

COMPANY PROFILE

Strategic Communications.

Branding.

Positioning for clarity and influence.

COMPANY OVERVIEW

Consult 24 is a strategic communication, branding, and positioning advisory firm.

We work with organisations, institutions, and individuals to define how they communicate, how they position themselves, and ultimately, how they are perceived.

In an increasingly complex and competitive environment, communication is no longer a function of visibility alone. It requires clarity, alignment, and deliberate intent.

Consult 24 ensures that communication is not simply expressed, but structured, aligned, and positioned to deliver measurable impact.

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WHAT WE DO

We provide full-stack

- ▶ **STRATEGIC COMMUNICATIONS**
- ▶ **BRANDING ADVISORY**
- ▶ **INTEGRATING THINKING**
- ▶ **EXECUTION**

To deliver clarity, consistency, and influence.

Our work ensures that clients communicate with precision, aligning message, timing, platform, and audience to achieve clarity of perception and strength of position.



OUR APPROACH

At Consult 24, communication is not treated as isolated output.

It is approached as a structured system integrating:

- Strategy
- Branding and positioning
- Leadership alignment
- Platform and channel selection
- Perception management

We guide organisations and individuals from:

- Noise to clarity
- Activity to strategy
- Visibility to positioning
- Communication to influence



WHAT THIS LOOKS LIKE IN PRACTICE

When a client seeks to be known for a specific strength or expertise, our role extends beyond amplification.

We define:

What that positioning represents

How it should be communicated

Where it should be communicated

How it is reinforced over time

This ensures that perception is not assumed, but deliberately constructed.



OUR CAPABILITIES

- **Strategy & Advisory**

Strategic communications and public relations
Brand development and positioning
Leadership advisory and executive positioning
Crisis and issues management
Personal brand advisory

- **Branding & Communication**

Creative strategy and insight
Digital communication strategy
Media relations and engagement

- **Execution Support**

Film, radio, and content production
Experiential marketing and activations
Media buying and placement



WHO WE SERVE

Consult 24 works with:

- Corporate organisations
- Government and public sector institutions
- NGOs and development organisations
- Founders and business owners
- Executives and leadership teams
- Individuals building personal brands



SERVICE MODELS



Fully Outsourced Communications

We design and manage end-to-end communication systems for organisations requiring full ownership and execution.



Build and Handover

We develop structured communication frameworks and transition them to internal teams.



Strategic Retainer

We provide ongoing advisory, oversight, and quality control across communication and positioning.

QUICK STRATEGIC SERVICES

For clients requiring immediate clarity:

- **Reputation and narrative audit**
- **Leadership messaging framework**
- **Personal brand positioning**
- **Communication strategy reset**
- **Crisis readiness assessment**
- **Executive media preparation**





VISION

To be a leading strategic communication and branding advisory firm, shaping how organisations and individuals communicate, position themselves, and build enduring credibility and influence

MISSION

To deliver structured, insight-led communication solutions that strengthen positioning, clarify messaging, and support long-term credibility.

PURPOSE

To build communication and branding structures that:

- Strengthen leadership and organisational positioning
- Create clarity and consistency across platforms
- Reduce reputational risk
- Support long-term credibility and influence



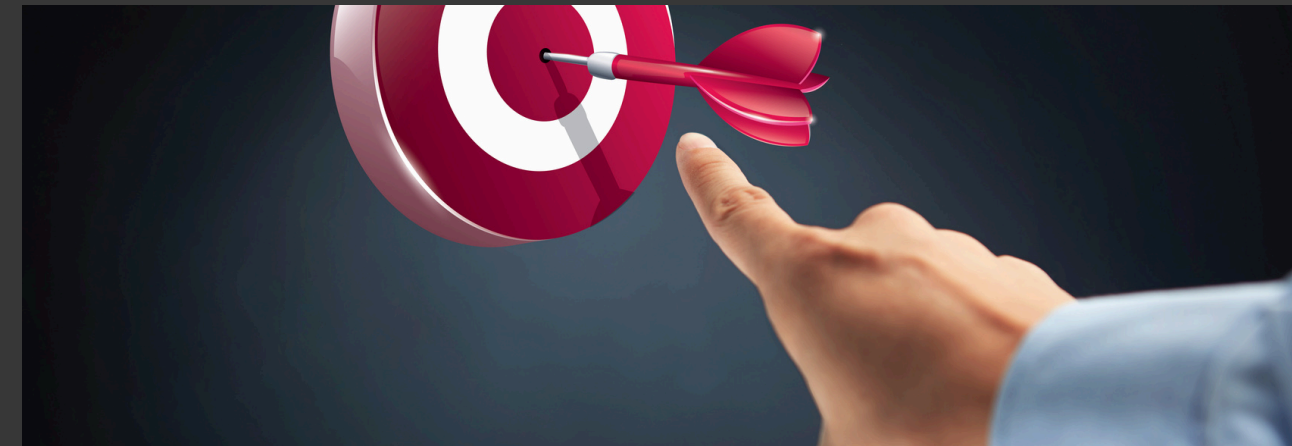
CORE VALUES

01 Impact
We deliver communication that drives meaningful outcomes, shaping perception, positioning, and influence..

02 Capacity
We prioritise continuous growth, competence, and the delivery of work that meets global standards

03 Legacy
We build structures designed to endure, contributing to long-term relevance and institutional strength.

04 Purpose-Led Culture
We operate with clarity of purpose, guided by integrity, professionalism, and discipline.



WHY CONSULT 24

- Strategic, not operational
- Clarity-driven approach
- Integrated capability from strategy to execution
- Strong focus on branding and positioning
- Experience across sectors and audiences

We do not focus on communication alone.
We focus on how you are positioned and perceived





POSITIONING STATEMENT

Consult 24 ensures you say the right thing, at the right time, in the right place using the right channels so you are clearly understood and properly positioned.





PAMELA OSANAKPO

CHIEF OPERATING OFFICER

10+ years' experience working across brands and organisations including Kellogg's, Chicken Republic, Nature's Gentle Touch, Visa, Ensure Insurance, Nestoil Limited, Neconde Energy Limited, Acropolis Golf Resort, and the Obijackson Group (Oil & Gas), delivering strategic communications, brand positioning, campaign development, and executive visibility initiatives. Founder of Consult 24, a strategic communications advisory firm focused on reputation management and narrative development. Currently serving as Chief Operating Officer, aligning strategy, operations, and communications to support organisational growth.



CHUKA OBI

CHIEF CREATIVE OFFICER

20+ yrs experience working across over 100 brands, including local and international award winning work for MTN (Saka "I Don Port O!", Blind Bride, Wonder Woman Mother's Day, Man In The Box, Pulse, Nightshift/Together In Love), Piggyvest (Consistency), Abeg (This Generation), Glo, Interswitch, Guinness Extra Stout, Malta Guinness, Lipton, Maggi, Pepsi, 2Sure, Adidas, Glo and many more. Cannes Lions 2023 Juror.

Thank You

Consult 24
Strategic Communications.
Branding. Positioning