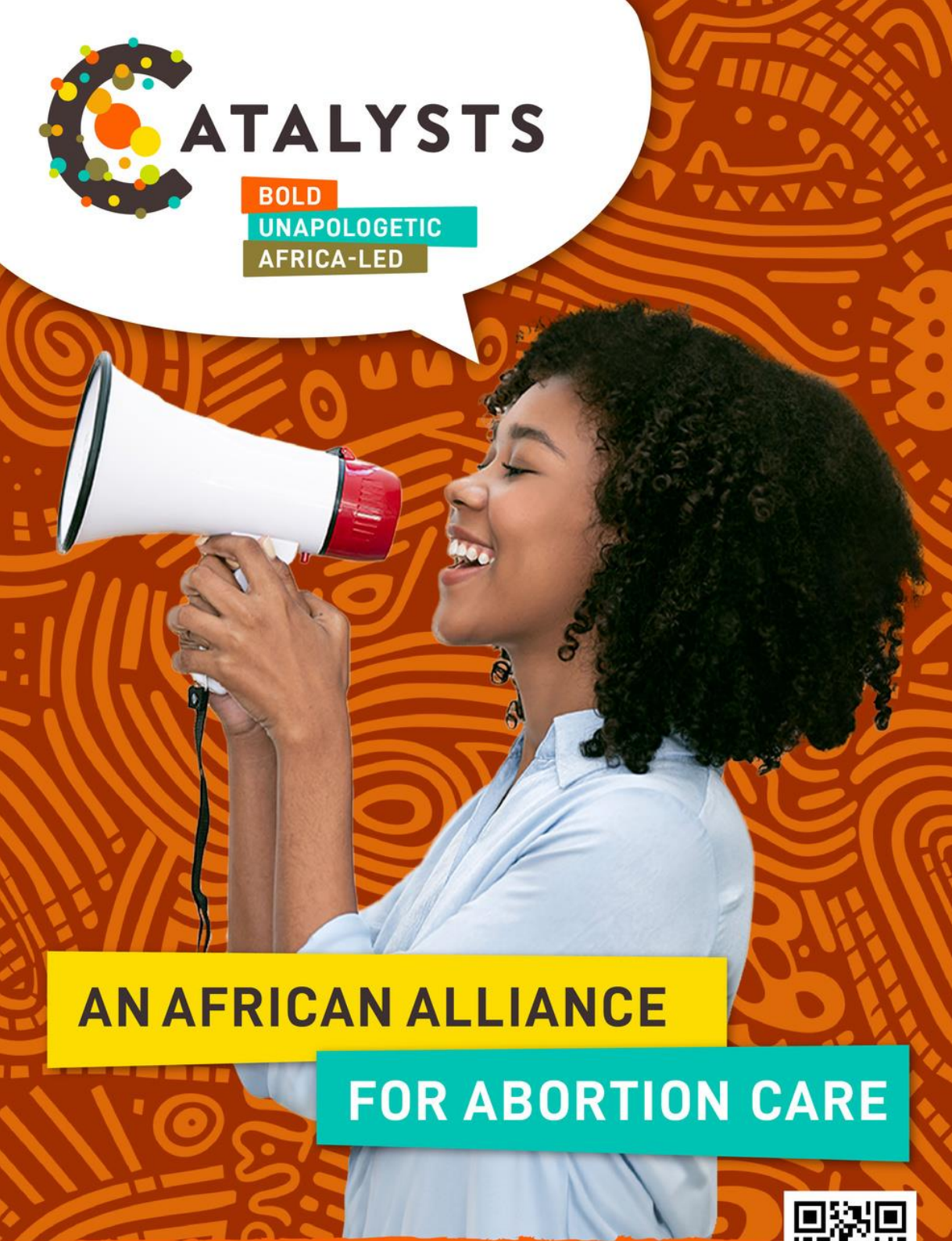


CASE STUDY

CATALYSTS Africa

Strategic Launch Communications for an Africa-Led Abortion Rights Alliance


How VALSIG Solutions designed and executed the communications architecture that launched CATALYSTS Africa to the continent and the world.



CATALYSTS
BOLD
UNAPOLOGETIC
AFRICA-LED

AN AFRICAN ALLIANCE
FOR ABORTION CARE

JOIN US www.catalystsafrica.org



ABOUT THE CLIENT

CATALYSTS Africa

Who They Are

Founded on the principles of being **Bold, Unapologetic, and Africa-Led**, the consortium brings together organisations across the continent committed to transforming the reproductive rights landscape.

CATALYSTS needed a strategic communications partner to launch the consortium, build momentum, and ensure the alliance's voice resonated across multiple stakeholder groups – from donors to the public.

FOCUS
Abortion Rights

REGION
Pan-African

LAUNCH
2024



THE BRIEF

Launch a Pan-African Consortium

CATALYSTS asked VALSIG Solutions to design and execute the communications strategy for their consortium launch — creating the narrative, building excitement, educating stakeholders, and sustaining visibility across Africa and globally.

- Launch the CATALYSTS consortium through a bold digital campaign
- Build excitement and raise awareness among donors, partners & the public
- Amplify the core message: Bold, Unapologetic, Africa-Led
- Sensitize audiences on abortion care in Africa
- Establish a sustained digital presence post-launch

CATALYSTS
BOLD
UNAPOLOGETIC
AFRICA-LED

I'M A FRIEND OF
CATALYSTS

JOIN US www.catalystsafrika.org



OUR STRATEGY

Three Pillars of the Launch Campaign

BE BRIGHT

Amplify Core Identity

- › Bold, Unapologetic, Africa-Led messaging
- › Animation video & key visual assets
- › Campaign lock-up & brand identity
- › Social media captions & content strategy

BE INFORMATIVE

Give Audiences a Reason to Support

- › CATALYSTS member interview features
- › Interview short-form video cuts
- › C-Frame Challenge campaign
- › Consortium partner visibility content

RE-IGNITE

Sensitise & Mobilise

- › CATALYSTS website design & management
- › Newsletter campaigns & email marketing
- › Raising awareness on Africa's rights gaps
- › Stakeholder & advocacy audience engagement

SERVICES DELIVERED

End-to-End Launch Communications

01 Strategic Campaign Architecture

Designed the overarching launch framework anchored on Be Bright, Be Informative, Re-Ignite – including stakeholder mapping, audience segmentation, and narrative positioning.

03 Integrated Digital Campaign

Led end-to-end digital rollout: visual identity application, launch assets, video storytelling, and social media content to build excitement.

05 Website Design & Management

Created and managed www.catalystsafrica.org – content structuring, design, UX optimisation, and ongoing management.

02 Narrative & Thought Leadership

Crafted messaging framing the consortium as collaborative, solution-driven, and Africa-led – aligned to both advocacy and institutional audiences.

04 Educational & Stakeholder Content

Developed member interview features, short-form video assets, the C-Frame Challenge, and engagement-driven digital formats.

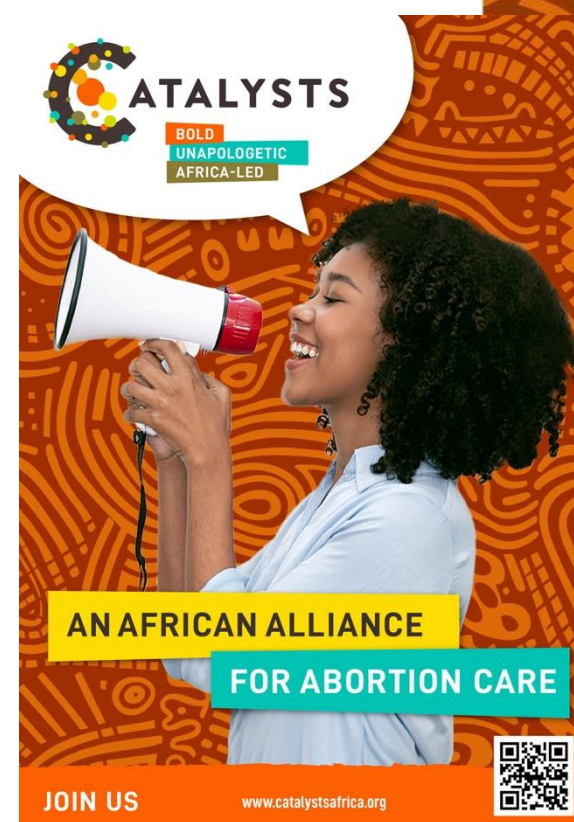
06 Email Marketing & Capacity Building

Delivered structured email campaigns and a newsletter, plus digital communications and strategic advisory.

CREATIVE OUTPUT

Brand Assets & Campaign Visuals

Some campaign visuals developed for CRR Africa's social media channels:



DIGITAL PRESENCE

Website, Newsletter & Platform Strategy

Amplify Core Identity

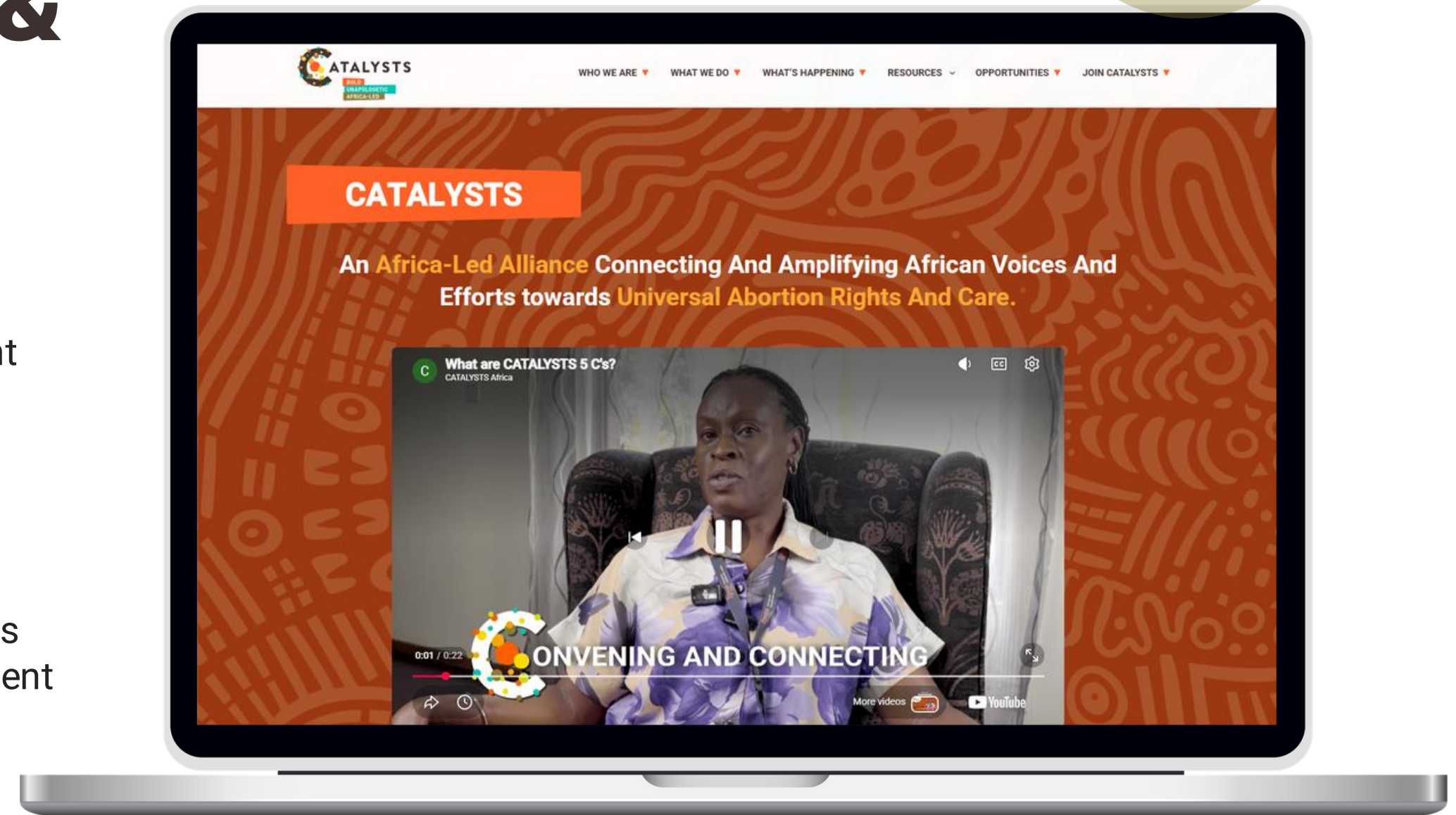
Structured content, UX design, and ongoing management of www.catalystsafrica.org ensuring accessibility and audience engagement.

Email Campaigns

Structured newsletters and stakeholder email campaigns to deepen awareness and sustain post-launch engagement momentum.

Social Platforms

Multi-platform social media strategy with launch assets, member features, and ongoing content to build the alliance community.





IMPACT & RESULTS

Measurable Launch Outcomes

3

Pillars

Bold strategic framework: Be Bright, Be Informative, Re-Ignite

Pan

African

Consortium reaching stakeholders across multiple African countries

6+

Services

Comprehensive services from strategy to execution to capacity building



Visibility

Sustained digital presence and awareness post-launch

WHY VALSIG SOLUTIONS

Your Strategic Communications Partner



Africa-Rooted

We understand the political, cultural, and advocacy landscapes shaping communications across the continent.



Movement-Ready

We design for movements – bold, resonant campaigns that build coalitions and sustain momentum beyond launch day.



Platform-Native

From social to web to email, we execute multi-channel strategies that meet your audiences where they are.



Mission-Aligned

We embed ourselves in your team, aligning every communication to your strategic goals and organisational values.

Let's Build Your Next Campaign.

VALSIG Solutions partners with advocacy organisations, NGOs, and social movements to build bold, Africa-rooted communications that create real change.



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