

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 empower organizations to inspire action and drive sustainable development by integrating communications, behavior change, and community engagement.

■ 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 effective communication and messaging strategies for audience engagement.

■ Executive Communications

We deliver tailored services that help leaders articulate their vision, elevate brand messaging, and build trust through strategic storytelling and stakeholder engagement.

■ Media Relations

Our specialists provide comprehensive services, including press release writing, media pitching, influencer engagement, and securing impactful coverage to amplify client visibility across key media channels.

■ 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

Credo's Creative 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
Strengthening Peace and Resilience in Nigeria (SPRING)	Digital communications, media relations, content development and website management.	UK Foreign, Commonwealth and Development Office & Tetra Tech
Scaling Up Nutrition	Branding, public relations, content development, digital communications, event communications.	Results for Development (United Nations)
Gender-lens Impact Investing	Branding, content development, digital communications, event communications, media relations, and public relations.	EHA Impact Ventures EHA Clinics
Nigeria-Population & Housing Census	Communications strategy development and public opinion research.	United Nations Population Fund
Presidential Task Force on COVID-19	Advocacy, branding, community engagement, content development, crisis communications, digital communications, event communications, and media relations.	Gates Foundation
National COVID-19 Vaccination Programme	Advocacy, branding, community engagement, content development, crisis communications, digital communications, event communications, and media relations.	Gates Foundation
UK Nigeria Infrastructure Advisory Facility	Communications strategy development, content development, digital communications, event communications, media relations, and public relations.	UK Foreign, Commonwealth and Development Office & Tetra Tech
Nigeria Electrification Project	Community engagement, content development, crisis communications, digital communications, event communications, and media relations.	World Bank

PARTNERS

Adam Smith International

Gates Foundation

 RMI

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

 EHA IMPACT VENTURES

 EHA CLINICS

MEMBERSHIPS

Gates Foundation
GOALKEEPERS

 GLOBAL COMMUNICATIONS ALLIANCE

 SBAIC

 sid-us.org

 VITAL VOICES
GLOBAL PARTNERSHIP