

Creatives Portfolio



ABOUT US

Credo Advisory is a leading strategic and development communications firm based in Nigeria and USA. The firm partners with governments, organizations, businesses and individuals to raise public awareness, build trust, and effect change through targeted engagements. We integrate our knowledge of best communication practices, industries, understanding of local markets, and research and insights to provide exceptional services. Credo is intentional about building long-term rewarding partnerships and encouraging professional development in our people. We have unwavering commitment to championing our client needs, seeking new solutions and effecting change.

OUR EXPERTISE

- Advocacy
- Capacity Building
- Community Engagement
- Content Development
- Content Production
- Crisis Communications
- Development Communications
- Digital Communications
- Event Communications
- Government Relations
- Media Relations
- Public Relations





OUR CREATIVE SERVICES

Audio Content

Branding

Digital Content

Graphic Design

Motion Production

AUDIO CONTENT

Radio Jingle

Credo Advisory was contracted to support the National Primary Health Care Development Agency (NPHCDA) in creating awareness for COVID-19 vaccination through developing content such as e-flyers, billboards, TV PSAs, radio jingles, etc.

Project Name

Commencement of Johnson & Johnson COVID-19 Vaccine Administration.

Year

2022



PIDGIN VERSION

Commencement of Johnson & Johnson
COVID-19 Vaccine Administration



YORUBA VERSION

Commencement of Johnson & Johnson
COVID-19 Vaccine Administration



IGBO VERSION

Commencement of Johnson & Johnson
COVID-19 Vaccine Administration



HAUSA VERSION

Commencement of Johnson & Johnson
COVID-19 Vaccine Administration



AUDIO CONTENT

Radio Jingle

We supported the Presidential Task Force on COVID-19, in developing evidence-based public sensitization initiatives that foster behaviour change to safeguard lives and livelihood in Nigeria, through developed print, audio, and digital materials.

Project Name

Eased Lockdown Measures

Year

2020



BRANDING

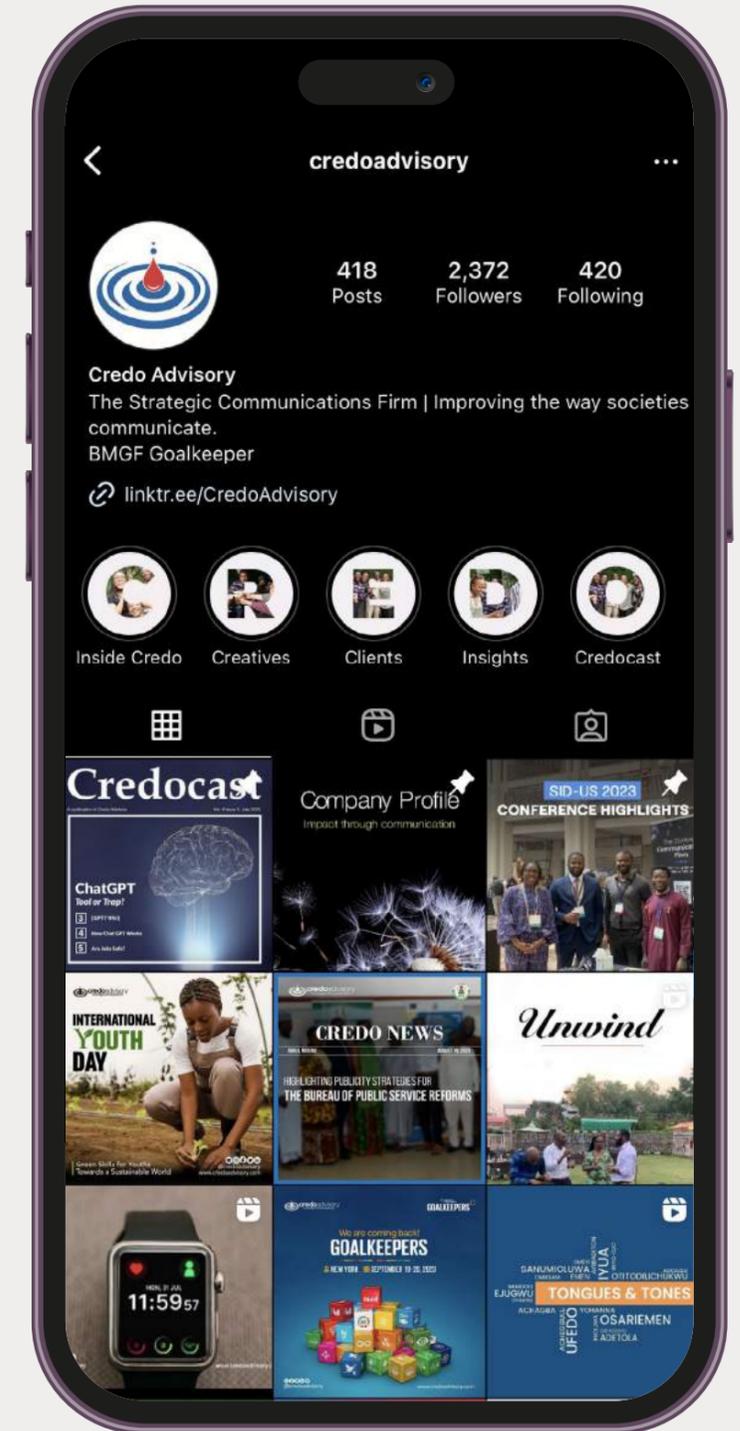
We help our clients design a wide range of distinctive materials to resonate with their target audience.





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

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.nphcda.gov.ng
info@nphcda.gov.ng

Credocast

A Publication of Credo Advisory

Vol. 6 Issue 1

BEYOND THE BEAT

Music for Social Change

01. A Rallying Cry
02. Rhythms of Social Change
03. Sounds of Africa

COMMISSIONING EVENT: August 2, 2019

NIGERIA'S LARGEST SOLAR HYBRID POWER PLANT

FEDERAL GOVERNMENT OF NIGERIA'S ENERGIZING EDUCATION PROGRAMME

Alex Ekwueme Federal University Ndufu-Allike Ikwo

RURAL ELECTRIFICATION AGENCY

Clean, Safe & Reliable Energy | 2.8 MW

Powering Education to the Next Level

TARGETING THE POOR & VULNERABLE

FOR THE NATIONAL SOCIAL REGISTER

NATIONAL SOCIAL SAFETY NETS COORDINATING OFFICE (NASSCO)

TAKE THE SHOT

BEAT COVID-19

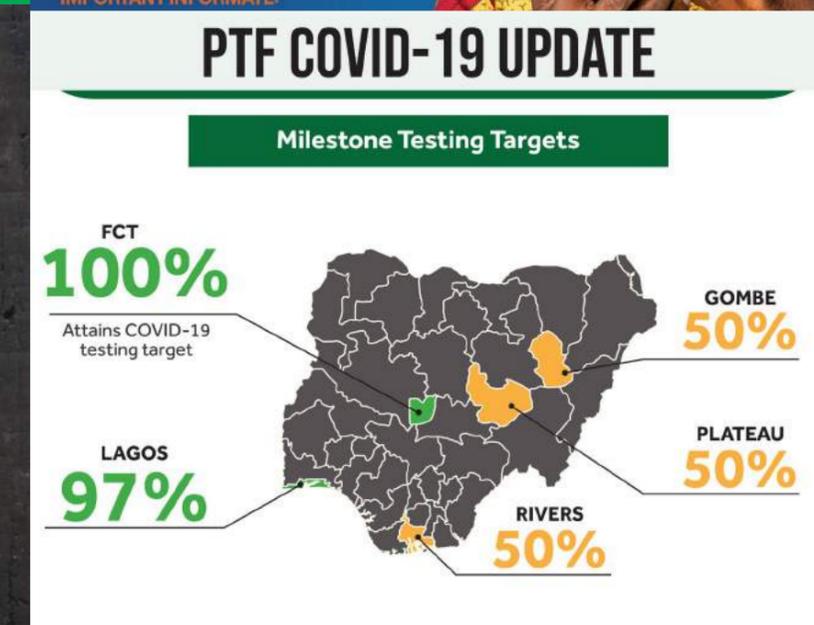
Get fully vaccinated

Na which time dem go bring back my light?

Get di informate on top

NERC OUTAGE REPORTING APP

IMPORTANT INFORMATE:

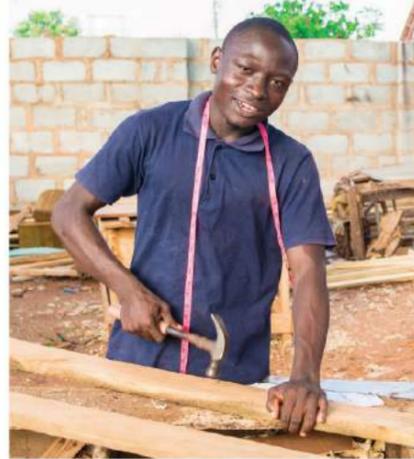


Take your single dose

Johnson & Johnson COVID-19 vaccine now!

Find Routine Immunization and COVID-19 vaccination centers near you.

Visit www.vacsitefinder.nphcda.gov.ng to locate the nearest vaccination site.



SOCIAL PROTECTION IN NIGERIA

NATIONAL SOCIAL SAFETY NETS COORDINATING OFFICE



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.

SERVICE BANDS				
A	B	C	D	E
20+ Hours	16+ Hours	12+ Hours	8+ Hours	4+ Hours
- 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.

SERVICE BANDS		
A	B	C
-10%	-10.5%	-31%
- 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 ₦4.00/kWh.
- 9.** NERC has created a Situation Room to handle customers' enquiries about the Service Based Tariff.

COVID-19 TRAVEL ADVISORY

Celebrate Safely

- There's high risk of infection due to mass travel.
- Avoid travel unless essential.
- Global travel restrictions are increasing due to rising cases.
- Avoid getting stranded; stay home.
- Our compliance will determine our safety in 2021.

HAPPY HOLIDAYS!

2022 AVW HEALTH WALK POLIO WALK

3 Years Wild Polio Free Keep Polio at Zero


AUGUST 27, 2022

LONG LIFE FOR ALL: VACCINATE FOR A HEALTHY LIVING
 ALL VACCINES ARE FREE, SAFE & EFFECTIVE




Working to Protect Your Right as Electricity Consumers for:

1 Increased Metering



2 Improved Customer Service



3 Increased Electricity Supply & Quality



4 No More "Crazy" Bills



WHAT WE DO

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

Swipe Left

Did You KNOW?

The dot over the letter 'i' is called a **tittle**.



COMMISSIONING NIGERIA'S LARGEST SOLAR HYBRID POWER PLANT

FEDERAL GOVERNMENT OF NIGERIA'S
ENERGIZING EDUCATION PROGRAMME
Alex Ekwueme Federal University
Ndufu-Alike Ikwo

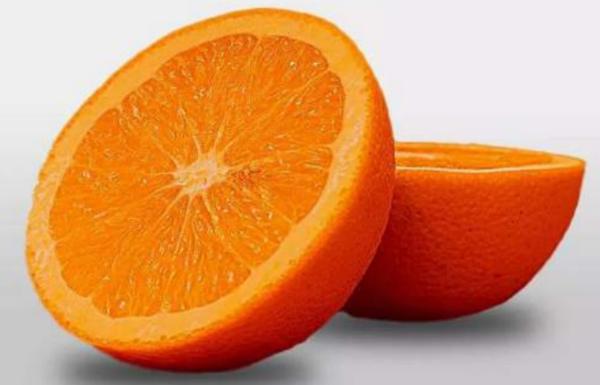
REA
RURAL ELECTRIFICATION AGENCY

FUNAI

Clean, Safe & Reliable Energy | 2.8 MW

Powering Education to the Next Level

This second half will be **sweeter**...
Welcome to **July**



COVID-19 VACCINES ARE FOR PERSONS 18 YEARS AND ABOVE.



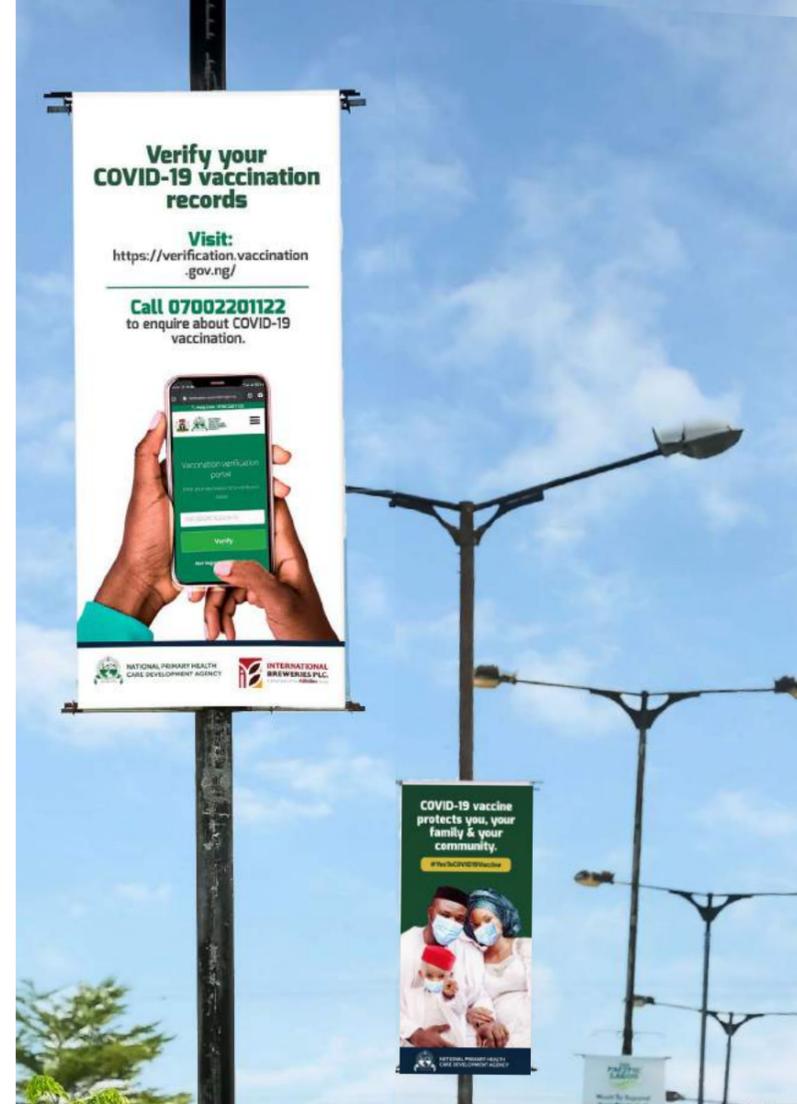
National Primary Health Care Development Agency (NPHCDA)



GRAPHIC DESIGN

Advertising

We specialize in print, video and digital advertising design and oversee all production elements. From start-ups to existing brands or campaigns, we love collaborating with our clients.



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

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
INTERNATIONAL BREWERIES PLC.

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
IN COLLABORATION WITH
PRESIDENTIAL STEERING COMMITTEE ON COVID-19 RESPONSE
AND
FEDERAL MINISTRY OF HEALTH

**LAUNCH OF S.C.A.L.E.S 2.0 STRATEGY WITH
USE OF SINGLE DOSE JOHNSON & JOHNSON
VACCINE & VACCINATION SITE FINDER**

THEME: **One Shot COVID-19 Vaccine for Everyone**

TUESDAY, FEBRUARY 22, 2022
TRANSCORP HILTON HOTEL ABUJA 12:00 PM

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

Commemorates

AFRICAN VACCINATION WEEK 2022

May 5th – 7th

**"LONG LIFE FOR ALL:
VACCINATE FOR A HEALTHY LIVING"**

All vaccines are
SAFE, FREE & EFFECTIVE

Logos: AVW, UNICEF, WHO, USAID, etc.

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

AFRICAN VACCINATION WEEK 2022 PRESS BRIEFING

DATE: AUGUST 10TH, 2022
VENUE: ED'S CONFERENCE ROOM NPHCDA HQ

**"LONG LIFE FOR ALL:
VACCINATE FOR A HEALTHY LIVING"**

ALL VACCINES ARE SAFE, FREE & EFFECTIVE

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NIGERIA COVID-19 CONTROL MEASURES
Information for International Travellers Arriving Nigeria

WEAR A MASK
MAINTAIN PHYSICAL DISTANCE
SANITIZE YOUR HANDS

NOTICE Mandatory 7-day self-isolation for all travellers.

PORT HEALTH SCREENING

Undergo screening with Port Health officials, provide evidence of negative PCR test result, show QR Code, and passport.

Passengers with symptoms will be quarantined for care.

MANDATORY 7-DAY SELF ISOLATION

Upon airport departure, proceed to self-isolation.

Avoid all physical interaction with others.

Check phone regularly for Public Health Officers call monitoring.

Check email and text messages for retest updates from selected laboratory.

COVID-19 PCR RETEST ON DAY 7

Go to selected Sample Collection Centre for repeat PCR test.

Positive cases will be managed by Federal Ministry of Health treatment guidelines.

Negative cases can end self-isolation.

NEED HELP?
Contact the 24/7 support

0800 097 00010
nphcda.gov.ng
travelportal@nphcda.gov.ng

ATTENTION

Details of travellers failing to take repeat PCR test will be forwarded to State Public Health Dept. and NCDC.

Failure to repeat the PCR test by Day 14 will result in passport suspension, inclusion on no-fly list or six-month travel restriction.

PCR test payments go directly to private laboratories. No money is paid to the NCDC, Port Health Services or the Presidential Task Force on COVID-19.

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**ARE YOU BREASTFEEDING?
YOU CAN TAKE THE COVID-19 VACCINE**

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY

NATIONAL PRIMARY HEALTH CARE DEVELOPMENT AGENCY
IN COLLABORATION WITH
PRESIDENTIAL STEERING COMMITTEE ON COVID-19 RESPONSE
AND
FEDERAL MINISTRY OF HEALTH

**LAUNCH OF S.C.A.L.E.S 2.0 STRATEGY WITH USE
OF SINGLE DOSE JOHNSON & JOHNSON VACCINE &
VACCINATION SITE FINDER**

THEME: **One Shot COVID-19 Vaccine for Everyone**

TIME: 12:00 pm
DATE: Tuesday, February 22, 2022
VENUE: Transcorp Hilton Hotel, Abuja

COLLABORATE FOR IMPACT

ABOUT US

efo Impact Ventures is a philanthropic impact investing enterprise that supports early-stage, high-impact women-led businesses in Africa. Unlike traditional business financing, we offer flexible and innovative funding paired with high-quality local shared business resources to ensure business growth and success. Our goal is to improve the wealth and health of African women, their families, and their communities.

OUR SERVICES

- Empower Women Leaders
- Invest in Social Enterprises
- Impact Strategy & Measurement
- Support the African Impact Ecosystem

THE PROBLEM

Less than 1% of funding to African start-ups went to women founders in 2021. Yet, women make up 58% of the self-employed population.

THE OPPORTUNITY

Funding to African start-ups is booming, increasing 2.5x in 2021 compared to 2020. Considering women founders outperform their male counterparts by generating a 35% higher return on investment, they are well-positioned to take more of the market.

Female founder success has an exponential impact on their families and communities.

- Women invest 90% of their income back into their families, compared to 35% for men.
- Women are more likely to prioritize corporate social responsibility.
- Women build companies that solve women's problems which have been systematically overlooked.

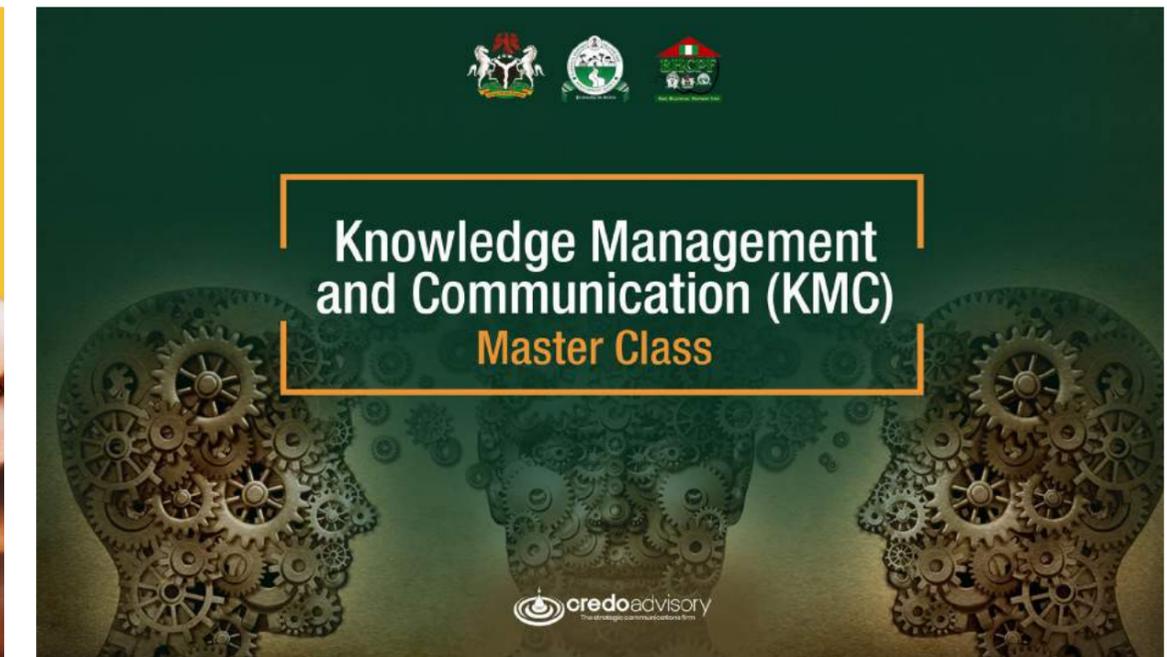
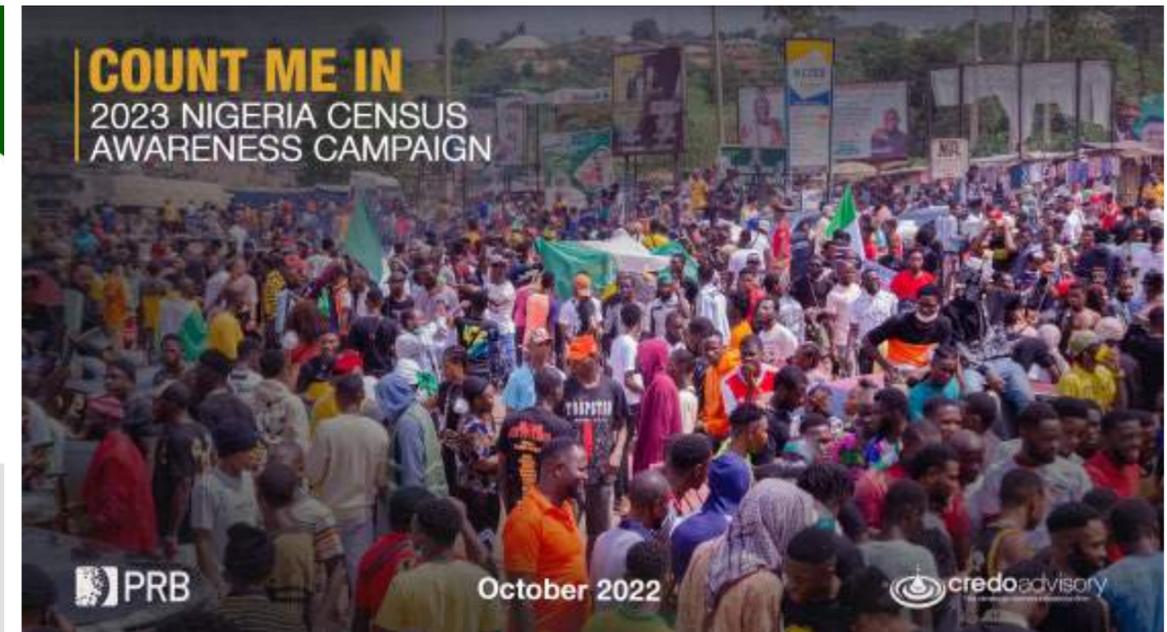
MEET SOME OF OUR FOUNDERS

Intissar Bashir Kurfi
Ifrique EcoSolutions
Intissar is the founder of Ifrique EcoSolutions, a start-up that converts plastic waste into eco-friendly products and services. The company was established as a result of Intissar's interest in creating a sustainable solution to the plastic waste problem in Nigeria, and has empowered over 50 people, 95% of whom are women and youth. However, due to the capital-intensive nature of the business, Ifrique is constrained in its ability to expand. An investment of \$20,000 will enable Ifrique to increase production capacity and employ 35 new hands to assist in its operations.

Uzoamaka Igweike
Loom Craft Chocolate
Uzoamaka is the founder of Loom Craft Chocolate, a cocoa sourcing and other products in Nigeria. She inherited a small baking business in her home, but was constantly struggling to secure the good quality chocolate. Since she started Loom Craft Chocolate to fill this gap, she has secured record revenue growth from less than \$10,000 in 2020 to a projected \$24,000 in 2022.

GRAPHIC DESIGN *Presentations*

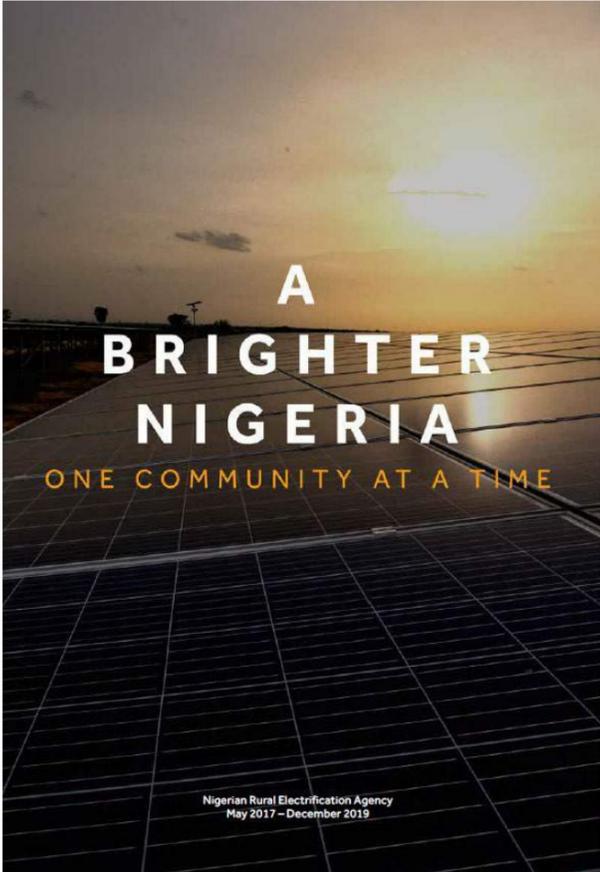
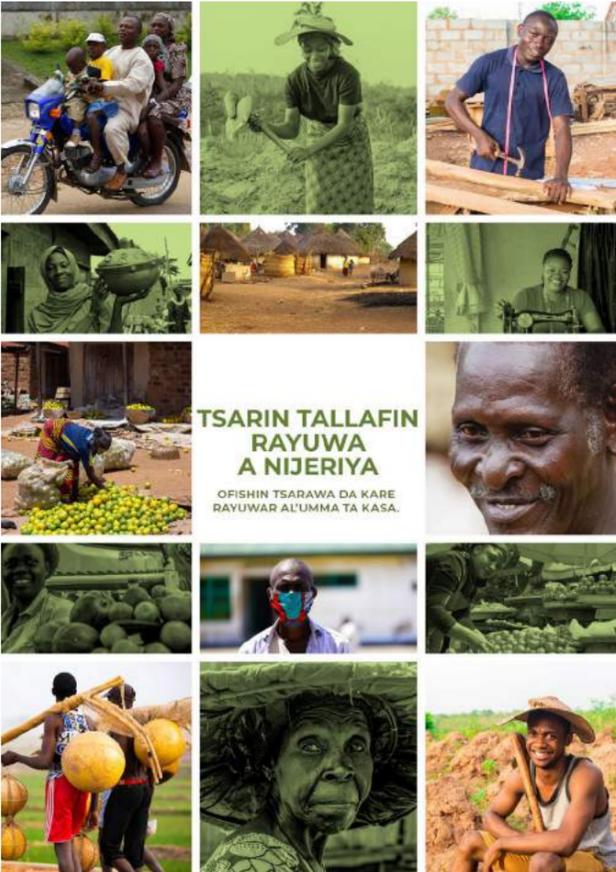
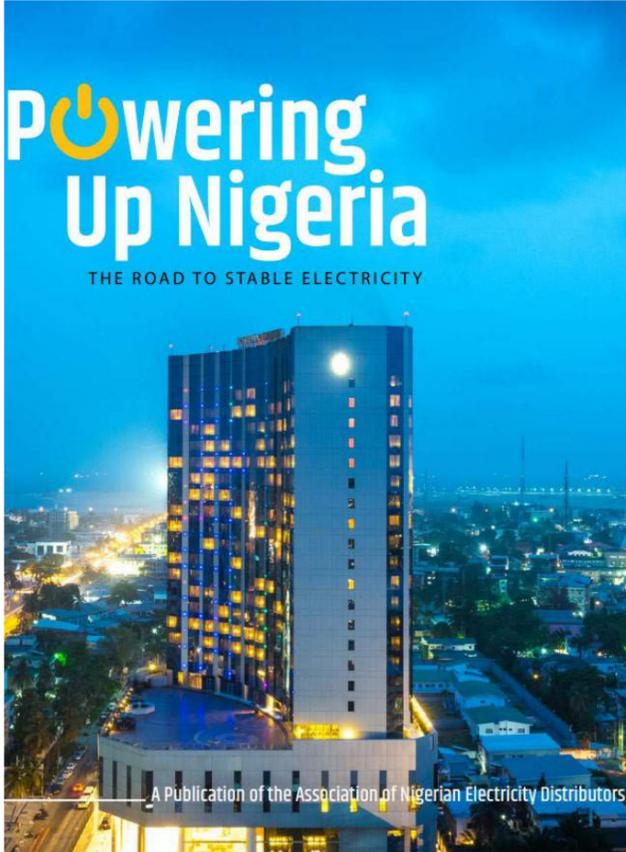
Our designers are skilled in reforming data and information into engaging PowerPoint presentations.



GRAPHIC DESIGN

Publications

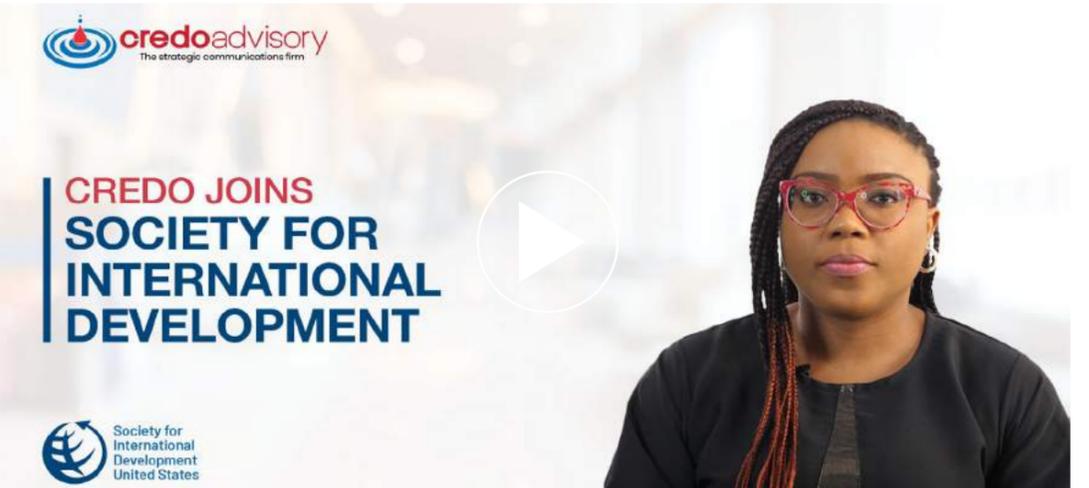
Credo designers combine creative visuals, typography, and colour to create quality publications for printing and online publishing.



MOTION PRODUCTION

Videos

(Click to view)



MOTION PRODUCTION

Animation
(Click to view)



CONTACT US

 **Nigeria**
5B Kikuyu Close, Wuse 2
Abuja, Nigeria

 +234 809 552 7336

 **USA**
1629 K Street NW (Suite 300)
Washington, DC 20006 USA

 +1(202) 860 7893

 @credoadvisory

 @credoadvisory

 @credoadvisory

 info@credoadvisory.com

 @credoadvisory

 www.credoadvisory.com

