Who We Are

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We Are Caritas

Caritas Communications Limited is a strategic communications and public affairs advisory firm supporting organisations operating in complex and highly regulated environments.

Our leadership team brings over 150 years of combined experience across the energy, financial services, public sector, telecommunications, and consumer sectors, with deep expertise in corporate reputation management, investor relations, stakeholder engagement, public policy advisory, and crisis communications.

We work with senior executives and corporate leadership teams to design and implement integrated communication and stakeholder strategies that protect reputation, strengthen investor confidence, and enable business objectives.

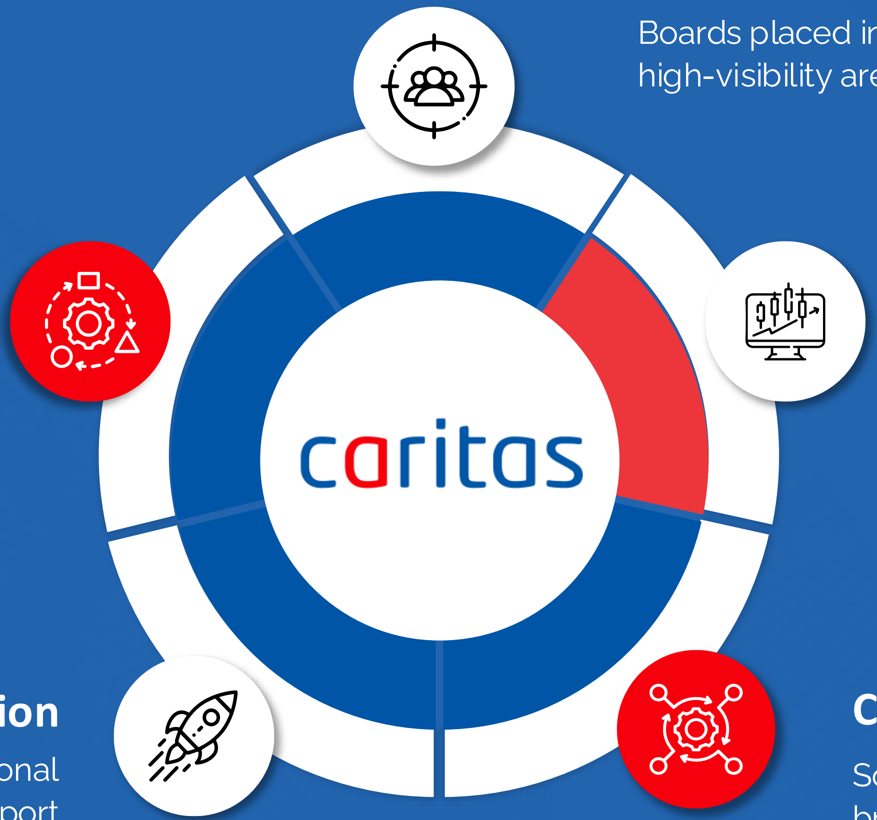
Our Results?

Bespoke, Measurable, and Sustainable

Our multidisciplinary team combines strategic communication advisors, policy analysts, data specialists, and media intelligence experts, supported by a trusted network of media influencers and opinion leaders. This allows us to generate insights, anticipate emerging risks, and deploy communication strategies that influence outcomes and create measurable impact.

At Caritas, we pride ourselves on delivering solutions that are bespoke, measurable, and sustainable, ensuring our clients remain trusted voices within their industries and among their stakeholders.

Why Choose Us



Strategic Locations

Boards placed in high-traffic, high-visibility areas

Creative Impact

We help brands tell compelling stories.

Client-Centric Approach

Solutions tailored to your brand's goals and budget.

Reliable Execution

On-time delivery, professional installation, and ongoing support

Nationwide Reach, Local Expertise

We combine local insight with broad national access.

Our Services

Brand Communication Consulting

Reputation Advisory Services

Public Affairs & Government Relations

Crisis and Issues Management

Market Intelligence and Analytics

CSR/Sustainability/Corporate Citizenship Services

ADVERTISING:

Strategic Outdoor Brand Visibility Services

Digital Out-of-Home (DOOH) Services

Campaign Monitoring and Reporting

Our Clientele

Awards

Most Innovative & Impactful PR Agency of the Year

Nigeria Brand Award 2014

Most Innovative & Impactful Reputation Management Company ofthe Year

Nigeria Brand Award 2015

African Corporate Excellence Award 2016

CV Magazine, London

Awards

Knowledge Management Leadership Excellence Prize 2016

African Corporate Leadership Excellence

Most Reputable PR Agency in West Africa 2017

Africa-Canada Trade Alliance

Case Studies

Public Relations

TotalEnergies

Strategic Reputation Advisory and Stakeholder Confidence Support

Sector	Energy / Oil & Gas
Client Context	Global energy company operating in a highly scrutinised and regulated environment in Nigeria
Advisory Type	Reputation management, stakeholder confidence reinforcement, media intelligence, and crisis preparedness advisory
Caritas Role	Strategic communications and stakeholder advisory partner dedicated to strengthening corporate reputation, executive positioning, media engagement, and crisis communication and management

Seven-Dimension Advisory Summary

Executive Dimension	***What This Demonstrates***
Command Structure	Operated as strategic communications advisers supporting coordinated stakeholder and reputation management initiatives tied to corporate leadership objectives
Management Interface	Worked closely with senior leadership and communication teams to elevate corporate resilience through executive profiling, stakeholder positioning, and strategic engagement planning
Leadership Communication Role	Supported executive messaging, high-visibility announcements, media positioning, and communication alignment during strategic initiatives
Stakeholder Confidence	Strengthened engagement across government, industry regulators, partners, media, and broader public stakeholders
Core Messaging	Reinforced leadership credibility, industry leadership, and operational responsibility transparency, and strategic responsiveness
Outcome	Improved message consistency, strengthened stakeholder engagement, enhanced reputation resilience, and expanded positive coverage
Value Protected	Corporate reputation, stakeholder trust, industry credibility, and public confidence

Business Relevance

This case demonstrates Caritas' ability to support multinational energy companies operating in highly sensitive and reputation-intensive markets where stakeholder interpretation directly impacts operating legitimacy and corporate trust.

Situation

TotalEnergies required sustained strategic communications support to strengthen corporate positioning, maintain stakeholder confidence, and improve media alignment during major business initiatives and industry-facing engagements. Operating within a highly sensitive energy environment meant the company faced continuous exposure to reputation risk, public scrutiny, policy sensitivity, and stakeholder interpretation challenges. The broader challenge was to maintain message discipline, strengthen trust among stakeholders, and improve preparedness for reputational and operational risk scenarios.

Strategic Response

Caritas designed and implemented an integrated communication and stakeholder-engagement framework aligned with TotalEnergies' broader business and corporate reputation objectives. The advisory support included:

- Reputation-risk preparedness support
- Executive communication support
- Stakeholder intelligence gathering
- Strategic media engagement planning
- Media monitoring and risk analysis
- Relationship management with influential media and industry Stakeholders

The engagement focused on maintaining narrative discipline while improving the company's responsiveness to emerging stakeholder and communication risks.

Outcome & Value Protected

The engagement strengthened TotalEnergies' public positioning as a responsible industry leader while improving consistency across stakeholder communications. The work also enhanced preparedness for reputation-sensitive situations and reduced the likelihood of communication gaps during high-visibility engagements. Protected value included:

- Corporate reputation
- Stakeholder confidence
- Industry credibility
- Leadership positioning
- Public trust

Government Relations and Regulatory Assurance Advisory

Sector	Manufacturing / Industrial Packaging
Client Context	Global packaging and processing company operating within Nigeria's evolving import and regulatory framework
Advisory Type	Government relations, policy intelligence, regulatory-risk advisory, and stakeholder engagement.
Caritas Role	Strategic public affairs and regulatory advisory partner supporting policy interpretation, stakeholder engagement, and government-facing communication strategy

Seven-Dimension Advisory Summary

Executive Dimension	*What This Demonstrates*
Command Structure	Supported structured public affairs and regulatory engagement processes around policy-sensitive business issues
Management Interface	Advised client leadership and operational teams on regulatory interpretation, stakeholder influence dynamics, and strategic positioning
Leadership Communication Role	Supported leadership engagement preparation and policy-facing communication positioning
Stakeholder Confidence	Engaged around regulators, policymakers, government institutions, and business stakeholders affected by policy decisions
Core Messaging	Focused on regulatory alignment, operational continuity, informed engagement, and constructive policy participation
Outcome	Improved regulatory navigation, strengthened government relationships, and supported informed strategic decision-making
Value Protected	Operational continuity, regulatory confidence, policy alignment, and business stability

Business Relevance

This case demonstrates Caritas' capability in supporting multinational companies navigate policy-sensitive operating environments where regulations can materially influence operational outcomes.

Situation

Tetra Pak required strategic support to navigate policy developments surrounding the Central Bank of Nigeria import-duty regulations and their potential implications for operational continuity and commercial planning. The challenge extended beyond policy interpretation. The broader issue involved protecting stakeholder confidence, strengthening government engagement, and ensuring the company maintained informed positioning within a shifting regulatory environment.

Strategic Response

Caritas delivered integrated public affairs and regulatory-advisory support designed to strengthen Tetra Pak's positioning within Nigeria's policy environment. The work included:

- Stakeholder mapping and influence assessment
- Policy analysis and interpretation
- Strategic industry intelligence gathering
- Government engagement advisory
- Regulatory communication planning
- Policy-sensitive stakeholder engagement support

The assignment focused on reducing uncertainty while strengthening the company's ability to engage government institutions constructively and strategically.

Outcome & Value Protected

The engagement enabled Tetra Pak to navigate regulatory changes more effectively while improving alignment with government stakeholders and policymakers. The work also supported more informed strategic planning by providing intelligence-driven policy insight. Protected value included:

- Regulatory confidence
- Operational continuity
- Government relationships
- Commercial stability
- Strategic positioning
- Policy responsiveness

Public Relations

Nigerian Content Development and Monitoring Board

Integrated Strategic Communications and Stakeholder Visibility Management

Sector	Public Sector / Oil & Gas Development
Client Context	Federal oil and gas development institution responsible for advancing Nigerian content participation in the energy sector
Advisory Type	Integrated communications management, public positioning, stakeholder visibility, and event reputation support
Caritas Role	Strategic communications adviser responsible for media coordination, digital amplification, stakeholder visibility management, and communication execution

Seven-Dimension Advisory Summary

Executive Dimension	What This Demonstrates
Command Structure	Managed integrated media coordination and communication execution for a nationally significant industry event
Management Interface	Worked with NCDMB leadership and event stakeholders to align visibility objectives and communication priorities
Leadership Communication Role	Supported executive visibility through press engagement, interviews, event messaging, and public-facing content
Stakeholder Confidence	Reinforced engagement among government stakeholders, industry operators, media organisations, and event participants
Core Messaging	Focused on Nigerian content growth, sector development, opportunity creation, and institutional leadership
Outcome	Achieved extensive media visibility, strong digital engagement, and enhanced institutional positioning
Value Protected	Institutional credibility, stakeholder visibility, public trust, and strategic industry positioning

Business Relevance

This case demonstrates Caritas' ability to manage high-visibility institutional communication programmes requiring message discipline, stakeholder participation, and strategic reputation positioning within the energy sector.

Situation

The Nigerian Content Development and Monitoring Board (NCDMB) required coordinated media and stakeholder communication support for the Nigeria Oil and Gas Opportunities Fair (NOGOF) 2023 in Yenagoa, Bayelsa State. The challenge involved ensuring that the event achieved strong national visibility while reinforcing NCDMB's strategic positioning as a key driver of Nigerian content development in the oil and gas sector. The assignment also required communication discipline across multiple media channels, digital platforms, and stakeholder groups.

Strategic Response

Caritas executed a comprehensive communications and visibility programme that combined traditional media engagement with digital amplification and multimedia storytelling. The engagement included:

- Sponsored digital campaigns
- Production of multilingual TV montage content
- Media coordination for press conferences and event Coverage
- Content placements on paid platforms
- Executive positioning using interviews and feature publications
- Social media campaigns
- Event coverage

The work ensured consistent message delivery and broad stakeholder reach across multiple communication channels.

Outcome & Value Protected

The campaign achieved significant national media coverage and measurable digital engagement while strengthening NCDMB's positioning within Nigeria's energy ecosystem. The engagement reinforced the Board's institutional leadership and expanded stakeholder visibility across industry and government audiences. Protected value included:

- Institutional reputation
- Public credibility
- Stakeholder engagement
- Sector leadership visibility
- Strategic communication alignment
- Public trust

Public Relations

Strategic Communications and Regulatory Intelligence Advisory

Sector	Financial Services
Client Context	International financial institution operating within Nigeria's competitive and policy-sensitive banking sector
Advisory Type	Strategic communications, media intelligence, regulatory monitoring, and stakeholder engagement advisory
Caritas Role	Strategic communication and intelligence advisory partner supporting media visibility, policy monitoring, and stakeholder positioning

Seven-Dimension Advisory Summary

Executive Dimension	*What This Demonstrates*
Command Structure	Supported integrated communication and intelligence-monitoring processes linked to banking-sector developments
Management Interface	Advised communication and stakeholder teams on policy interpretation, media positioning, and strategic engagement priorities
Leadership Communication Role	Supported leadership visibility through media engagement, stakeholder-facing communication, and strategic messaging support
Stakeholder Confidence	Strengthened engagement across regulators, financial institutions, policymakers, media stakeholders, and business audiences
Core Messaging	Emphasised institutional stability, strategic responsiveness, market leadership, and informed regulatory awareness
Outcome	Improved media visibility, enhanced stakeholder engagement, and enabled proactive response to policy developments
Value Protected	Institutional reputation, regulatory confidence, market positioning, and stakeholder trust

Business Relevance

This case demonstrates Caritas' ability to support financial institutions operating in highly regulated sectors where communication strategy, policy awareness, and stakeholder confidence directly influence market perception.

Situation

Standard Chartered Bank required sustained media engagement and regulatory-intelligence support to maintain visibility, strengthen stakeholder confidence, and stay ahead of policy developments affecting the Nigerian financial sector. The challenge involved balancing public positioning with real-time monitoring of regulatory and policy developments capable of influencing market perception and operating confidence.

Strategic Response

Caritas delivered an integrated communication and intelligence-monitoring programme focused on strengthening Standard Chartered Bank's strategic visibility and policy responsiveness. The assignment included:

- Policy monitoring and advisory across the Central Bank and the Ministry of Finance
- Real-time regulatory intelligence reporting
- Stakeholder engagement advisory
- Executive positioning through opinion editorials, photo news, and press publications
- External communications support

The work focused on ensuring the bank maintained informed positioning while reducing exposure to communication and policy surprises.

Outcome & Value Protected

The engagement strengthened Standard Chartered Bank's visibility within Nigeria's financial landscape while improving responsiveness to evolving policy and regulatory developments. The work also reinforced stakeholder confidence across business, policy, and media audiences. Protected value included:

- Institutional reputation
- Regulatory trust
- Market visibility
- Stakeholder confidence
- Strategic responsiveness
- Financial-sector credibility

Public Relations

Strategic Stakeholder Engagement and Investor Confidence Advisory

Sector	Conglomerate / Investment Group
Client Context	Leading indigenous Nigerian conglomerate seeking to strengthen investor confidence, leadership visibility, and strategic stakeholder positioning
Advisory Type	Investor relations advisory, executive communication support, stakeholder engagement, and reputation management
Caritas Role	Strategic communications adviser supporting corporate positioning, executive communication, investor engagement, and long-term stakeholder confidence architecture

Seven-Dimension Advisory Summary

Executive Dimension	*What This Demonstrates*
Command Structure	Managed long-term strategic communication and stakeholder engagement initiatives tied to corporate growth objectives
Management Interface	Advised senior executives and corporate leadership on investor engagement, stakeholder communication, and reputation positioning
Leadership Communication Role	Supported executive messaging, media coaching, thought leadership, and high-stakes stakeholder engagement preparation
Stakeholder Confidence	Strengthened engagement among investors, shareholders, policymakers, media stakeholders, and business audiences
Core Messaging	Focused on leadership credibility, growth vision, strategic stability, investment confidence, and corporate influence
Outcome	Strengthened investor confidence, improved leadership visibility, and reinforced corporate narrative consistency
Value Protected	Investor trust, leadership credibility, market confidence, and enterprise reputation

Business Relevance

This case demonstrates Caritas' enterprise in supporting large corporate groups requiring sustained investor-confidence architecture, executive communication discipline, and stakeholder-trust management.

Situation

Honeywell Group required strategic advisory support to strengthen corporate reputation, reinforce investor confidence, and improve leadership visibility across Nigeria's business and policy landscape. The assignment required more than corporate visibility. The broader challenge involved creating a consistent and credible leadership narrative capable of strengthening trust among investors, policymakers, shareholders, and institutional stakeholders.

Strategic Response

Caritas delivered a multi-year strategic communication and investor-engagement programme aligned with Honeywell Group's corporate growth objectives. The work included:

- Development of a five-year communication framework
- Investor-relations communication support
- Stakeholder forum management
- Executive advisory support
- Comprehensive media training
- Leadership communication preparation
- Thought leadership development

The assignment focused on strengthening confidence around corporate leadership while improving communication consistency across stakeholder groups.

Outcome & Value Protected

The engagement reinforced Honeywell Group's positioning as a leading indigenous conglomerate while improving visibility among investors, policymakers, and business stakeholders. The work also strengthened leadership credibility and improved narrative consistency across communication channels. Protected value included:

- Investor confidence
- Leadership credibility
- Enterprise reputation
- Stakeholder trust
- Corporate positioning

Public Relations

Strategic Media Visibility and Creative Design Support

Sector	Energy / Oil & Gas / Corporate Communications
Client Context	Leading independent Nigerian energy company seeking to strengthen corporate reputation, increase public visibility, and reinforce its leadership position during Nigeria's energy transition.
Advisory Type	Strategic media relations, corporate communications, brand visibility management, newspaper advertorials, and electronic media publicity.
Caritas Role	Strategic communications adviser responsible for media planning, editorial coordination, advertorial management, publicity execution, and corporate visibility enhancement across print and electronic media.

Seven-Dimension Advisory Summary

Executive Dimension	*What This Demonstrates*
Command Structure	Managed integrated media relations and publicity execution across national print and electronic media platforms supporting corporate reputation objectives.
Management Interface	Worked with Seplat Energy leadership and communications teams to align media activities with corporate positioning and brand visibility priorities.
Leadership Communication Role	Enhanced executive and corporate visibility through strategic advertorials, media placements, press releases, and event publicity.
Stakeholder Confidence	Strengthened trust among investors, regulators, business partners, employees, host communities, and the wider public through consistent corporate messaging.
Core Messaging	Reinforced Seplat Energy's leadership in Nigeria's energy sector by communicating innovation, operational excellence, sustainability, and commitment to national energy development.
Outcome	Delivered sustained national media visibility, strengthened positive media engagement, and reinforced Seplat Energy's reputation as a trusted industry leader.
Value Protected	Corporate reputation, brand credibility, stakeholder confidence, public trust, media goodwill, and leadership positioning.

Business Relevance

This engagement demonstrates Caritas' capability to manage integrated corporate communications programmes that combine strategic media relations, editorial management, executive visibility, and reputation positioning to strengthen institutional credibility and market leadership within highly competitive industries.

Situation

Seplat Energy required a coordinated media relations and publicity programme to strengthen its corporate reputation and enhance brand visibility across Nigeria's print and electronic media landscape. The objective was to reinforce the company's leadership position during the country's energy transition while ensuring consistent public messaging through strategic advertorials, media coverage, and corporate storytelling. The assignment demanded disciplined execution across multiple media platforms to maximise stakeholder awareness and protect corporate reputation.

Strategic Response

Caritas designed and implemented a comprehensive media visibility programme that integrated corporate communications, editorial management, and strategic publicity to expand Seplat Energy's public profile. The engagement included:

- Strategic planning and execution of newspaper advertorial campaigns.
- Development, formatting, and placement of corporate advertisements across leading national newspapers.
- Editorial coordination to ensure timely publication of corporate announcements and thought leadership content.
- Electronic media publicity supporting corporate events and strategic initiative.
- Preparation and distribution of press releases to targeted media organisations.
- Media coverage of selected corporate engagements and stakeholder events.
- Coordination with editors and media partners to optimise publication timing and audience reach.
- Continuous monitoring to ensure consistent brand messaging and media visibility across communication channels.

The integrated communications programme ensured disciplined message delivery while strengthening Seplat Energy's visibility among key stakeholders and the broader public.

Outcome & Value Protected

The communications programme significantly enhanced Seplat Energy's national media presence while reinforcing its position as one of Nigeria's leading indigenous energy companies.Strategic media engagement generated positive public visibility, strengthened relationships with national media organisations, and elevated the company's reputation as an innovative, reliable, and trusted energy provider. Consistent communications also supported broader corporate objectives by improving stakeholder awareness and confidence across the business ecosystem.
Protected value included:

- Corporate reputation
- Brand credibility
- Public trust
- Media relationships
- Stakeholder confidence
- Executive visibility
- Industry leadership positioning
- Corporate goodwill
- Strategic communications alignment
- Long-term brand equity

Public Relations

Policy Intelligence Support and Government Relations

Sector	Financial Services / Public Policy / Government Relations
Client Context	Global financial technology and payments company requiring strategic policy intelligence and government engagement to support business operations and influence the evolving regulatory environment in Nigeria.
Advisory Type	Government relations, policy intelligence, stakeholder engagement, regulatory monitoring, public affairs, and strategic advocacy support.
Caritas Role	Strategic public affairs adviser responsible for policy intelligence, legislative monitoring, stakeholder mapping, government engagement support, and regulatory advisory services.

Seven-Dimension Advisory Summary

Executive Dimension	*What This Demonstrates*
Command Structure	Managed a strategic government relations programme integrating policy intelligence, legislative monitoring, stakeholder engagement, and executive advisory support for a multinational financial institution.
Management Interface	Worked closely with Mastercard's leadership and public affairs teams to align government engagement strategies with business priorities and regulatory developments.
Leadership Communication Role	Supported executive decision-making through policy analysis, strategic intelligence, stakeholder briefings, and government engagement planning.
Stakeholder Confidence	Strengthened relationships with policymakers, regulators, government institutions, industry leaders, and influential stakeholders across Nigeria's financial ecosystem.
Core Messaging	Promoted policies supporting financial innovation, digital payments, regulatory certainty, and sustainable growth of Nigeria's payments ecosystem while protecting Mastercard's strategic interests.
Outcome	Enabled informed executive decisions, strengthened government engagement, influenced policy conversations, and enhanced Mastercard's strategic positioning within Nigeria's regulatory environment.
Value Protected	Regulatory certainty, business continuity, government confidence, strategic influence, corporate reputation, and long-term market competitiveness.

Business Relevance

This engagement demonstrates Caritas' ability to manage complex public affairs programmes that combine policy intelligence, legislative analysis, government relations, stakeholder mapping, and executive advisory services to help multinational organisations navigate evolving regulatory environments and protect long-term business value.

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Situation

Mastercard required strategic government relations support to navigate Nigeria's rapidly evolving public policy and regulatory landscape. The assignment focused on providing continuous policy intelligence, monitoring legislative developments, analysing emerging regulations, and strengthening engagement with government stakeholders whose decisions could significantly influence the digital payments ecosystem. Success depended on delivering timely intelligence that enabled informed executive decision-making while supporting constructive engagement with policymakers and regulators.

Strategic Response

Caritas designed and executed a comprehensive government relations and policy intelligence programme that combined regulatory monitoring, stakeholder engagement, strategic analysis, and executive advisory support. The engagement included:

• Strategic analysis of regulatory trends and their potential impact on Mastercard's business operations and long-term market strategy.
• Development of actionable policy intelligence reports to support executive decision-making.
• Comprehensive stakeholder mapping using a structured engagement framework covering policymakers, regulators, industry leaders, and other key influencers.
• Strategic advisory support for Mastercard's government relations and stakeholder engagement programme.
• Continuous engagement with government institutions and policy stakeholders to provide insights into regulatory priorities and policy direction.
• Intelligence gathering across public institutions, policy networks, and the media to identify emerging opportunities and potential regulatory risks.
• Ongoing refinement of engagement strategies to support constructive policy dialogue and strengthen institutional relationships.

The integrated advisory programme ensured Mastercard maintained timely visibility into Nigeria's evolving policy environment while supporting evidence-based with key decision-makers

Outcome & Value Protected

The engagement strengthened Mastercard's ability to anticipate and respond to regulatory developments while enhancing its credibility among government institutions and key policy stakeholders.Strategic intelligence enabled informed executive decision-making, improved the company's ability to navigate Nigeria's policy landscape, supported constructive engagement with regulators, and contributed to policy discussions affecting the payments ecosystem. The programme also reinforced long-term institutional relationships that supported Mastercard's strategic objectives within the Nigerian market.

Protected value included:

• Regulatory certainty
• Corporate reputation
• Government relationships
• Executive decision confidence
• Policy influence
• Stakeholder trust
• Market competitiveness
• Strategic communications alignment
• Business continuity
• Long-term investment confidence

Public Relations

Stakeholder Management and Policy Advisory

Sector	Financial Market Infrastructure / Financial Services
Client Context	Global financial messaging and payments infrastructure organisation supporting secure interbank financial transactions while engaging regulators, financial institutions, and public-sector stakeholders within Nigeria's evolving financial ecosystem.
Advisory Type	Strategic communications, regulatory intelligence, stakeholder engagement, public affairs, executive positioning, and policy advisory.
Caritas Role	Strategic communications and public affairs adviser responsible for stakeholder engagement, regulatory intelligence, executive visibility, media support, and strategic positioning within Nigeria's financial services sector.

Seven-Dimension Advisory Summary

Executive Dimension	What This Demonstrates
Command Structure	Managed integrated communications, policy intelligence, and stakeholder engagement programmes supporting a globally significant financial infrastructure organisation.
Management Interface	Worked closely with SWIFT leadership and financial-sector stakeholders to align communications strategy with regulatory priorities, market developments, and institutional objectives.
Leadership Communication Role	Enhanced executive visibility through strategic stakeholder engagement, policy communications, executive briefings, and thought leadership initiatives.
Stakeholder Confidence	Strengthened engagement with regulators, commercial banks, financial institutions, policymakers, industry associations, and strategic partners across Nigeria's financial ecosystem.
Core Messaging	Reinforced confidence in secure financial infrastructure, regulatory collaboration, financial innovation, operational resilience, and the continued modernization of Nigeria's payments ecosystem.
Outcome	Improved stakeholder engagement, strengthened regulatory awareness, enhanced executive positioning, and supported informed responses to policy and market developments.
Value Protected	Institutional credibility, regulatory confidence, stakeholder trust, market relevance, strategic partnerships, and financial ecosystem leadership.

Business Relevance

This case demonstrates Caritas' ability to advise globally recognised financial infrastructure organisations operating within highly regulated environments where stakeholder confidence, regulatory awareness, executive visibility, and strategic communications are critical to institutional leadership and long-term market resilience.

Situation

SWIFT required an integrated strategic communications and stakeholder engagement programme to strengthen its visibility within Nigeria's financial services ecosystem while maintaining close alignment with evolving regulatory and policy developments. The engagement required balancing executive positioning with continuous regulatory intelligence, ensuring the organisation remained a trusted partner to financial institutions, policymakers, regulators, and industry stakeholders. Success depended on delivering disciplined communications while enabling proactive responses to changes across the financial landscape.

Strategic Response

Caritas designed and executed a comprehensive communications and public affairs programme that combined regulatory intelligence, executive positioning, stakeholder engagement, and strategic communications. The engagement included:

- Continuous monitoring of regulatory, policy, and financial-sector developments affecting payment infrastructure and financial messaging services.
- Strategic intelligence reporting on emerging policy issues and market developments.
- Stakeholder engagement support across regulators, commercial banks, financial institutions, and industry associations.
- Executive positioning through leadership briefings, thought leadership opportunities, and strategic communications.
- Advisory support for regulatory engagement and institutional relationship management.
- Development of communication materials supporting stakeholder education and market awareness.
- Coordination of strategic media engagement to reinforce institutional credibility and industry leadership.
- Ongoing monitoring of stakeholder sentiment to refine communication priorities and strengthen engagement outcomes.

The integrated programme ensured SWIFT maintained informed positioning while strengthening institutional relationships and supporting confidence across Nigeria's financial ecosystem.

Outcome & Value Protected

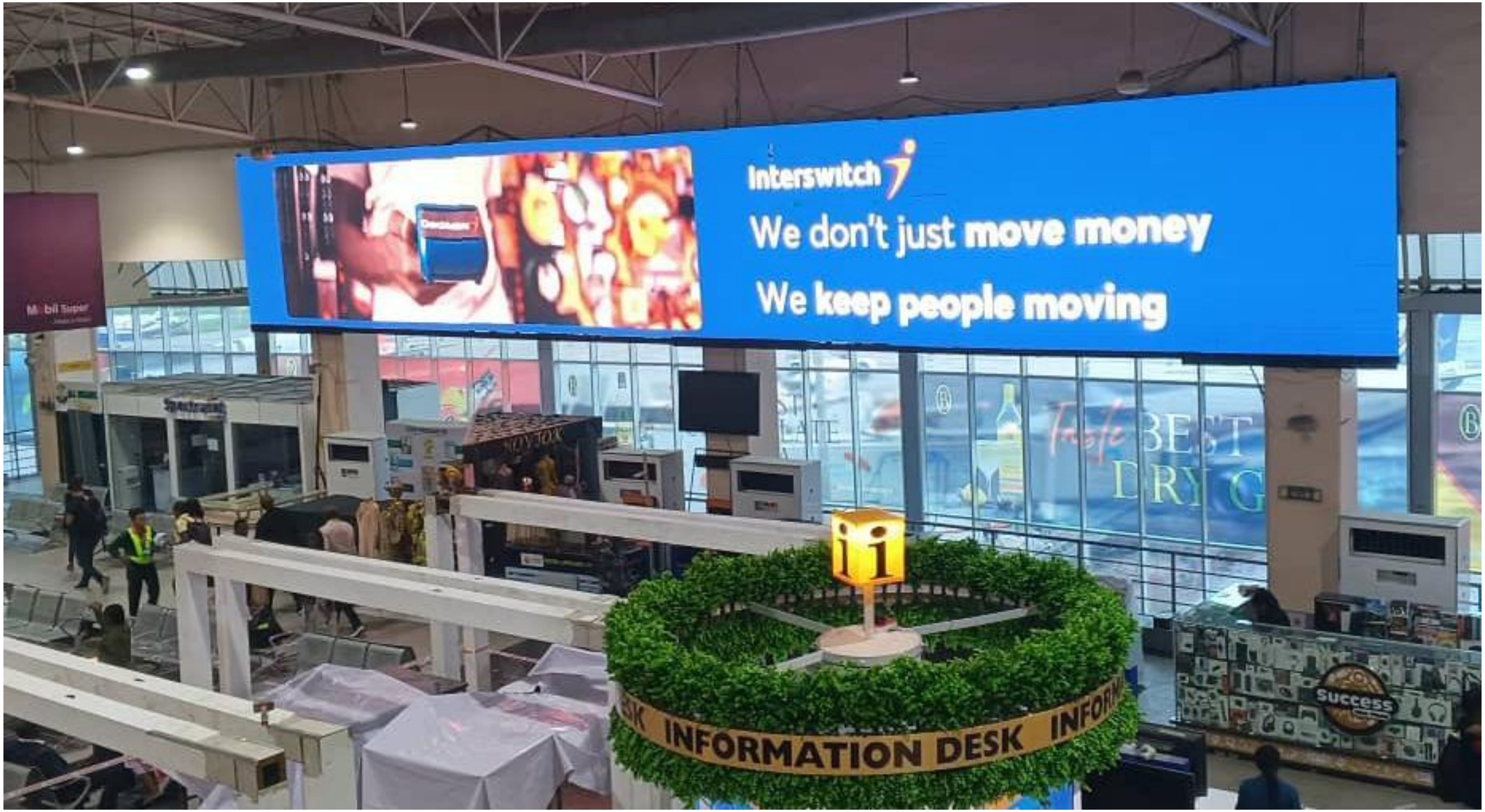
The engagement strengthened SWIFT's institutional visibility and reinforced its position as a trusted partner within Nigeria's financial services industry. Continuous regulatory intelligence and proactive stakeholder engagement improved responsiveness to policy developments while enhancing executive visibility and strengthening strategic relationships across government, regulatory, and financial-sector institutions. The programme also reinforced confidence in SWIFT's role within the financial ecosystem by supporting informed communications, proactive stakeholder engagement, and consistent institutional positioning.

Protected value included:

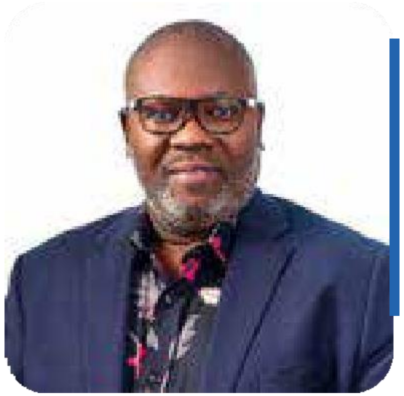
- Institutional reputation
- Regulatory confidence
- Financial ecosystem trust
- Executive visibility
- Strategic stakeholder relationships
- Policy responsiveness
- Industry leadership positioning
- Market credibility
- Strategic communications alignment
- Long-term institutional resilience

Advertisement

Advertisement



THE TEAM



ADEDAYO OJO

Founder/Principal Consultant

With over three decades of experience spanning strategic advisory, corporate communications, and stakeholder relationship management, he brings deep expertise in public policy and reputation management. His career includes 15 years with ExxonMobil's Nigerian affiliate, Mobil Producing Nigeria, where he played a pivotal role in shaping high-level communications and engagement strategies. He previously served as Public Affairs Manager for ExxonMobil's upstream affiliates in Nigeria, leading critical initiatives at the intersection of business, government, and public interest.

In addition, he has demonstrated strong leadership in crisis and emergency response coordination, and holds the distinction of serving as Nigeria's first Secretary of the Commonwealth Journalists' Association, underscoring his credibility, network, and influence within the media and policy landscape.

FAVOUR AKINTAN

Chief Operating Officer/ Acting CEO

She is a seasoned operations leader with deep expertise in driving operational excellence across customer retention, sales operations, and customer success functions.

She is responsible for translating strategic objectives into execution, optimising processes, and ensuring consistent delivery of business growth and performance outcomes.

She has a proven track record of overseeing high-value portfolios within the FMCG and healthcare sectors, strengthening client relationships while enhancing efficiency across the value chain.

Her leadership spans a diverse stakeholder ecosystem, including healthcare consumers, key distributors and sub-distributors, B2B clients, modern trade partners, and export markets, positioning her to effectively align cross-functional teams, streamline operations, and deliver sustained commercial impact at scale.

THE TEAM

FISAYO AYODELE

Director, Strategic Communications

Fisayo brings extensive experience in project management, crisis communications, media relations, corporate communications, and event management.

She leads the development and execution of integrated communication strategies that strengthen corporate positioning and safeguard reputation across diverse markets.

She has successfully overseen communications for a portfolio of leading national and international brands, including Unilever, SAP, Google, Ericsson, Skye Bank, Ford, Coca-Cola, Etisalat, and the European Union, demonstrating her ability to manage complex, high-stakes engagements and deliver measurable impact.

Fisayo holds a degree in Communications and Media Studies.

KAZEEM AFOLABI

Associate Director, Human Resources & Admin

He has over 5 years of Human Resources & Administrative Services experience. 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.

He holds a B.Sc. in Economics

THE TEAM

DAVID ODULAJA

Director, Research, Policy/Programmes

David brings a rich blend of journalism, development communication, and public policy expertise. His career spans leading Nigerian media organisations, including Daily Independent, NET, New Telegraph, and Opera News, where he built a strong foundation in storytelling, analysis, and stakeholder engagement.

He has extensive experience in development journalism, having led programme design and implementation initiatives that leverage media networks to inform and shape policy outcomes.

David has worked with a diverse portfolio of clients, including Lekoil, NCDMB, Tetra Pak, MainOne, and Binance, delivering insight-driven solutions that support informed decision-making and strategic positioning.

SIDNEY PHAM-IZULU

Creative Team Lead

Sidney Pham-Izulu, a seasoned professional with nearly a decade of experience, excels in design, branding, and communications. Having contributed to the creation and management of close to 100 brands in various sectors, he is renowned for his meticulous eye, innovative ideation, and creative prowess. Certified and skilled in diverse design, media, and communications disciplines, Sidney's academic foundation in Industrial Physics with Electronics and ICT Applications adds depth to his expertise.

THE TEAM

ABUBAKAR OLUWATOBILOBA

Digital Media Specialist

Tobiloba Abubakar is a skilled Digital Media Specialist with 3 years of experience. He thrives on challenges and excels in areas like Social Media Management, Content writing, and Digital Marketing. Tobi's expertise is evident in his ability to create impactful digital strategies and navigate emerging trends effectively.

His academic background includes a Bachelor of Engineering degree in Mechanical Engineering from Bells University, Sango Otta, Ogun State, which gives him technical understanding of systems, making him a valuable asset for driving online engagement, enhancing brand visibility, and achieving business goals.

CHUKWUDUMEBI H. OKEKE

Art/ Creative Associate

Chukwudumebi H. Okeke is a creative and detail-oriented graphic designer with experience in branding, digital marketing, and visual storytelling. He has worked with organizations such as Hikerstrail and Agunze Media, creating compelling visual content that enhances audience engagement and strengthens brand identity.

A graduate of Mass Communication from Nnamdi Azikiwe University, Chukwudumebi combines strong design skills in Adobe Creative Suite with expertise in communication, social media management, and copywriting. Passionate about innovative design trends, he enjoys crafting unique visual concepts, photography, and creative storytelling.

OUR CONTACT

Head Office

21B, Ogunmodede Street,
Off Allen Avenue, Ikeja, Lagos, Nigeria.

info@caritaspr.com
Tel: +234 909 859 9307
P.O.Box 14197, Ikeja.

Abuja Office

Suite 51, Nandu Plaza,
Plot 566, Ndola Crescent,
Off Michael Opara Street,
Wuse, Zone 5, Abuja.

caritascomms
caritas-communications
www.caritaspr.com