



Company Profile

Impact through communications

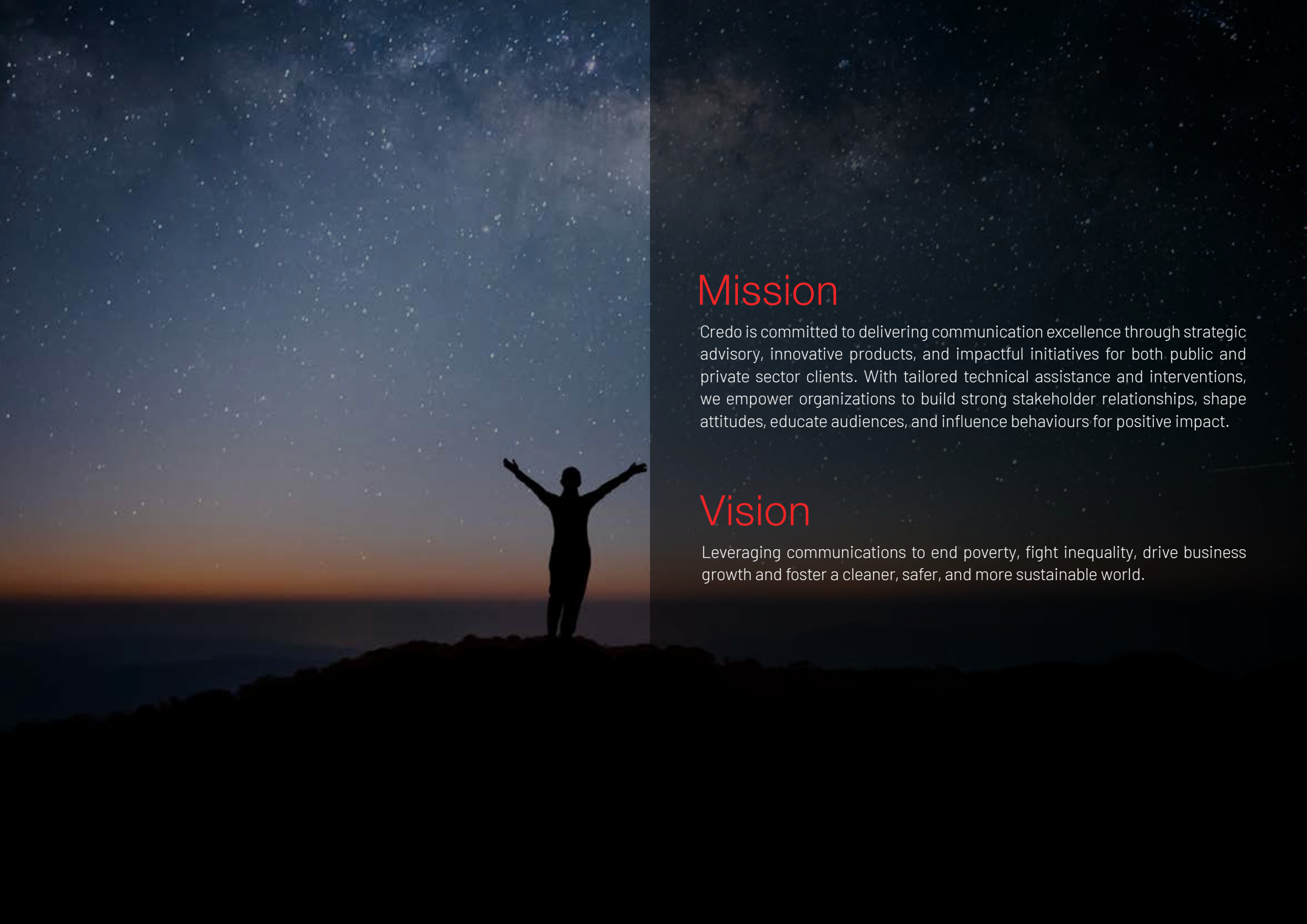


Who we are

Credo Advisory is a leading communications firm dedicated to driving change and strengthening trust across both the private and public sectors. Through innovative, research-driven approaches, the company partners with organizations to design strategic, operational, and tactical communications initiatives that raise awareness, foster stakeholder engagement, and build reputational excellence. Credo Advisory develops products, campaigns, and programmes that reflect deep industry insight and global best practices, helping clients enhance their positioning and visibility.

At the core of Credo Advisory's mission is a commitment to advancing the Sustainable Development Goals (SDGs) by promoting transparency, good governance, and responsible business practices in every communications response. The firm empowers organizations to connect meaningfully with their audiences, support advocacy for sustainable impact, and promote awareness, all while remaining agile and results-driven in rapidly evolving landscapes.





Mission

Credo is committed to delivering communication excellence through strategic advisory, innovative products, and impactful initiatives for both public and private sector clients. With tailored technical assistance and interventions, we empower organizations to build strong stakeholder relationships, shape attitudes, educate audiences, and influence behaviours for positive impact.

Vision

Leveraging communications to end poverty, fight inequality, drive business growth 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, programmes 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 landscape. 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 ecosystem 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 target audiences. Our event communications expertise allows us to maximise engagements across in-person and online events. From pre-event planning to live streaming and post-event communications, our team delivers innovative, integrated solutions.

■ Executive Communications

At Credo, the team recognizes the critical role of executive communications in shaping organizational reputation and inspiring stakeholders. Specialists offer bespoke strategies for senior leaders, including speechwriting, thought leadership development, executive profiling, internal messaging, and keynotes. Credo ensures executives communicate with clarity and authority, strengthening leadership presence and elevating the impact of your organization's voice across all channels.

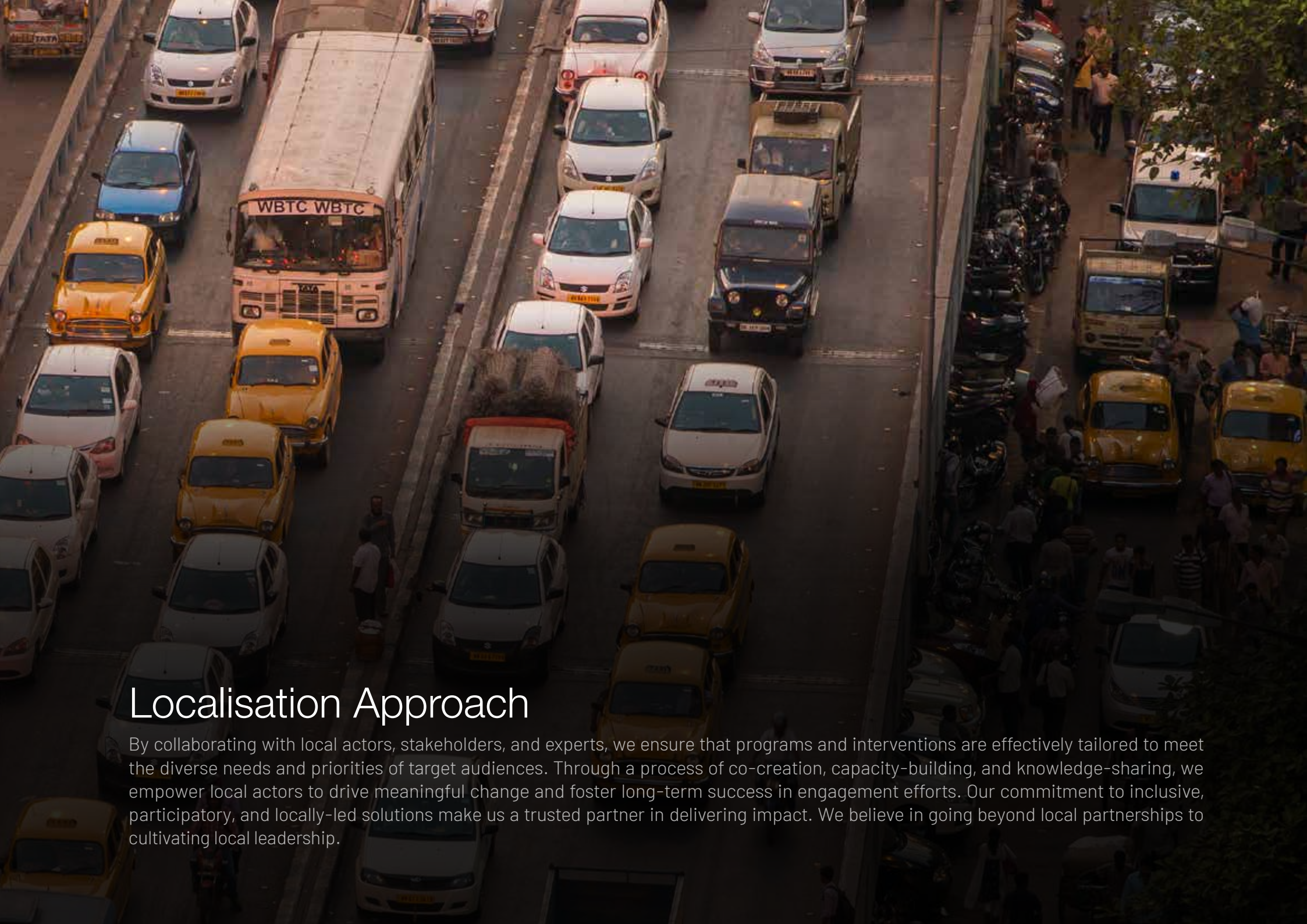
■ Media Relations

At Credo, the team understands the power of news media in today's dynamic 24-hour media cycle. Our Specialists design strategic, results-focused media relations campaigns customized for each client, spanning press release writing, media outreach, monitoring, crisis communications, and influencer engagement. Credo consistently secures targeted media coverage, fosters strong relationships with journalists and influencers, and enhances client visibility and messaging across diverse 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 commitment to excellence, we help our clients navigate the stakeholder landscape, shape perceptions, and achieve their communication goals effectively.





Localisation Approach

By collaborating with local actors, stakeholders, and experts, we ensure that programs and interventions are effectively tailored to meet the diverse needs and priorities of target audiences. 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 engagement efforts. Our commitment to inclusive, participatory, and locally-led solutions make us a trusted partner in delivering 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 social entrepreneurs to tireless activists, from environmentalists to human rights advocates, our podcast serves as a beacon, amplifying the voices of those committed to a cause. 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.



**CREDO
VOICES**
with Amie Okyere

A close-up, artistic photograph of a hand holding a dark pen, poised to write on a light-colored surface. The lighting is warm and dramatic, with strong highlights and deep shadows. In the background, another hand is visible, pointing towards the right, slightly out of focus. The overall mood is creative and professional.

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.

FCDP FOR SUN COUNTRIES

8 TRUE TORI WEY CONCERN COVID-19 VACCINE



Credocast

No Planet B

Saving Earth



- 1 Digital Campaigns for COP 26
- 2 Greenwashing Counts Action
- 3 Advancing sustainable Earth

UKNIAF
ROUNDTABLE ON STATE ACCESS TO CLIMATE FINANCE
ENGR. FRANK EDOZIE

MANDATORY PAYMENT FOR REPEAT PCR TEST



Pay for a Repeat PCR test
Pay for a Repeat PCR test
Pay for a Repeat PCR test

2023 ANNUAL IMPACT REPORT



HOW NERC PROTECTS ELECTRICITY CUSTOMERS

- 1 NERC has a duty to protect the interests of electricity customers
- 2 NERC has a duty to ensure that electricity is supplied to customers at a reasonable price
- 3 NERC has a duty to ensure that electricity is supplied to customers in a timely and reliable manner
- 4 NERC has a duty to ensure that electricity is supplied to customers in a safe and secure manner
- 5 NERC has a duty to ensure that electricity is supplied to customers in a transparent and accountable manner
- 6 NERC has a duty to ensure that electricity is supplied to customers in a fair and equitable manner
- 7 NERC has a duty to ensure that electricity is supplied to customers in a sustainable manner
- 8 NERC has a duty to ensure that electricity is supplied to customers in a manner that is consistent with the public interest



Credocast

Capital for Impact

Communications Solution for Impact Investing



- 3 Unwilling Impact Investing
- 4 Influencing Policy and Regulation
- 7 Addressing Misconceptions

8 FACTS COVID-19 VACCINE



UKNIAF

United Kingdom Nigeria Infrastructure Advisory Facility



COVID-19 Vaccination

Before vaccination
1. Wash your hands with soap and water for at least 20 seconds.
2. Avoid touching your face, especially your eyes, nose, and mouth.
3. Avoid close contact with people who are sick.
4. Avoid crowded places and large gatherings.
5. Wear a face mask or cloth covering your nose and mouth when you are around other people.
6. Avoid sharing food or drinks with other people.
7. Avoid public transport, especially enclosed spaces.
8. Avoid visiting public places, especially enclosed spaces.
9. Avoid visiting public places, especially enclosed spaces.
10. Avoid visiting public places, especially enclosed spaces.

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

Audio & Enhancement

Audiograms

Podcasts

Radio Jingles

Radio Dramas

Radio PSAs

Voiceovers

Motion Production

Animations

Documentaries

Explainers

GIFs

Logo Animations

Motion Graphics

TV PSAs

Videos

Graphic Design

2D Illustration

2D Character Design

Adverts

Banners

Billboards

Brochures

E-flyers

Factsheets

FAQ

Infographics

Photography

Pamphlets

Publications

Presentations

Slideshows

Branding

Brand Guide

Brand Identity

Digital Branding

Communications Toolkits

Digital Branding

Event Branding

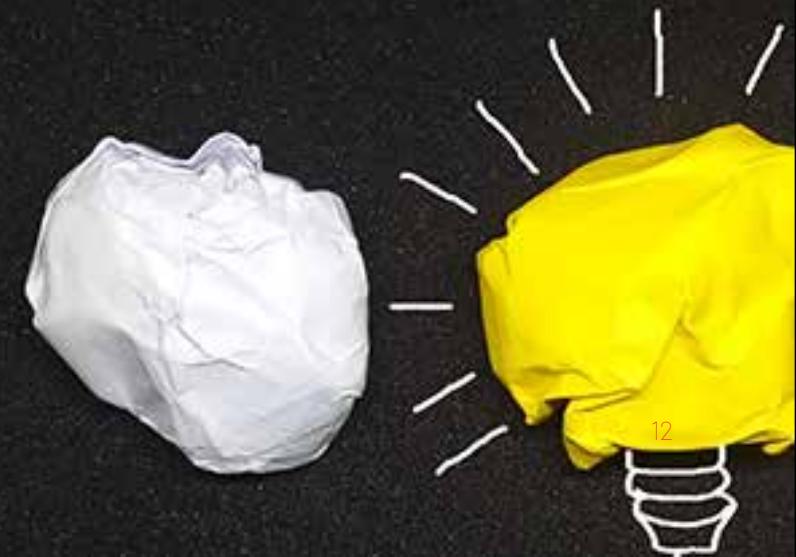
Logo Design

Merchandise

UI/UX Design

Website

All products under our service offerings can be translated into various languages.
Please explore our [work](#).



Digital Media Mastery

In today's digital landscape, organizations struggle to navigate its complexities. At Credo Advisory, we provide tailored support to clients seeking to optimize their digital media presence and strategy. We leverage digital media to drive awareness, shape narratives, and engage diverse audiences. Our strategic approach combines compelling content, insights, and innovative digital tools to maximize reach and impact across platforms



Targeted Digital Campaigns

We design and execute high-impact digital campaigns that resonate with key audiences. From social media storytelling and influencer partnerships to multimedia content creation, we ensure that messages are clear, engaging, and action-driven. Our Creative Studio creates visual content to enhance audience engagement and reinforce brand positioning.

Social Media for Strategic Communications

Recognizing the growing influence of mobile-first communication, we leverage social media to amplify key messages, foster engagement, and drive conversations around critical issues. We design, test, tailor, and activate campaigns for optimal social media activation through platforms.

Our campaigns incorporate dynamic visuals, interactive posts, select influencer collaborations, promotions, and live discussions, ensuring maximum visibility and audience engagement. Recognizing the importance of direct and community-driven communication in certain geographies, we also utilize WhatsApp Communities for real-time engagement. This enables us to share updates, foster discourse, and disseminate critical information efficiently, ensuring that key messages reach the right audiences and are scalable.

Data-Driven Campaigns

To measure the success of our digital initiatives, we employ industry-leading analytics tools to track sentiment analysis, engagement metrics, and audience reach, allowing for real-time optimization and data-backed strategy adjustments. Through social listening, social media monitoring, and performance analysis, we assess impact and gain valuable insights into audience sentiment, engagement trends, and content effectiveness, enabling us to refine our strategies and optimize future communication efforts.

Influencers & Content Creators as Strategic Allies

Collaborating with key voices offers a unique opportunity to leverage their established credibility and dedicated following, amplifying strategic and tactical messaging. By tapping into niche communities and demographics, our campaigns extend their reach and connect with specific segments that traditional marketing might overlook. Our partnerships with influencers bring a fresh, creative approach to content production, enriching brand storytelling and encouraging audience engagement through compelling visuals and narratives.

Maximizing Digital Engagement

We foster meaningful discussions and interactions through digital platforms like “X” (Twitter) Spaces, LinkedIn Live sessions, and online forums. Our ability to integrate digital trends, monitor online conversations, and engage communities ensures that Credo Advisory remains at the forefront of impactful and measurable digital communications.

■ Digital Videos

Our Creative Studio creates video content to be shared on platforms like YouTube, Facebook, and Instagram. This includes vlogs, tutorials, educational content, and promotional videos.

■ Email Marketing

Promotional content sent via email to communicate with stakeholders and clients to build relationships and drive engagement and brand visibility.

■ Online Advertising

We create digital ads for websites, social media, and search engines (e.g., Google Ads, Facebook Ads) designed to reach specific target audiences.

■ Podcasts

Credo curates audio programs for streaming on platforms like Spotify, Apple Podcasts, and YouTube, covering various topics from storytelling to interviews.

■ Social Media

Platforms include Facebook, Instagram, X, LinkedIn, and TikTok, which facilitate user-generated content, sharing, and interactions among users.

■ User-Generated Content

Content created and shared by users, including reviews, testimonials, and photos shared across digital platforms.

■ Websites & Blog

We develop and manage online platforms that publish articles, news, and information, which include company websites and blogs like Medium.



Some projects

Credo consultants have been privileged to work across local, national and international projects where they led and support communication and engagement activities

Strengthening Peace & Resilience

Credo Advisory provides strategic communication support to the Strengthening Peace and Resilience in Nigeria (SPRING) programme, an initiative funded by the UK Foreign, Commonwealth & Development Office and implemented by Tetra Tech. SPRING collaborates with Nigerian government agencies to establish a framework for sustainable peace by addressing root causes of conflict and strengthening resilience to climate change.

With ongoing insecurity and climate-related vulnerabilities in Nigeria, effective communication is critical to peace advocacy, fostering collaboration, and ensuring the programme's success. Credo's role is to enhance SPRING's visibility, strengthen stakeholder engagement, and facilitate knowledge sharing to support its mission.



Programme Communication Strategy

Our team developed a comprehensive communication strategy to amplify SPRiNG's peacebuilding and resilience objectives. We are actively implementing this framework, ensuring that communication tools, engagement efforts, and messaging have maximum impact.

Event Communications

Credo's event communications support advances the programme's mission and fosters inclusive dialogue. Our team develops compelling stories, coordinates strategic media engagements, and implements targeted communication efforts to highlight peacebuilding outcomes and community resilience. Through carefully crafted press releases, stakeholder outreach, and robust media partnerships, the communications approach ensures broad visibility for key events and meaningful support for peace and resilience initiatives.

Past events include the Federal Ministry of Livestock Development (FMLD) Stakeholder Validation Workshop, the Conflict-Sensitive Communication Workshop for senior FMLD staff and media practitioners, as well as the Dissemination Workshop for the Gender Equality and Social Inclusion Study.

Media Relations

For each milestone, Credo Advisory facilitates extensive media coverage, leveraging our strong media partnerships to disseminate key messages. We develop press releases and press kits, ensuring factual and widespread reporting aligned with SPRiNG's programme objectives.

Additionally, we secure print, radio, and television interviews for SPRiNG representatives as avenues to communicate programme goals, activities, strategic, and tactical messaging to a national audience. For example, in observance of the 2025 International Women's Day, radio interviews were conducted to share study findings and the critical role of gender equality and inclusion in peacebuilding in Nigeria.

Content Development

A broad array of content development services, including professional photography, videography, and dynamic social media management, is provided to elevate the visibility and impact of the SPRiNG programme's initiatives.

The team captures key moments, documents success stories, and showcases project milestones, ensuring assets are tailored for diverse platforms and audiences. Robust storytelling and multi-media content not only enhance knowledge management, but also drive stakeholder engagement and amplify awareness around SPRiNG's progress and achievements.

Amplifying Women in Energy

Credo Advisory provided technical support to Women on the Grid Hub (WOTGH) – a United Kingdom Nigeria Infrastructure Advisory Facility (UKNIAF) platform that convenes women in senior policy roles across the on-grid power sector, spanning policy, generation, transmission, distribution, and regulation.





Our mandate included promoting the visibility and impact of WOTGH initiatives by:

- Developing and disseminating its landmark WATTS with the Grid Hub podcast to stakeholders.
- Designing and executing social media campaigns, including promotional assets for podcasts.
- Profiling Women on the Grid members through engaging short-form content such as interview videos, biographies, and spotlight features.
- Providing communications support for WOTGH mentorship events, including designing event materials, video production, photography, and media engagement.



Powering Nigeria's Growth

Credo Advisory partnered with the Federal Ministry of Power to commemorate Democracy Day on May 29th by showcasing two years of transformative achievements in Nigeria's electricity landscape. Leveraging our storytelling expertise and visual design capabilities, we crafted high impact communication assets that celebrate the Ministry's milestones and strengthen public trust in the nation's power initiative.



Video Production

We produced a polished, 2-minute compilation video that distilled the Ministry's key accomplishments, ranging from grid expansion to rural electrification, into a compelling narrative. Through dynamic footage, data-driven graphics, and ministerial testimonials, the film captured the progress made across generation, transmission, and distribution over the past two years.

Infographic Design

Our creative team designed a concise, 2-page infographic summarising headline metrics and program highlights. Clean layouts and bold visuals illustrate growth in megawatt capacity, connection statistics, and cornerstone projects. The infographic provides an at-a-glance reference for print and digital publication, ensuring clarity and engagement for diverse audiences.

Impact & Reach

These deliverables were distributed via national newspapers and broadcast channels ahead of Democracy Day, amplifying the Ministry's story to policymakers, investors, and the Nigerian public. By combining strategic messaging with eye-catching design, Credo Advisory elevated the visibility of the Ministry's work and reinforced its reputation as an action-oriented leader in Africa's power sector.

Cracking The Nut Conference

Supporting a Global Dialogue on Climate Resilience

Credo Advisory partnered with Connexus Corporation for the Cracking the Nut 2024 Conference, a global convening that addressed urgent challenges at the intersection of agriculture, food security, and climate change. This strategic engagement stemmed from our active participation in the Small Business Association of International Companies (SBAIC), a platform that promotes cross-sector collaboration among international development practitioners.

The event, hosted in Abuja, Nigeria, from October 7-10, 2024, brought together leading voices from USAID, Chemonics, DAI, Catholic Relief Services, and other key institutions. Under the theme "Preparing for Accelerated Climate Change," the conference highlighted cutting-edge approaches to reducing green-house gas emissions in agriculture, developing climate-resilient food systems, and financing resilience.





Media Partnership

As an official media partner, Credo Advisory provided robust communications support that amplified visibility, fostered dialogue, and strengthened stakeholder engagement. Our scope of work included media advisory, real-time content creation, visual documentation, and social media engagement.

Media Relations

Credo leveraged its extensive media networks to ensure widespread and accurate conference coverage. We coordinated with national journalists, supported live coverage, and disseminated curated messaging that reflected the event's global significance. Our press engagement strategy ensured that conversations around climate adaptation and agricultural innovation reached broader development audiences.

Social Media

Throughout the conference, Credo managed the #CTN24 hashtag, curating timely updates, capturing speaker highlights, and sharing key takeaways as they unfolded. Our on-the-ground digital coverage brought the energy of the event

online, sparking conversations and elevating innovative ideas, partnerships, and insights emerging from each session. The strategy was crafted to maximize visibility, drive engagement, and reinforce the conference's global relevance.

Content Development

Our Creative Studio designed branded content and developed dynamic visual assets to support the event's communication goals. We created engaging social media cards, event recap materials, and photography that brought the conference's impact to life. Each asset was crafted to align with partner branding and messaging frameworks.

Photography & Visual Documentation

Credo provided professional event photography, capturing powerful moments across sessions and training days. Our images were used for social sharing, publications, and long-term Cracking the Nut 2024 initiative documentation.

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 & 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 catalyze progress towards a healthier and more sustainable future for all.

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 utilized 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.



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 Energy Reform



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 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 & 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

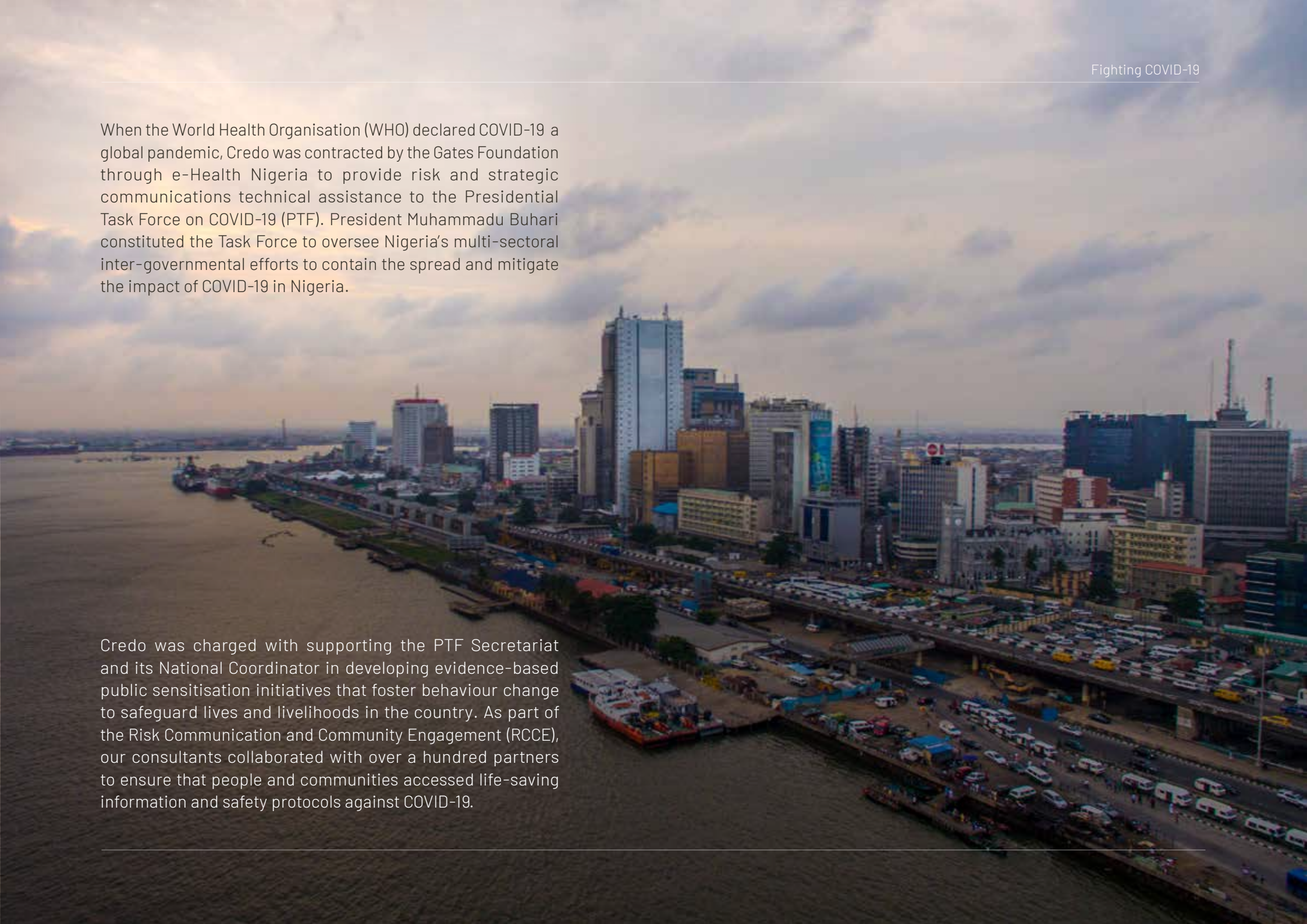
———— Nigeria's Response ————



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 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.



Coordinated Advocacy

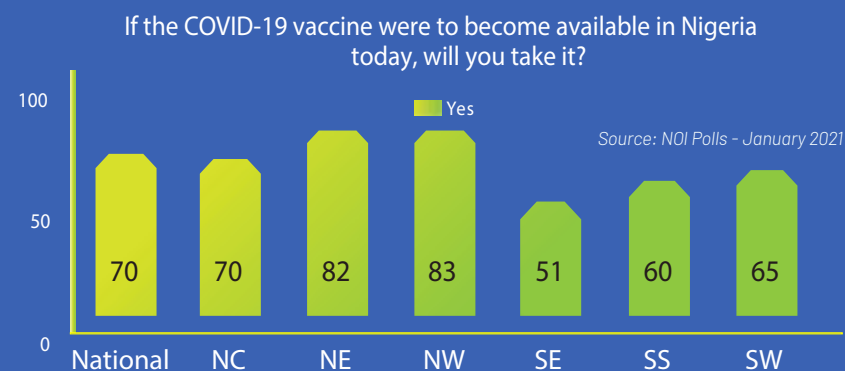
Credo supported the development of a national communication and engagement strategy to counter COVID-19. We also helped implement this strategy across Nigeria's 774 local government areas in coordination with federal, state, and local government agencies. The agencies included the Nigeria Centre for Disease Control, the Federal Ministry of Health, and the National Primary Health Care Development Agency

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



The COVID-19 emergency response called for mobilizing and coordinating public and private sector partners across diverse function areas and pillars ranging from Resource Mobilization, 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 the Africa CDC, Gates Foundation, UNICEF, WHO, the United Nations and USAID to strengthen efforts at all levels.

Fighting the Pandemic with a National 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 & 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
- Adverts
- Presentations
- Radio jingles
- Social media flyers
- Explainer videos

All creative materials were 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 managed and promoted the media appearances of the PTF's National Coordinator, ensuring visibility across relevant channels and supporting clear COVID-19 messaging. The team enhanced transparency through press releases, articles, and opinion pieces, strengthening public awareness of PTF activities. By closely monitoring media coverage and deploying crisis communications, Credo effectively countered misinformation and provided daily support for press conferences, talking points, and scheduled interviews for leadership.

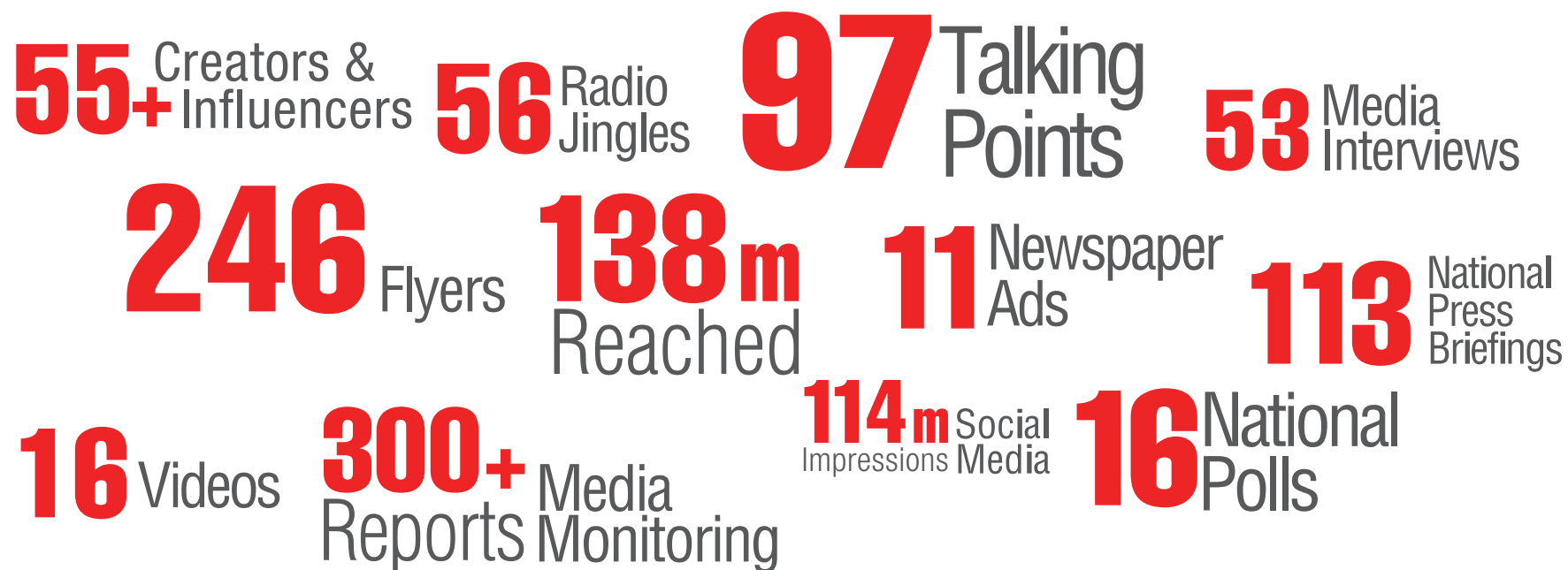


Transforming Transparency

To strengthen coordination among partners and improve the pandemic response, Credo assisted the United Nations Development Programme (UNDP) and Nigerian Economic Summit Group (NESG) in creating a specialized communications tool; a resource-tracking dashboard for the Presidential Task Force (PTF). This innovative, real-time accountability platform provided clear visibility into all aspects of resource mobilization, including financial contributions, material and in-kind donations, capacity-building initiatives, technical assistance, and state-level responses.

By making key data easily accessible and transparent, Credo empowered stakeholders to monitor progress, foster trust, and enhance collaboration throughout Nigeria's pandemic response.

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 and civil society organisations 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 aided 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 and leveraged content creators and digital influencers from the entertainment, advocacy and health sectors for maximum reach to the target audience.

Get vaccinated in one shot!
 Johnson & Johnson
 vaccine 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
 #YesToCOVID19Vaccine

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

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
OPTIMIZED S.C.A.L.E.S STRATEGY FOR COVID-19 MASS VACCINATION IN NIGERIA

TIME: 12pm
 DATE: Tuesday, February 22, 2022
 LOCATION: Transwonder Hotel, Abuja

RADIO JINGLE
 Phase 2 COVID-19 vaccine commencement

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 #YesToCOVID19Vaccine

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
 @NPHCDA

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

YesToCOVID19Vaccine

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 #YesToCOVID19Vaccine

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

NEW FESTIVAL HALL GOVERNMENT HOUSE
 18/09/2021 | 9:00 AM (WAT)

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 #YesToCOVID19Vaccine

COVID-19 VACCINATION UPDATE

4 WEEKS of local wide scale vaccination campaign for COVID-19 has been completed with 100 days.

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 Vaccination Patient Information

Before Vaccination | **After Vaccination**

Get vaccinated at any vaccination site nearest to you.

PRIMARY HEALTH CARE SUMMIT

ALPH

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
 #YesToCOVID19Vaccine

VACCINE

Approved by WHO and will be made available in Nigeria by NPHCDA.

Approved for NPHCDA specific information (PHC).

Approved for use of change in vaccination sites 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
AND
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

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
FORUM FOR COMMUNITY HEALTH & WELLBEING
THE NATIONAL COORDINATION AGENCY

PRESENTS

A BINEKELY DRAMA SERIES

RHYTHMS OF CHANGE

DISCOVER 7:00

TUNE IN TO RADIO NIGERIA

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



RADIO JINGLE

Pre-arrival of COVID-19 vaccines

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

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 safety app.

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

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.vaccinatefinder.nphcda.gov.ng
@nphcda @NphcdaNG
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

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

SENSITIZATION MEETING ON THE IMPORTANT VALUE OF IMMUNIZATION

AVW 2022 CAMPAIGN

TIME: 10PM
DATE: JULY 1ST
VENUE: ABUJA, N

"LONG LIFE FOR VACCINATE FOR A LIVING"

ALL VACCINES SAFE, FREE, EFFECTIVE

8 FACTS
COVID-19 VACCINE

- 1 Produced under strict adherence to scientific and legal protocols
- 2 Does not contain harmful substances or neurotoxic
- 3 Protects against COVID-19
- 4 Can be received by anyone with underlying medical conditions
- 5 Supports full antibody response (30-50% up to COVID-19 vaccines)
- 6
- 7
- 8

AFTER VACCINATION

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 microbeads to pass through into the body
- 3 If the vaccine produces magnetism, the whole body should be magnetic, 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 MRI (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 physicists shows that humans cannot produce a magnetic field



NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

#YesToCOVID19Vaccine

COVID-19 Vaccine
Call Centre:
0700 220 1122

www.nphcda.gov.ng
@nphcda @NPHCDA

Get fully vaccinated with just one shot!

Take single dose Johnson & Johnson COVID-19 vaccine today.

NATIONAL FLAG-OFF PHASE 2 COVID-19 VACCINATION



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. Our 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.

Strategy Validation

Ahead of the nationwide campaign, the communications strategy was tailored to meet specific objectives and ensure optimal effectiveness. Credo consultants undertook the review, validation, and revision of the existing strategy through comprehensive desk research, stakeholder mapping, and evaluation of messaging, channels, and tools tailored to each audience. The team's thorough assessment ensured the strategy was refined for optimal effectiveness and impactful implementation

Enlightening the Public

Credo's Creative Studio produced a range of marketing materials for the public campaign, including an animated explainer video on the National Social Register development process, infographics and e-flyers highlighting the project's COVID-19 response strategy, and a newspaper advertorial about the register. Additionally, Credo Advisory created information, education, and communication (IEC) materials translated into Igbo, Yoruba, and Hausa to broaden outreach and engagement

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

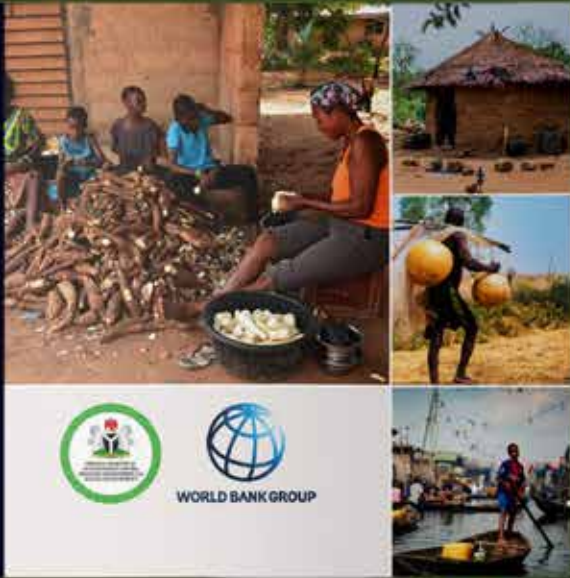
The dynamic nature of the NASSP project called for the strategic integration of a communications framework to manage potential crises that could occur during project implementation. Credo specialists developed crisis communication guidelines as a reference for NASSP management to communicate effectively 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 (NASSPP) 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.



WORLD BANK GROUP

NASSCO Office Address:
76 Ad Akilu Crescent
State House
Abuja, Nigeria

info@nassp.gov.ng
www.nassp.gov.ng
NasscoNigeria

TARGETING THE POOR & VULNERABLE

FOR THE NATIONAL SOCIAL REGISTER

NATIONAL SOCIAL SAFETY NETS
COORDINATING OFFICE (NASSCO)



...for the Poor and Vulnerable

COMMUNITY BASED TARGETING



Pre-sensitization visits
by Community Based
Targeting Teams



Register
of the poor

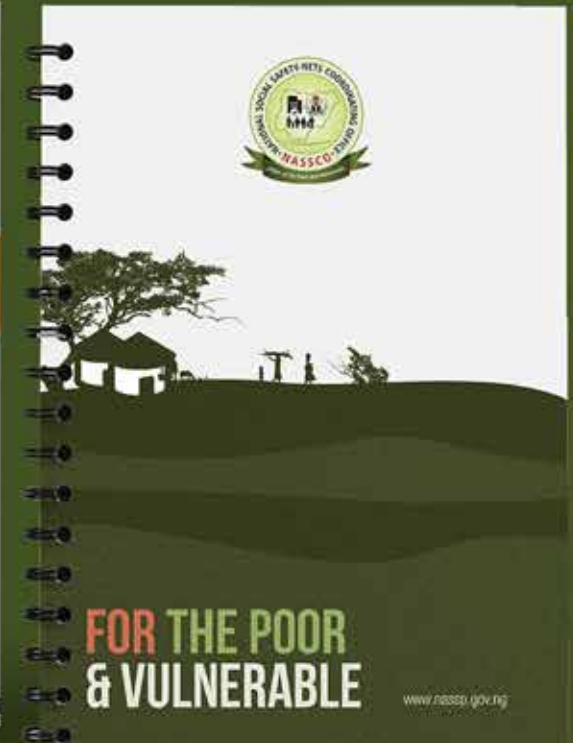


03:47 / 10:00

HD



SOCIAL REGISTERS
IN NIGERIA



FOR THE POOR
& VULNERABLE

www.nassp.gov.ng

TABLE OF CONTENTS

Power Sector Reform

The background of the slide features a silhouette of several high-voltage power transmission towers against a bright, orange-hued sunset sky. The towers are arranged in a line, receding into the distance. The overall color palette is dominated by warm tones of orange, yellow, and brown, creating a dramatic and industrial atmosphere.

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.

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.

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.

Content Development

Based on identified communication gaps, Credo's Creative Studio incorporated vital messaging into the development of sensitisation creatives and materials. The social media flyers and creative content addressed customer complaints, communicated energy-saving tips, and encouraged bills payments, 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.

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.



Elevating Leadership

Credo Advisory is proud to support EHA Clinics through a pivotal leadership transition, providing comprehensive strategic communications for the appointment and executive positioning of its new CEO, Dr. Ifunanya Ilodibe. Our work is grounded in a clear mandate to amplify her vision, strengthen the EHA Clinics brand, and drive visibility across digital, media, and stakeholder platforms.

CEO Announcement Strategy

As part of a comprehensive CEO announcement strategy, Credo partnered closely with the EHA Clinics team to ensure a smooth and impactful leadership transition. The collaboration encompassed end-to-end planning and execution of the CEO transition announcement, which included the creation and distribution of a tailored press release, development of a robust media toolkit featuring key messages, visually engaging digital assets, and a comprehensive set of FAQs.

In addition, Credo orchestrated a dynamic social media campaign and produced various announcement collateral to amplify visibility and effectively communicate the appointment across all relevant channels. This multifaceted approach ensured that the new CEO's vision and leadership were clearly conveyed to internal and external stakeholders alike, strengthening EHA Clinics' brand reputation and engagement during this pivotal period.

Media Engagement

To elevate the visibility and impact of EHA Clinics' leadership transition, Credo implemented a comprehensive media and content strategy that reached influential Nigerian news outlets. The team organized a high-profile live press conference and media roundtable featuring Dr. Ilodibe and the EHA Clinics Board, creating opportunities for direct engagement with journalists and amplifying her vision for the organization. In addition, Credo developed a

three-part blog series that included insightful pieces such as "From Clinician to CEO" from Dr. Ilodibe's perspective, as well as reflections from other leaders and staff, capturing the personal and organizational significance of the transition. To further highlight the new CEO's story, a cinematic video introduction was produced, spotlighting her background, aspirations, and anticipated impact. These integrated efforts ensured sustained, meaningful coverage, and built strong public interest and stakeholder confidence in EHA Clinics' continued leadership and growth.

Leading the Healthcare Dialogue

Credo Advisory provides tailored executive communications support to position Dr. Ifunanya Ilodibe as a leading voice in healthcare leadership, innovation, and equity across Africa. Our work is anchored in amplifying her thought leadership and extending her influence through strategic visibility, storytelling, and audience engagement.

This includes identifying and securing high-impact speaking engagements aligned with her expertise and leadership journey, from primary healthcare systems to inclusive leadership and digital innovation.

We also support the development of compelling content such as keynote speeches, panel talking points, opinion pieces, blogs, and feature articles that reflect her values, insights, and professional experience.

To ensure consistency and resonance across platforms, we manage her executive presence on LinkedIn, producing relatable, high-quality content that reflects her voice and advances EHA Clinics' visibility and mission. Through these efforts, we enable Dr. Ifunanya to shape meaningful conversations, influence health policy discourse, and inspire the next generation of healthcare leaders.

Dr. Anthonia Shagaya
Chief Executive Officer

As the new CEO of EHA Clinics, I am excited to lead the organization into a new era of growth and innovation. My focus will be on enhancing patient care, expanding our service offerings, and ensuring the highest standards of quality, safety, and financial performance. I look forward to working with our dedicated staff and partners to achieve our shared vision of becoming the premier healthcare provider in our region.

DR. IFUNANYA ILODIBE
Chief Executive Officer

It is an honor to be appointed as the new CEO of EHA Clinics. I am committed to driving sustainable growth, patient-centered innovation, and operational excellence. My leadership will focus on strengthening our financial foundation, expanding our service portfolio, and ensuring the highest standards of quality and safety for our patients and partners.

STEPPING INTO A BOLD NEW ROLE

01

• A Visionary Leader

• A Strategic Thinker

• A Collaborative Partner

Dr. Ifunanya Ilodibe

Together, we will drive sustainable, patient-centered innovation, expand access, and uphold the highest standards of quality, safety, and financial performance, making health and well-being a promise and a shared reality across our communities.

"YOUR LEADERSHIP MEANS GREAT CONFIDENCE"

Congratulations on your appointment as CEO of EHA Clinics. Your leadership will drive sustainable growth, patient-centered innovation, and operational excellence. We are confident in your vision and leadership to guide the organization into its next chapter of growth and impact.

"I'M GENUINELY PROUD OF EVERYTHING YOU'VE ACHIEVED."

Opeyemi D. Adetunji
Regional Director

I have had the pleasure of working with Dr. Ifunanya Ilodibe for several years. Her leadership style is data-driven and grounded in equity, all while maintaining a strong focus on patient care and community health. She is a visionary leader who inspires her team to achieve their best. I am proud to have worked with her and look forward to continuing our partnership.

ALSO CONGRATULATE EHA CLINICS FOR THIS WISE CHOICE...

Sim Shagaya
Regional Director

It is a great joy to see Dr. Ifunanya Ilodibe appointed as CEO of EHA Clinics. She brings a wealth of experience and a proven track record in healthcare leadership. Her appointment as CEO of EHA Clinics is a well-deserved recognition of her leadership and commitment to excellence. We are confident in her vision and leadership to guide the organization into its next chapter of growth and impact.

EHA CLINICS

A New Era Begins

**Welcome Our New CEO
Dr. Ifunanya Ilodibe**

"FEW PEOPLE LEAD WITH SUCH CLARITY, CARE, AND CONVICTION..."

It is a great joy to see Dr. Ifunanya Ilodibe appointed as CEO of EHA Clinics. She brings a wealth of experience and a proven track record in healthcare leadership. Her appointment as CEO of EHA Clinics is a well-deserved recognition of her leadership and commitment to excellence. We are confident in her vision and leadership to guide the organization into its next chapter of growth and impact.

"CONGRATULATIONS TO DR. IFUNANYA..."

On behalf of the Board of Directors, we extend our heartfelt congratulations to Dr. Ifunanya Ilodibe on her appointment as CEO of EHA Clinics. We are confident in her vision and leadership to guide the organization into its next chapter of growth and impact.

DOES DR ILODIBE'S ROLE ALIGN WITH EHA CLINICS' LONG-TERM GOALS?

Dr. Ilodibe's role aligns seamlessly with EHA Clinics' vision of leading impact, delivering trust, and inspiring high-quality primary healthcare. As a systems thinker, she brings a new ability to balance operational excellence with patient-centered care, and a strong focus on financial performance. Her leadership style is data-driven and grounded in equity, all while maintaining a strong focus on patient care and community health.

WHAT SHOULD PATIENTS AND PARTNERS EXPECT?

- Reinforced commitment to safety, speed, and high-quality service.
- Innovations in digital health, home care, diagnostics, and primary care.
- Clear alignment with community health and social impact.

WHY IS THIS LEADERSHIP TRANSITION IMPORTANT?

Dr. Ifunanya Ilodibe envisions a healthcare system that is safe, faster, more equitable, and purpose-driven. Guided by EHA Clinics' "True North", her leadership will focus on:

- Zero harm, zero wait, and zero waste.
- A high-performance culture.

MEET OUR NEW CEO

FAQs

WHO IS DR. IFUNANYA ILODIBE?

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 Centres 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, empowered 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.

COHORT 6



Gates Foundation

Credo Advisory joined the 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. As part of our alliance, Credo participates in monthly knowledge-sharing

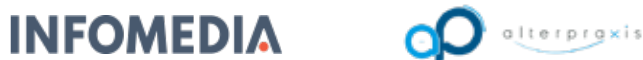
initiatives, annual summits, peer-to-peer mentorship programmes, and employee exchange programmes, which support staying abreast of the latest global communications practices and allow our team of specialists to engage closely with our international counterparts.

GCA Members

Africa, South Asia & Australia



North & South America



GCA Global Boards

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

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

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



In support of

**WOMEN'S
EMPOWERMENT
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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