

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**
Develop advocacy strategies that influence policy, mobilise stakeholders, and advance organisational priorities
- **Capacity Building**
Strengthen organisational communications through tailored training, coaching, and knowledge transfer.
- **Community Engagement**
Design inclusive engagement frameworks that foster meaningful participation by communities and local stakeholders.
- **Crisis Communications**
Develop crisis preparedness and response strategies that protect reputation and maintain stakeholder trust.
- **Development Communications**
Design communication strategies that drive behaviour change and support sustainable development outcomes.
- **Digital Communications**
Develop data-driven digital strategies that strengthen online engagement, visibility, and audience growth.
- **Event Communications**
Plan and deliver integrated communications that maximise visibility, stakeholder engagement, and event impact
- **Executive Communications**
Deliver tailored services that help leaders articulate their vision and build trust through strategic storytelling.
- **Media Relations**
Build media visibility through strategic engagement, media outreach, press materials, and relationship management.
- **Public Relations**
Develop integrated public campaigns that strengthen reputation and build meaningful stakeholder relationships.
- **Strategic Partnerships**
Connect organisations with government, private sector, and development partners to unlock collaboration and funding.

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
Energizing Women and Youth in Agri-Food System Program (EWAS)	Strategy development, communications advisory, digital communications, stakeholder engagement, content development.	Rocky Mountain Institute
Strengthening Peace and Resilience in Nigeria (SPRiNG)	Strategy development, event communications, social media management, media relations, content development and sentiment analysis.	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, executive communications, digital communications, event communications, media relations, and public relations.	EHA Impact Ventures EHA Clinics
Nigeria-Population & Housing Census	Communications strategy development, sentiment analysis and public opinion research.	United Nations Population Fund
Presidential Task Force on COVID-19 & Vaccination	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

RESOURCES

Please click on the links below to learn more

- [Credo News](#)
- [Credocast](#)
- [Credo Voices](#)

PARTNERS



MEMBERSHIPS

