



**Digital Communication & Technology Solutions Providers**

# CONTENT



- Introduction
- About Creo
- Our Vision
- Our Core Values
- Our Approach to Work
- Selected Clients

# ABOUT CREO



- Communications and technology; one stop destination for organizations.
- Customers include companies of all sizes, from start-ups to large corporates.
- Our focus on results sets us apart from the crowd.
- Our Success is measured by the Success of Our Clients.



# OUR VISION

To be the leading all-round communications and technological solutions provider in Africa, creating winning solutions to better the lives of our clients.



# OUR CORE VALUES



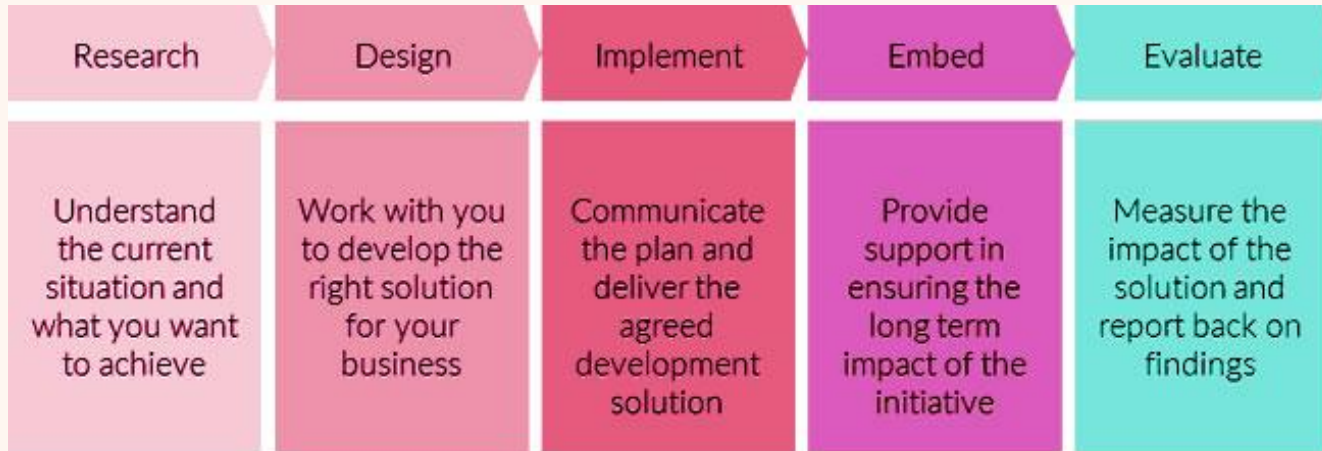
- Integrity
- Excellence
- Reliability
- Innovation
- Creativity



# OUR APPROACH TO WORK



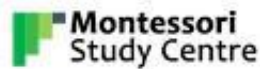
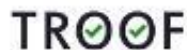
Our 5-stage approach is designed to drive conversation from ideas to action. From the very start of any project or initiative, we work with you to establish exactly what you want to achieve.



**We believe that unlocking breakthrough innovations will only happen if we collaborate & work together.**



# OUR ESTEEMED CLIENTS



# ZENITH GLOBAL ECONOMIC FORUM



Initiated in 2018 by Jim Ovia, Founder and Chairman of Zenith Bank Plc. The Zenith Global Economic Forum was conceived as a platform investing arm for domestic and foreign investors interested in the Nigerian economy.

- **Challenge:** Zenith required a solution for potential participants to be able obtain information and register online.
- **Solution:** Creo developed an inclusive functional website of international standard for Zenith Global Forum, which enabled potential participants to learn about the event and register for it



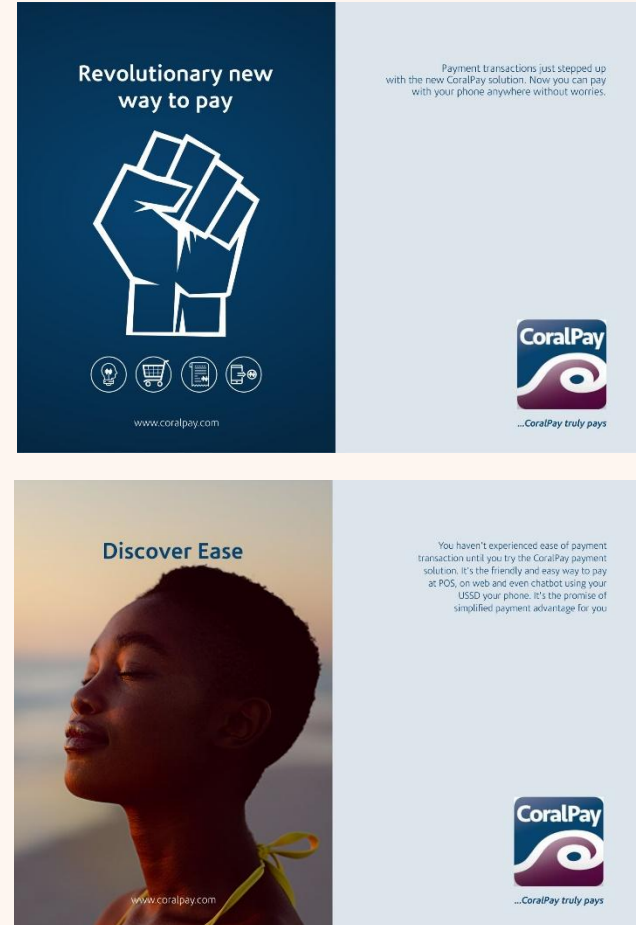


# CORALPAY C'GATE SOLUTIONS



Coralpay is a revolutionary payment system that utilizes USSD on web and on POS and does not use card for payment. It is safe, efficient and convenient

- **Challenge:** Coralpay needed a very targeted awareness campaign to present Coralpay as the preferred payment solution
- **Solution:** Creo developed an exciting awareness communication to fit the clients budget with emphasis on digital and radio exposure exposure.



## Introducing the new integrated payment solution. CoralPay



www.coralpay.com

You need not worry about payment difficulties any longer when you pay with CoralPay. CoralPay is your new payment solution that brings the luxury of ease, convenience and reliability at every payment point.



...CoralPay truly pays

## Discover Convenience



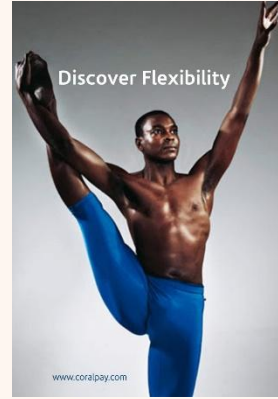
www.coralpay.com

Nothing can be more convenient than making or receiving payments at your chosen time and location. It's payment, the way you want it.



...CoralPay truly pays

## Discover Flexibility



www.coralpay.com

No one appreciates hitches and delays on their payment matters. That is why CoralPay offers super-efficient payment gateway that ensures that your transaction process has no downtime. It's the promise of commitment to your enjoyable payment experience.



...CoralPay truly pays

## Discover Efficiency



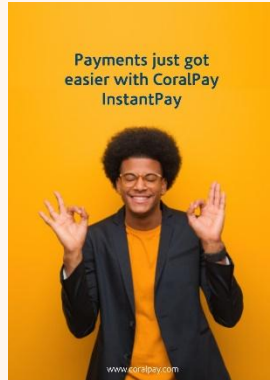
www.coralpay.com

No one appreciates hitches and delays on their payment matters. That is why CoralPay offers super-efficient payment gateway that ensures that your transaction process has no downtime. It's the promise of commitment to your enjoyable payment experience.



...CoralPay truly pays

## Payments just got easier with CoralPay InstantPay



www.coralpay.com

Do you desire to receive and collect money as an individual or organisation? CoralPay offers you a payment gateway that is safe, easy and friendly to use.

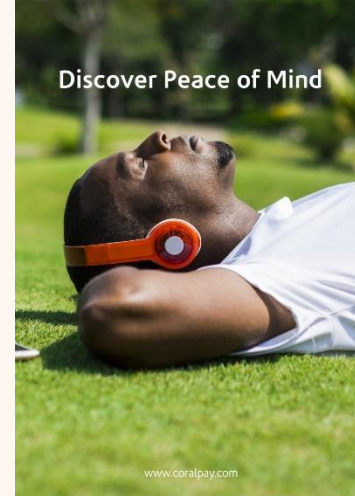
### Features:

- Instant Credit
- Instant Debit
- Name Enquiry



...CoralPay truly pays

## Discover Peace of Mind



www.coralpay.com

No one appreciates hitches and delays on their payment matters. That is why CoralPay offers super-efficient payment gateway that ensures that your transaction process has no downtime. It's the promise of commitment to your enjoyable payment experience.



...CoralPay truly pays

# CYBERSPACE



Cyberspace is a multi award-winning company providing network and software solutions, launched in 1995.

- ❖ **Challenge:** Cyberspace required professional support in her technology service and digital marketing operations.
- ❖ **Solution:** CREO has remained a reliable service provider to Cyberspace supporting her in the development of numerous functional high-profile websites and launch of numerous digital marketing campaigns.

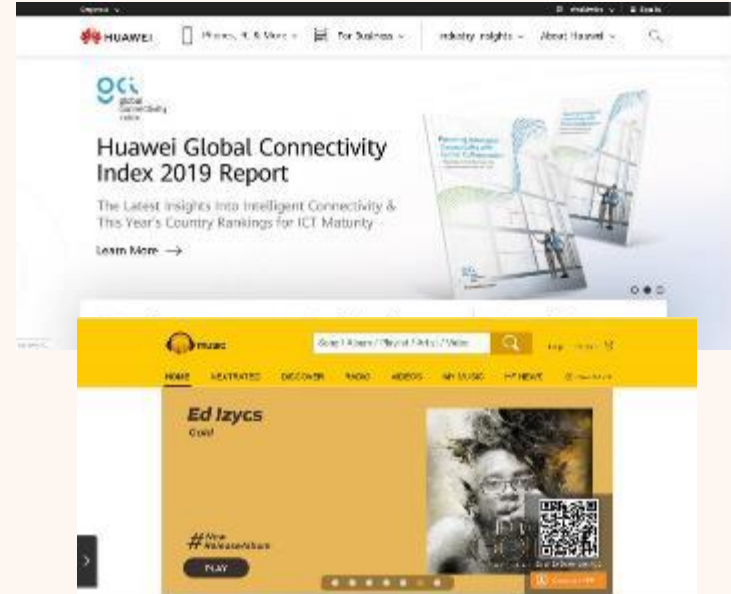


# HUAWEI



Founded in 1987, Huawei is a leading global provider of information and communications technology (ICT) infrastructure and smart devices.

- ❖ **Challenge:** Huawei went into partnership with MTN and needed local professional support in music marketing services and sales to MTN subscribers via the MTN Music Plus App
- ❖ **Solution:** CREO offered Huawei specialized music marketing services including artist recruitment, registration and promotion. We successfully deployed digital marketing expertise to promote both the artistes and their music to the Nigerian audience.

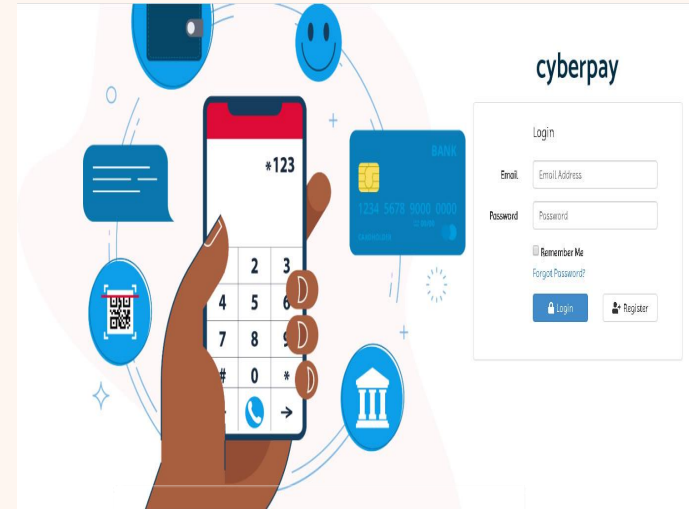


# CYBERPAY



Cyberpay prides itself at the understanding of the industry pain points and the various other challenges faced by merchants and their customers.

- ❖ **Challenge:** CyberPay required full branding support at launch and also required the development of the application's client user interface.
- ❖ **Solution:** Creo designed and delivered state-of-the-art application's client area and web application that is user friendly, light and easy on the eye.



CyberPay

# THE INSTITUTE OF CHARTERED ACCOUNTANTS OF NIGERIA (ICAN)



The Institute of Chartered Accountants of Nigeria (ICAN) was established by Act of Parliament No. 15 of 1965

- ❖ **Challenge:** ICAN Institute needed an upgrade to their institution portal.
- ❖ **Solution:** CREO designed their portal user interface, the upgraded design brought it up to global standard.





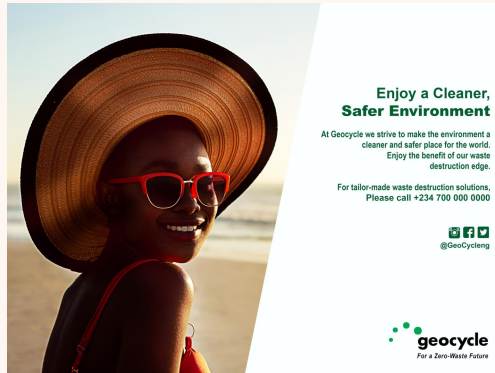
# GEOCYCLE (LAFARGE AFRICA)



Geocycle (Lafarge Africa) is into safe waste destruction services

- ❖ **Challenge:** Geocycle needed to communicate her services to her target customers and sell the benefits of safe waste destruction to the general public for the first time.
- ❖ **Solution:** CREO developed a unique positioning statement for the brand and recommended a 360-degree, integrated and targeted campaign for Geocycle which was overwhelmingly accepted and implemented.





# WIND AIRFRESHENER (CYBELE COSMETICS)

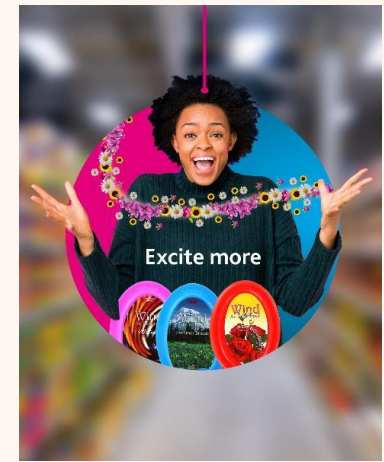
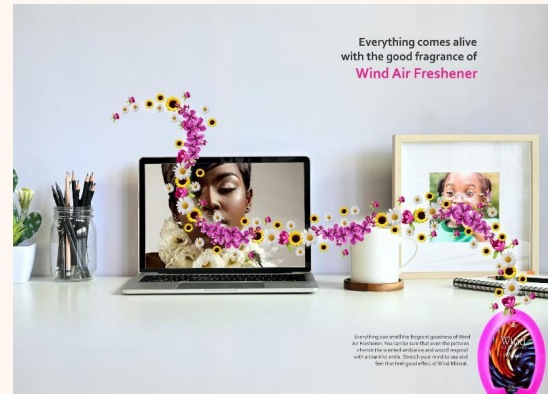
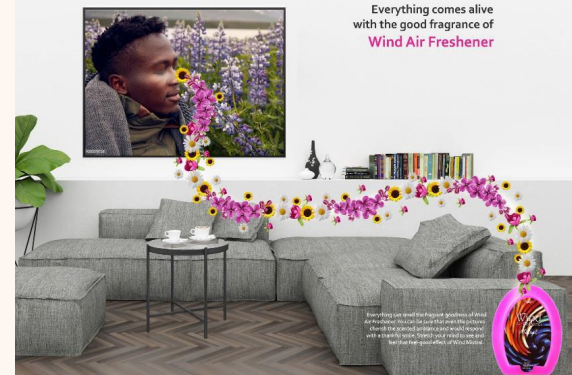
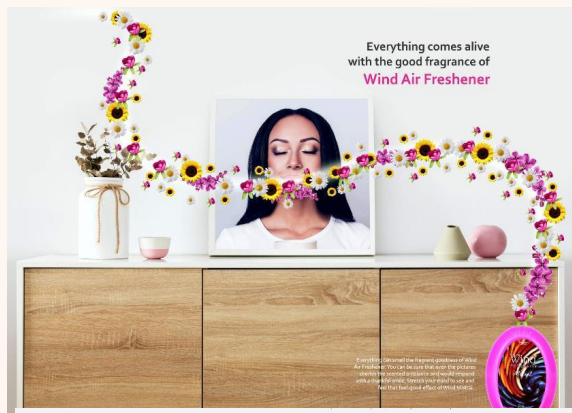


Cybele Cosmetics have been operating in the country for over 50 years producing home & air care products. The company has relied on activating the trade channel to gain market penetration and share.

- ❖ **Challenge:** Following fierce and increasing competitive rivalry the company adopted the consumer-led and marketing-driven approach requiring Integrated Marketing Communications (IMC) to grow volume and value share.
- ❖ **Solution:** Creo developed a range of IMC solutions based on market knowledge and consumer insights covering both Digital and Traditional Communications routes.







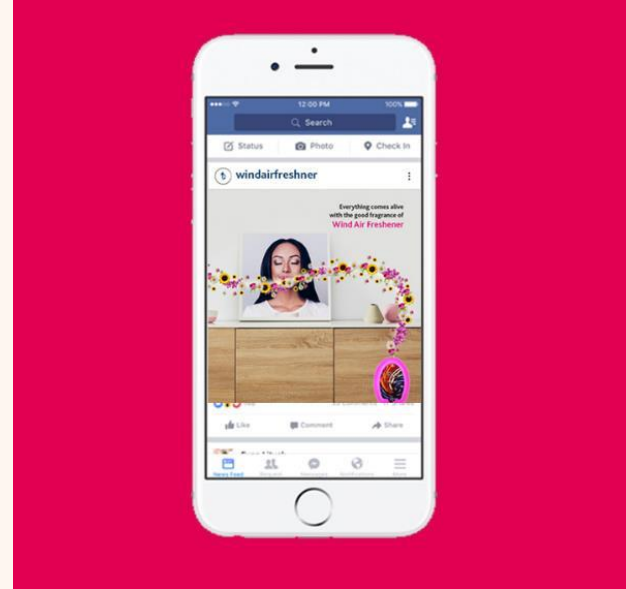
Enjoy More fragrance in the

# WIND AIR FRESHENER

Offer lasts while promo stock lasts  
Terms & Condition Apply

**WIN MORE JUMBO OFFER**

How to enjoy more fragrance  
**BUY 3, GET 1 FREE**



Get Excited in the

# WIND AIR FRESHENER

Offer lasts while promo stock lasts  
Terms & Condition Apply

**MORE FOR "U" OFFER**

**How to get Excited**  
Buy 20 cartons of WIND AIR FRESHENER and get 2 Cartons free!  
Buy 4 cartons of WIND AIR FRESHENER and win an Umbrella

*Thank  
you*





# Contact Us

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