



## CONTACT US

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communication practices, policies, processes and channels as well as a stakeholder analysis. Thereafter, Caritas developed a robust and all-inclusive action-oriented strategic communication plan. Caritas was also responsible for the production of brand collaterals - brochures, events programmes, call cards, posters, banners and stickers.

## NERC

Nigerian Electricity Regulatory Commission is the regulatory body set up to manage the deregulation of electricity industry in Nigeria. Caritas was responsible for developing the first ever communication plan for the NERC. The plan covered stakeholder analysis, engagement planning, communication channel analysis, media campaign strategies, communication tools development as well as communication process review and redesign.

## TEMPO

The Tourism Employment and Opportunity (TEMPO) World Bank project was an innovative project combining tourism, jobs creation and business development launched by CDC Development Solutions (CDS). Caritas was engaged to provide a communication plan for promoting Cross Rivers State as a tourist destination. Caritas played an advisory role in developing and positioning products to target audience. Caritas developed and executed reach-out activities to engage targets; developed key messages and helped build the profile of the event. Caritas also coordinated the interface between client and the media and provided media monitoring services.

## MainOne

MainOne is a communication services company delivering broadband connectivity services to institutions across West Africa. Caritas developed MainOne's communication strategy, content and distribution of MainOne's publications and special corporate items to key media contacts. With the support of Caritas, MainOne achieved exponential voice share. Caritas also stimulated public interest in broadband issues, thus improving market demand. A typical example was the Feel the Impact promo which was aimed at demonstrating the competitive advantage of MainOne's broadband service. Beyond this, Caritas has continued to provide communication solutions to support MainOne's business growth.

**At Caritas, we are creative, attentive, resourceful, inspiring, timely and audacious. We conscientiously adapt research insight (into) technology-driven advisory services.**



# ABOUT US

Caritas is a leading integrated business communications firm. Caritas operates as a full service innovative reputation and marketing communication solutions provider.

We are trusted by the world's most highly-admired companies to help them protect, manage and capitalize on their reputation. At Caritas, we work as business consultants who address issues through the lens of reputation.



## Caritas key areas of specialisation



### I. Developing Policy & Advocacy

Caritas understands that the political and regulatory environments can affect the ability of businesses to achieve their objectives. In helping our clients understand and influence their environment, our consultants collaborate with client teams to understand and develop business positions and policies before going out to proactively help with engaging and influencing policy makers, regulators and stakeholders to get clients' message(s) heard and understood.



### SCHNEIDER ELECTRIC OPTS

Schneider Electric is a global specialist in energy management. As part of its strategy to drive business growth, Schneider Electric engaged the services of Caritas. Caritas developed a Corporate Communications strategy for Schneider Electric and helped foster good relations between the company and the news media via periodic interactions. An interview developed by Caritas to profile the Country President of Schneider Electric Nigeria which was published in The Guardian newspaper was classified as a global standard by Schneider Electric Headquarters in France.

### PAN OCEAN

Pan Ocean Oil Corporation, an indigenous oil exploration and production company engaged Caritas to provide Corporate Communication services and manpower professional skill development of its Public Affairs personnel. Caritas prepared a comprehensive stakeholder mapping on behalf of Pan Ocean, trained personnel and executed various CSR programs in line with the company's overall corporate vision. Caritas also ensured execution of Community/Government Relations plan of the company. Furthermore, Caritas delivered issues tracking and media monitoring services to Pan Ocean to support its operations.

The Oil Producers Trade Section of the Lagos State Chamber of Commerce and Industry (LCCI) is the industry's umbrella body for oil and gas producing companies in Nigeria. Caritas developed a communication strategy to support the programs of the OPTS and ensure that its activities is understood by stakeholders. Caritas deployed a 3-pronged scalable media program which reinforced and sustained the position of OPTS on various industry issues such as The Petroleum Industry Bill. Caritas also executed other programs to promote relations between OPTS and other stakeholders. Caritas organised capacity building workshop for Energy correspondents to improve their reporting skills and knowledge of the oil and gas industry. Through these programs, OPTS earned mileage and also experienced an upsurge in its share of voice. Caritas also produced the OPTS compendium of local content initiative titled "Local Content Stride in the Oil and Gas Industry".

### UNDP/ BOI

The BOI/UNDP Access to Renewable Energy (ATRE) is a project initiated by the Bank of Industry (BOI) with the support of the United Nations Development Programme (UNDP). The project focused on increasing the national capacity to invest in-and utilise renewable energy resources to improve the access to modern energy services for Micro, Small and Medium Enterprises (MSMEs) in Nigeria. Caritas implemented a thorough review of the existing



# PROJECT EXPERIENCE

## TOTAL

Caritas developed a reputation management plan for Total Exploration and Production Nigeria Limited (TEPNG) on how to manage an operational incident. We developed the strategy for communicating with internal and external stakeholders in addition to producing communication materials on the incident, including media statements, key messages. Caritas interfaced with the media on behalf of TEPNG to assure there were no negative reports during the incident.

## EXXONMOBIL

Caritas provided services to ExxonMobil's upstream Nigerian affiliate, Mobil Producing Nigeria. The task was to source and conduct research, opinion testing and evaluation and deploy programs and strategies to enhance relations between ExxonMobil, its neighbouring communities, the government and other relevant stakeholders. The platform for this project was called Project Care. Some programs developed and managed by Caritas under Project Care include Ibom Programme on Environmental Awareness (IPEA), Pan Nigeria Road Safety Awareness campaign and launch of One with Nigeria campaign, among others.

## AGIP

Caritas provided corporate advert conceptualisation design as well as media buying and placement for NAOC. In discharging these duties, Caritas followed up with the news media to meet stipulated deadlines. These tasks were facilitated flawlessly and delivered in good time based on Caritas' strong network and good relations with the news media.



## II. Providing Issues Management Advice

At Caritas, we support clients to identify, assess and respond to challenges that arise in today's world of high expectations, intense media and political scrutiny. We support clients to respond appropriately to challenges that emerge from their operating environments ranging from NGO activism, product legacy and corporate governance issues. We provide services ranging from analysing and monitoring risks, to strategy development and practical

implementation of stakeholders' engagement and Government Relations plans.



## III. Enhancing Corporate Communication & Crisis Response Capabilities

We train leaders and teams in practical crisis management and testing procedures through simulated crisis exercises. Our consultants support organisations during crisis by providing end to end management of crisis situations. We provide support ranging from strategic communication, press office advisory and tactical advice on political and stakeholder relationships.



## IV. Developing Platforms for Thought Leadership

We understand the significance of thought leadership as a strategic tool for corporate differentiation. Amidst the cacophony of corporate voices, we partner with clients to involve knowledge sharing forums and programmes to create opportunities that move organisations and individuals from obscurity into industry prominence.

Through these platforms, we deliver the right positioning to shape positive perception of organisations by key publics and stakeholders.



### Kazeem Afolabi

Administration & HR Services Executive

Driven by a passion for success, Kazeem is committed to finding innovative solutions to uncommon challenges. He is exceptionally vibrant and dexterously navigates the very uneven road of human engagement to ensure continuous organizational harmony and growth.



### Favour Akintan

Head, Client Services and Business Development

Favour is a Client Services professional with over nine (9) years of experience in Customer Retention, Sales Operations, and Customer Success, having successfully managed valued clients in the FMCG and healthcare industries including, health service consumers, Key Distributors, B2B Clients, and Export customers.



### Oluwafisayo Ayodele

Consultant, Media & Communications

Fisayo has outstanding experience in bringing life to campaigns for global brands across FMCG, Banking, Energy, Oil and Gas, Telecommunications, Automobile, Security, Finance, and Technology. Over the past seven years, Fisayo has managed international and local brands including Union Bank, Savannah Energy, Globeleq, MainOne, Guinness, Unilever, SAP, Google, Ericsson, Skye Bank, Ford, Coca-Cola, Etisalat, European Union, and more.



# OUR TEAM



## Adedayo Ojo

Group Chief Executive Officer

Dayo has wide and varied experience in strategic issues, crisis S corporate communication and relationship management having worked around the world in the media and corporate relations management for over 30 years.



## Lanre Odukoya

Head, Media & Communications

Lanre is a media practitioner with about twenty years of experience in print journalism. He has experience in editorial/feature writing, investigations, brand advocacy and multi-level media advisory.



## Ozurumba Afigbo

Director, Projects and Consulting

Ozurumba Afigbo is a Chartered Accountant with over 24 years of working experience spanning Business Strategy definition projects and Business incubation support



## Charles Ozoemena

Consultant, Government Relations and Stakeholder Management

A specialist in Government Relations and Stakeholder Management, Charles has over 24 years of journalism and public relations experience

## Business Units

Caritas currently operates three business units:

Caritas Communications Limited

Caritas PR Limited

Caritas Digital Media Limited

## Caritas Communications Limited

Caritas Communications is Africa's leading reputation management consultancy, specialising and providing strategic communication solutions to the energy industry. This business unit operates Caritas Energy and The Reputation Solutions Faculty.

## Caritas Energy

offers modular consultancy services to energy, oil and gas clients. We do this by offering analysis, consultancy and training to help with stakeholder communication, management and outreach. Caritas Energy supports companies to achieve their commercial objectives by developing proactive external engagement programs.

## The Reputation Solutions Faculty

provides communication related skill improvement solutions for discerning organisations and individuals. Our programs are customized to meet the specific needs of clients. We use a combination of individual study, workshop, case studies, and practical exercises to deliver our programs.

Our facilitators are at the cutting edge of thought leadership. They have worked for leading consulting S professional services firms, and have practical, hands-on experience matched with result oriented performance. Our consultants comprise professionals drawn from strategy, Public Relations, Media, Public Affairs, Corporate Communications, diplomatic and research backgrounds. We work closely with clients to develop training modules which deliver sustained and measurable impact.



## caritas Public Relations

Caritas PR provides a full range of marketing communication services by developing leading edge B2B and B2C communication and execute same across different sectors. These services include Brand Communication Advisory, Media Relations, Issues Management, CSR/Sustainability/Corporate Citizenship Solutions, Corporate Visual Identity, Internal Communication, Digital and Social Media, Research and Event Management.

We have had the privilege of working with:

### TELECOMS

- MainOne

### POWER & ENERGY

- Schneider Electric
- Globeleq
- Qua Iboe Power Plant

### CONGLOMERATES

- Honeywell Group
- Tetra Pak

### OIL AND GAS

- ExxonMobil
- Total
- Seplat
- Lekoil
- WalterSmith
- Pan Ocean
- Agip
- Addax
- Savannah Energy
- IPPG

### REGULATORY ORGANISATIONS

- Nigerian Electricity Regulatory Commission (NERC)
- Federal Airports Authority of Nigeria (FAAN)
- Federal Road Safety Commission (FRSC)

### PROFESSIONAL BODIES

- Nigerian Institute of Quantity Surveyors

### OTHERS

- UNDP/BOI (Access to Renewable Energy Project)
- CDS/Tempo (World Bank Project)



# OUR CLIENTELE



## Range of professional services:

Our firm has a history of developing leading-edge business to business brand communication strategy. We are rooted in the discipline of strategic brand communication. Our work support clients to extend their marketplace visibility, brand equity and reputation through the following platforms:



# 1. Brand Communication Advisory Services

Caritas goes beyond Public Relations to examine our client's brand holistically. We proffer tailored brand communication solutions that utilize the tools of marketing communication to create awareness, sustain Top of the Mind Awareness and engender brand empathy.



# 9. Event Management

Events constitute a veritable platform for brand marketing and visibility. From Annual General Meetings to product launches, breakfast sessions, conferences, among others, Caritas works with clients to develop and execute events which impact on the bottom-line.









### 4. CSR/Sustainability/ Corporate Citizenship Solutions

Caritas provides support to clients as they integrate sustainable Corporate Social Responsibility (CSR) programs into business strategies to obtain recognition for achievements that have and will continue to be fundamental elements of their core business operations. We partner with clients to develop CSR and sustainability strategies, platforms and programs that sustain existing assets.

### 3. Issues Management

Caritas works with clients to maintain preparedness for emergency and crisis situations. Our services help to improve our clients ability to manage emergency situations.



### 5. Corporate Visual Identity



At Caritas, we create effective and unified visual representation of the brand, deployed across all touch points, to create a distinct identity with the target market. These include logos, annual reports, magazines etc. Our strategy is to conduct a brand assessment and determine what serves the client's objective and then bring the ideas to life with the right design and copy.

### 6. Internal Communication



One of the most important audiences enters and exits corporate offices each day. Before customers buy into the brand, employees must embody it. Strong internal communication processes help assure employee loyalty to the brand. Caritas develops and implement smart programs that create two-way conversation with internal audiences.