAL IMPACT SUMMIT

10-11 JULY 2025 #DoubletheImpact

 eha IMPACT VENTURES

WHAT WE DO



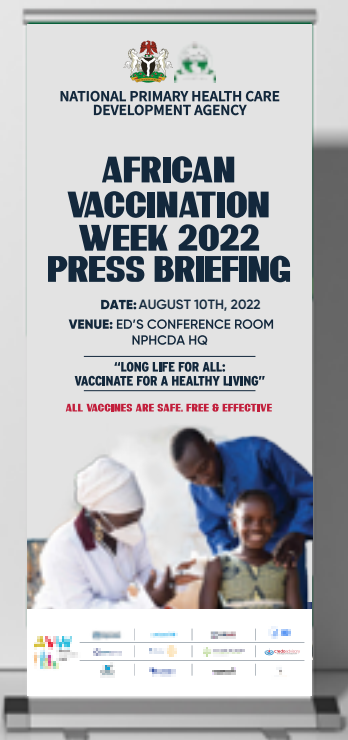
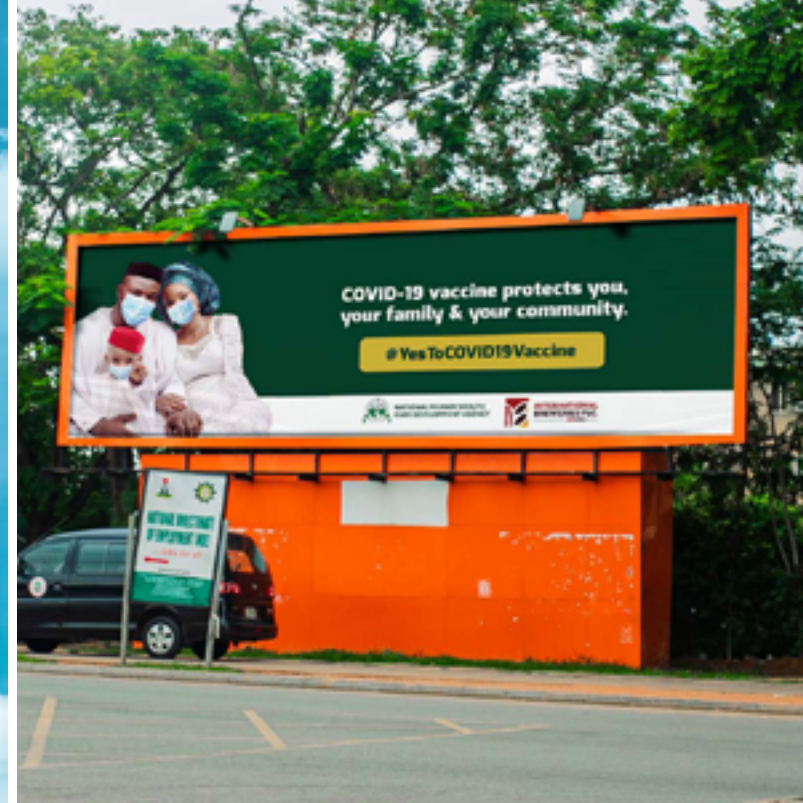
- Accelerate Social Founders & Enterprises
- Invest in Social Enterprises
- Impact Strategy & Measurement
- Support the African Impact Ecosystem

GRAPHIC DESIGN

Advertising

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

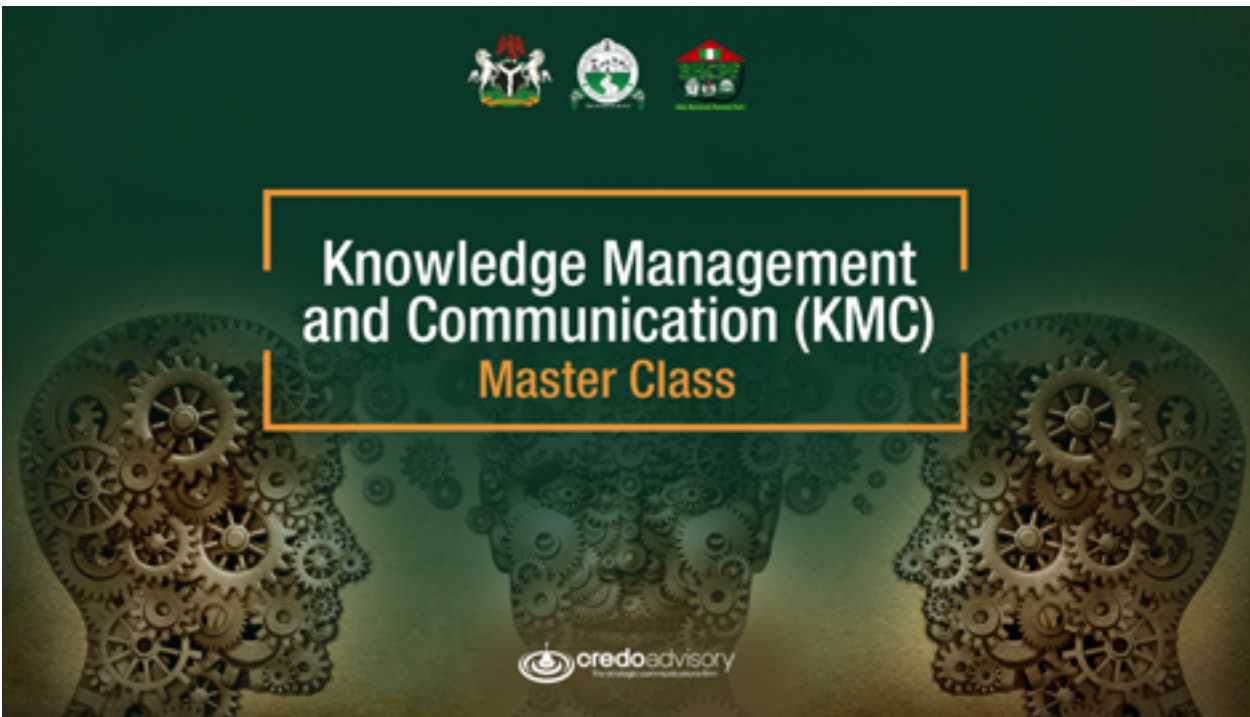




GRAPHIC DESIGN

Presentations

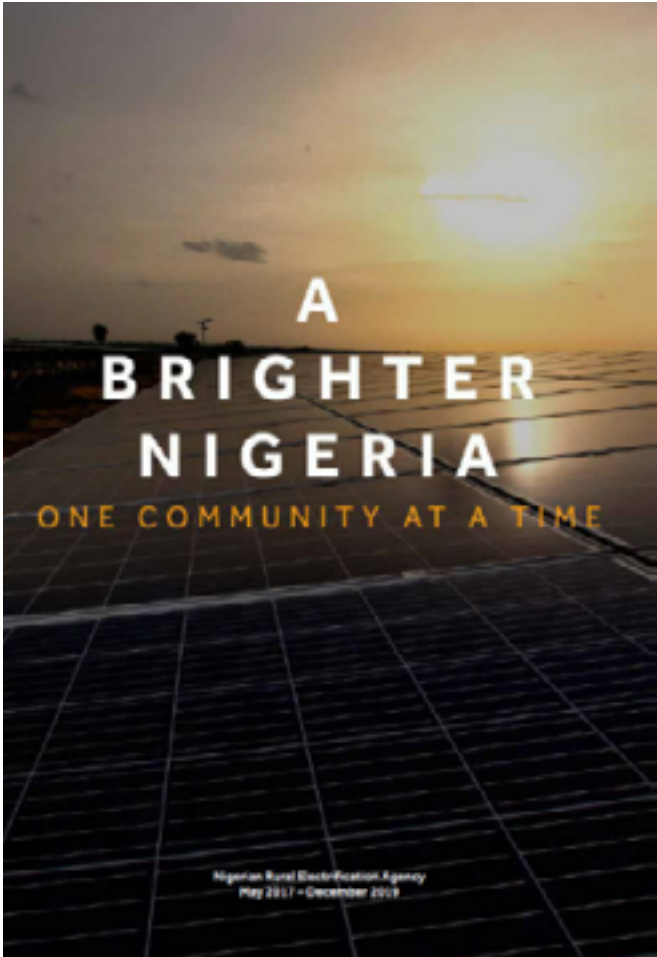
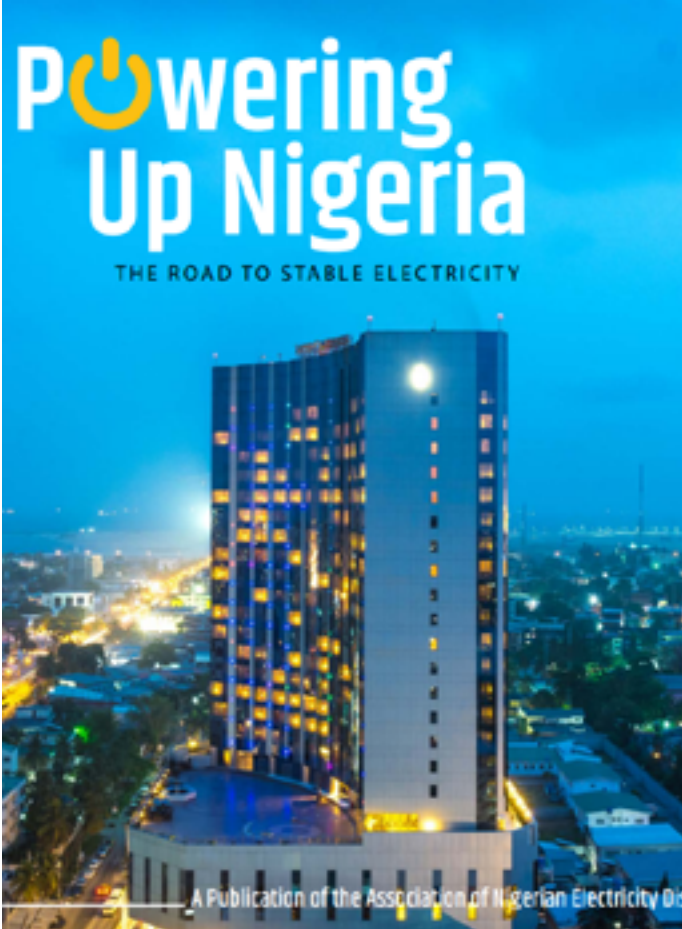
Our designers are skilled in reforming data and information into engaging PowerPoint presentations.



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)



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