



# ANNUAL REPORT

2025

CREATIVELY IMPACTFUL





This document is a comprehensive  
review of the year 2025

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## I. INTRODUCTION



As we look back on 2025, I am filled with gratitude and pride for all that CKLE has accomplished this year. What began as a vision to support organizations with impactful communication has grown into a vibrant, diverse, and creative agency that continues to expand its reach and ambition.

This year, we celebrated the growth of our internal initiatives, such as Devdico and A Book For, which are becoming strong platforms for knowledge, creativity, and community engagement. We also reached key milestones in service innovation with the launch of our new Annual Report production offer for NGOs and startups—an achievement that has already opened doors to new collaborations and lasting partnerships.

Our journey was made even more inspiring by the clients who trusted us with their stories and projects. Their vision gave us the opportunity to try new things, explore bold ideas, and demonstrate the value of communication that is both creative and meaningful.

We also grew as a team—welcoming new colleagues, enriching our diversity, and strengthening the spirit of collaboration that defines CKLE. Together, we continue to prove that communication is not only about visibility but also about creating impact, building trust, and driving change.

As you read through this report, I invite you to discover the highlights, lessons, and stories that made 2025 such a defining year for us. Thank you for being part of our journey. The future of CKLE is brighter than ever, and we are excited to keep creating, innovating, and making an impact—together.

*Lead, CKLE*



**About  
CKLE ?**

CKLE is a creative communication agency born from a clear ambition : to help brands, corporations, NGOs, and creators build a strong, sustainable, and consistent identity. Our work is part of a modern dynamic where creativity meets strategy, driven by a deep conviction : well-thought-out communication can transform a brand's destiny, prevent its obsolescence, and reveal its full potential.

## Mission & Vision

Our Mission is to support organizations in building an authentic and memorable identity through solid communication strategies, thoughtful branding, and relevant content. We aim to empower every brand to express itself with clarity, emotion, and impact.

Our Vision is to become one of the most respected communication agencies in West Africa, recognized for the quality of its support, its human expertise, its sense of creativity, and its ability to anticipate industry trends—particularly in the era of Artificial Intelligence.

## Agency Positioning

CKLE positions itself as a human-centric, strategic creative agency. We don't just sell communication; we provide perspective.

Our strength lies in our ability to simplify the complexities of branding, democratize access to professional communication, and provide solutions tailored to the realities of SMEs, NGOs, startups, and creators.

In a market where many limit themselves to producing visuals, CKLE stands out as a partner for guidance, analysis, and vision. We help brands make strategic decisions by building the foundations of their future success today.

## Our Values

Clarity	Creativity	Rigor	Empathy	Sustainability
Making the complex simple, communicating accurately, and getting to the point with impact.	Offering fresh, original, and useful ideas; never just for show.	Maintaining high standards in production, strategy, and analysis.	Deeply understanding our clients' needs and their human reality.	Building long-term strategies that transcend fleeting trends.

## Core Services

CKLE offers a range of services structured around the essential needs of organizations :



**Communication Strategy & Branding:** Visual identity, positioning, editorial guidelines, and brand strategy.



**Content Creation & Curation:** Social media, copywriting, storytelling, and design.



**Community Management :** Moderation, engagement, and community building.



**Annual Reports & Institutional Documents :** Concept, writing, and layout.



**NGO & SME Support :** Consulting, training, and communication education.



**Webinars, Events & Cultural Initiatives :** Such as The Book Club by A Book For.



## Our Creative DNA

CKLE follows one guiding principle: Simplicity is Power.

We believe in minimalism, not as a trend, but as the most accurate way to communicate. By removing the unnecessary, we reveal the essential : the emotion, the story, the brand.

Our creativity rests on three pillars: A deep understanding of human challenges, mastery of visual aesthetics, the commitment to providing meaning before producing content. At CKLE, creation is not a decorative exercise: it is a strategic reflection that allows brands to exist with purpose and touch their audience durably.



## 2025 Success Stories

CKLE successfully launched 04 internal projects in 2025, including:

**A Book For** : A project focused on communication that brings people together around a shared passion : reading.

**DEVDICO** : A project aimed at simplifying international development jargon. It provides accessible definitions and illustrations of key terms used in the development sector.

**La Focale** : A photography project that offers free photo sessions to a selection of models every year-end. Its goal is to highlight and remind us, through imagery, of the beauty in the details surrounding us.

**Urban Chic** : A ready-to-wear brand specializing in curated second-hand clothing (thrift). We select unique, trendy pieces that combine style, quality, and affordability.



# Client Portfolio

## Chez Akos :

A culinary brand celebrating the art of fine dining through homemade, generous, and flavorful dishes. More than just cooking, it is a gourmet signature that combines authenticity and pleasure in every bite.



### TYPOGRAPHY

## HERE IS YOUR SAMPLE HEADING

Subheadlines look like this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tristique laoreet sapien, in varius enim tempus eu. Morbi libero enim, congue nec dignissim at, rhoncus quis lectus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Sed bibendum odio a ex consectetur tristique. Sed varius, metus in fermentum.

### BRAND COLORS

# Mockups



## Vulcanisation Juridique et Citoyenneté Active by Jean-François Tsogli :

Making legal information accessible, understandable, and useful for the entire population, especially those in rural areas. This mission is fulfilled through radio outreach, popular legal education, and advocacy for active citizenship and the Rule of Law.



**Promouvoir l'accès au droit et renforcer la participation citoyenne**

[f](#) [in](#)

**Et vous,**  
que pensez vous de  
cette **transformation digitale ??**  
**dites nous en commentaire !!**

**Rôle du juge :**

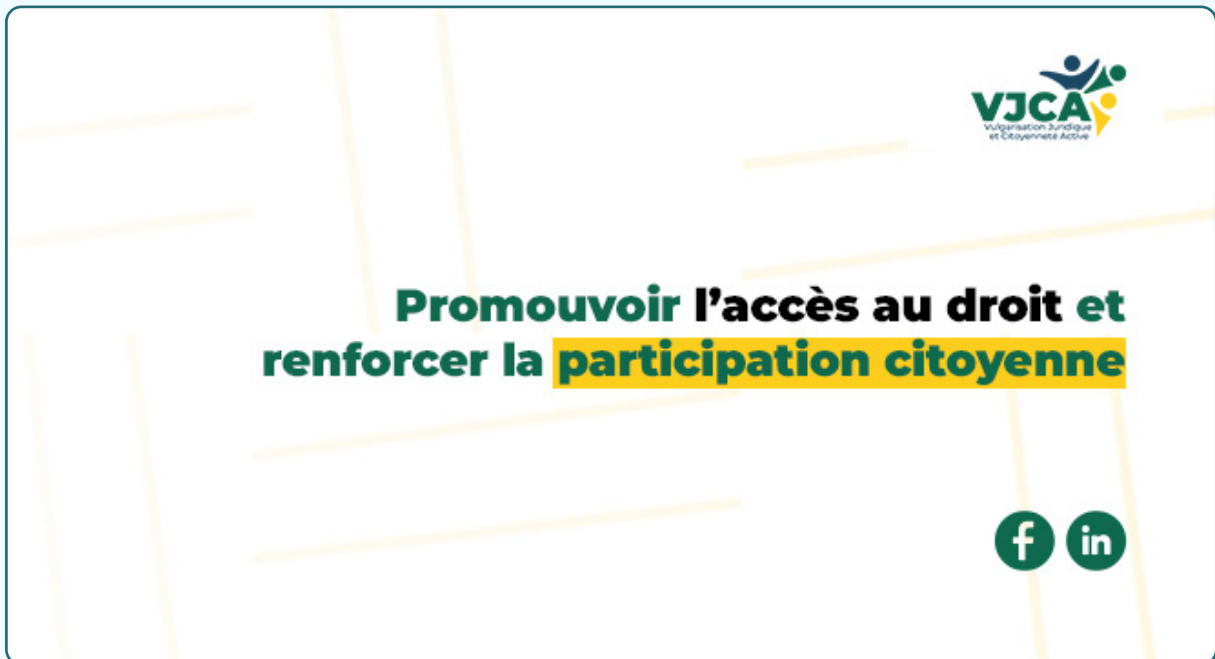
Le juge vérifie que la décision est libre et équilibrée

Le juge protège les droits des enfants.



# Case Study

## Vulgarisation Juridique et Citoyenneté Active (VJCA)



### Presentation

The “Legal Outreach and Active Citizenship” project aims to make the law accessible, understandable, and useful for everyone, particularly for rural populations often far removed from judicial institutions. Driven by the vision of a society where every citizen understands their rights and duties and fully participates in public life, this program promotes inclusive, equitable justice that is close to communities. Through various initiatives—radio broadcasts in local languages, legal information sessions, production of simplified fact sheets, podcasts, community training, and advocacy actions—the project strengthens legal and civic culture while fostering participation in local governance. Guided by values such as accessibility, equity, civic engagement, independence, professionalism, and respect for human dignity,

it actively contributes to the achievement of the Sustainable Development Goals (SDGs 4, 5, 10, 13, 15, and 16) by creating a true bridge between justice institutions and citizens.

To realize this vision and strengthen its impact, the NGO Legal Outreach and Active Citizenship (VJCA) called upon CKLE’s expertise to support its communication efforts. It was essential for VJCA to have a clear identity and dissemination channels suited to its mission. CKLE developed a comprehensive branding strategy, including the design of a logo, social media banners, and various visual deliverables commensurate with the organization’s cause. Content creation work was also carried out to ensure consistent, engaging, and meaningful communication.

## Problem Statement

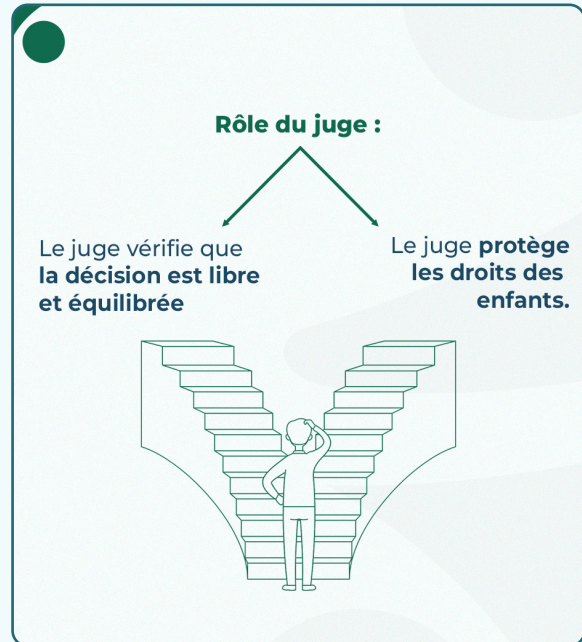
In a context where access to legal information remains a privilege for urban areas, rural populations are largely disconnected from judicial institutions and mechanisms for protecting their rights. VJCA, which has been committed to spreading legal knowledge in rural areas for years, faced a major challenge : making its mission visible, credible, and impactful in the digital age.

The absence of a strong visual identity, a structured communication strategy, and adapted digital tools limited the reach of its actions and its ability to mobilize new audiences, partners, and donors. The stakes were twofold: strengthen the NGO's notoriety while modernizing its communication to highlight its expertise and amplify its impact.

## The CKLE Approach

At CKLE, we adopted a strategic approach based on three pillars: Analysis, Structuring, and Activation.

- In-depth Analysis of the Client and its Ecosystem  
A phase of listening and diagnosis made it possible to understand the needs of VJCA, its target audiences (rural citizens, CSOs, public institutions, legal experts, media), and existing channels.
- Structuring the Brand and Digital Strategy  
CKLE defined a clear positioning: an expert, educational NGO that is close to citizens. This stage led to the creation of a complete visual identity (logo, color palette, typography, banners) and an editorial charter reflecting the NGO's values: accessibility, equity, and civic engagement.
- Activation of Tools and the Communication Plan  
CKLE developed a six-month digital strategy, including the setup of priority channels (Facebook, LinkedIn, YouTube, WhatsApp Business), the definition of an editorial calendar, the creation of educational content (podcasts, carousels, infographics, "Did you know?" sections), and regular performance monitoring (KPIs).



## Implementation

- Design of the visual identity and the NGO's complete brand kit.
- Creation and optimization of official pages on Facebook and LinkedIn.
- Production of consistent and harmonized visuals for publications.
- Development of a 3-month editorial calendar aligned with the broadcast of the show "La Parenthèse Juridique".
- Creation of original content: videos, carousels, legal information sheets, and broadcast clips.
- Training of the NGO's internal communication team in digital tool management.
- Support in planning and scheduling publications across social platforms.

## Impacts

- Strengthened Visibility: A professional and consistent online presence across key platforms.
- Increased Engagement : Positive interactions

with listeners, community leaders, and rural citizens.

- Valuation of Fieldwork: Awareness actions and broadcasts in local languages now benefit from a wider audience.
- Improved Institutional Recognition : The VJCA brand is now perceived as a reference in civic legal outreach.
- Creation of an Active Community : Thanks to regular publications and diverse formats, target audiences participate more in local debates and initiatives.

### Lessons and Perspectives

This collaboration demonstrated the importance of structured communication aligned with an NGO's social mission. VJCA understood that digital transformation is not just a matter of tools, but also of vision and consistency.

In the medium term, perspectives include:

- Launching a comprehensive website with "podcasts" and "legal news" sections.
- Introducing a bi-monthly newsletter to maintain ties with beneficiaries and partners.
- Expanding the content strategy to other themes of law and local governance. locale.

### Added Value Analysis (Crucial Step)

CKLE's added value lies in its ability to understand the client before creating. The agency did not simply deliver tools



## A Book For



### Presentation

“A Book For” is a literary and educational project founded to promote reading and encourage dialogue around books in Africa, particularly in Benin.

CKLE supported the project from its inception, structuring its brand image and community engagement strategy. .

### The Challenge

- How to make reading attractive to a digitally-focused generation?
- How to create a visual and narrative identity reflecting inclusion and pleasure?
- How to build a community around books in a local and pan-African cultural dynamic?

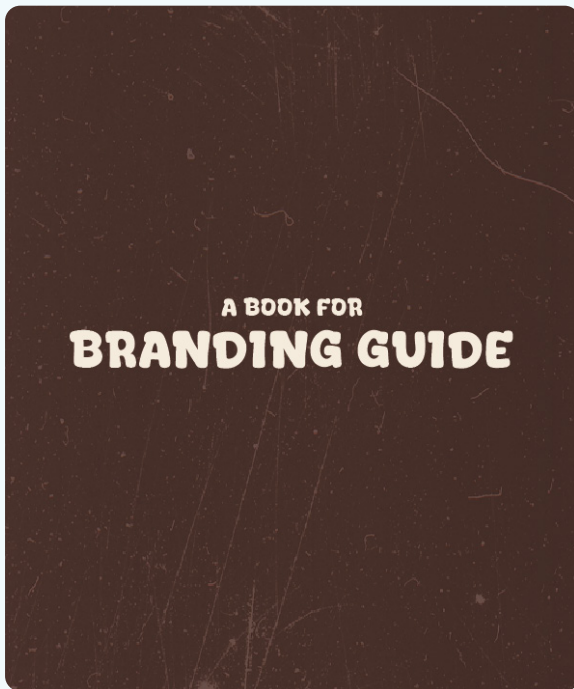
### The CKLE Approach

Faced with these challenges, CKLE adopted a strategic and human-centered approach, focused on three pillars: 1. Defining the Positioning CKLE first conducted an analysis of the concept and its founding values : learning, diversity, passion, and pleasure. This led to a clear strategic direction : turning A Book For into an accessible cultural brand rooted in modernity and emotion. 2. Building Visual Identity and Brand Tone CKLE developed a consistent and engaging visual identity: a warm palette, contemporary typography, and symbols reminiscent of reading and the relaxation of a coffee break. The communication tone adopted is both educational and convivial, encouraging discovery. 3. Designing an Engaging Content Strategy Content formats were designed to stimulate interaction :

«Literary Review» : A simple and honest opinion on a read.

«A Book For» Epigraph: A quote from a book and the feelings it evoked.

«Post-Reading Moral» : Personal feedback on the lessons learned from a work.



## Implementation

The implementation took place over one year, following a progressive methodology:

1. Strategic Phase : Definition of the editorial line, content calendar, and digital positioning.
2. Creative Phase : Design of visuals, production of formats, and implementation of a uniform graphic charter.
3. Operational Phase : Publication, community management, and coordination of the CKLE x La Focale partnership for «The Book Club,» a concept blending physical meetings with shared reading experiences.

## Impacts, Lessons, and Perspectives

The results obtained confirmed the relevance of the strategy:

- Creation of a strong and recognizable brand identity.
- Constant growth of the community and engagement on social platforms : Instagram : From 50 to 127 followers in 6 months (+31.6%).
- Published Content : 30 visuals, 3 reels, 4 social media campaigns.

### Social Media Stats (3-month performance) :

Profile visits: +21.6% Accounts reached: +65.1% (60.2% thanks to advertising). Total likes : 863.

- Valuation of the book as a living and accessible cultural object.
- Strengthening of social ties between readers through exchanges, events, and online discussions.

### Lessons Learned:

- Cultural content can go viral when it is authentic and embodied.
- Visual pedagogy (colors, formats, storytelling) is an essential lever for attracting young audiences.
- Lasting impact comes from consistency between strategy, narration, and community.

### Perspectives :

A Book For envisions expanding its platform to other African countries and creating editorial partnerships with local authors and publishing houses. CKLE will continue to provide its expertise to evolve the brand while preserving its essence.

### Added Value Analysis

CKLE's support was decisive in transforming A Book For from a personal idea into a structured cultural brand. Our added value manifested at several levels:

- Strategic Structuring: Clear definition of the vision, objectives, and brand discourse.
- Visual and Narrative Consistency: Creation of a recognizable identity capable of moving and uniting people.
- Community Engagement : Implementation of a human-centered content strategy favoring exchange and loyalty.
- Strengthening Cultural Impact : The project now contributes to repositioning reading as a modern, inclusive, and creative experience.

A Book For fully illustrates CKLE's philosophy:

**“Transforming passionate ideas into meaningful brands.”**





# Challenges Encountered & Lessons Learned

As a communication agency striving to collaborate with both local and international companies within the sub-region, CKLE has faced several challenges that have, at times, tested our certainties and slowed our momentum. Among the primary obstacles were:

**Lack of Market Awareness:** A segment of the local business landscape does not yet fully perceive the critical importance of structured, strategic, and continuous communication.

**Growing Competition and Rapid Digital Evolution :** The communication sector is evolving at a breakneck pace, particularly with the rise of digital tools and Artificial Intelligence, creating constant pressure to stay ahead of the curve.

**The Need to Build Solid Credibility with International Brands :** In a highly competitive environment, it is essential to demonstrate our expertise and professionalism when measured against more established agencies.

**Limited Resources vs. High Ambitions :** Like many young agencies, CKLE must balance a long-term vision with operational constraints and limited internal capacity.

**Market Instability and Frequent Shifting of Client Priorities:** Certain projects were slowed down, modified, or postponed due to external factors beyond our control.

### Implemented Solutions

In response to these challenges, CKLE implemented concrete strategies that allowed us not only to overcome them but also to strengthen our organizational structure and positioning.

These challenges have served as true levers for transformation. They have refined our strategy, strengthened our resilience, and confirmed our ambition : **to establish CKLE as a benchmark agency, capable of blending creativity, rigor, and lasting impact across the sub-region.**

**1. Intensification of Educational Initiatives** We intensified our awareness-raising efforts through educational content tailored to the local context. Specifically, CKLE developed several pedagogical posts explaining the strategic importance of annual reports, particularly for NGOs, while offering promotional deals to encourage their adoption. We also hosted a dedicated webinar on this subject to inform, support, and guide organizations in implementing professional reporting.

**2. Strengthening Strategic Intelligence and Integrating New Tools** We have embraced the latest technologies, notably through the intelligent use of AI, while preserving the human added value that defines CKLE.

**3. Building Reinforced Credibility** By focusing on high-quality deliverables, a consistent visual identity, and robust case studies, we have gradually earned the trust of more demanding partners.

**4. Internal Optimization and Team Upskilling** The reorganization of processes, automation of certain tasks, improved time management, and investment in continuous training have been essential in supporting our growth.

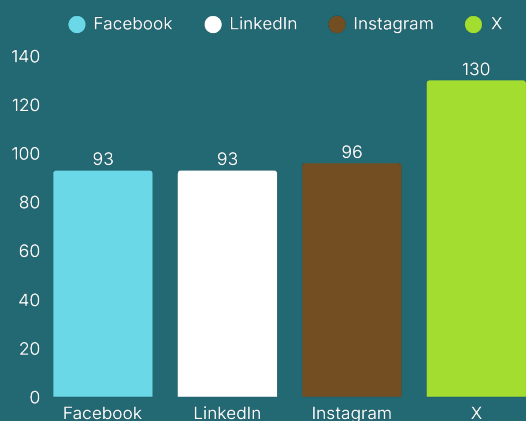
**5. Flexibility and Enhanced Client Support** We adapted our methods to respond more quickly to unforeseen events, proposing alternatives and ensuring constant communication to maintain project quality.



# Key Figures

## A) CKLE

### 447 Content Published on all networks



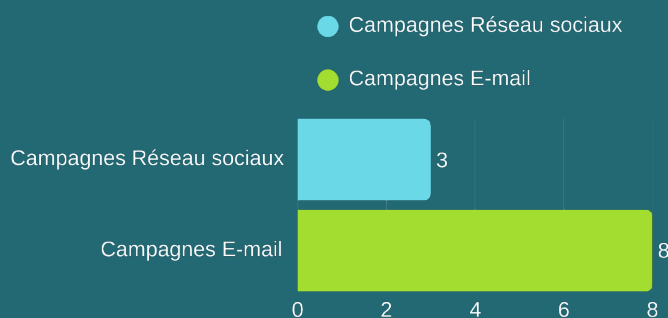
**09 Blog posts written for 552 views**

[Blog | CKLE](#)

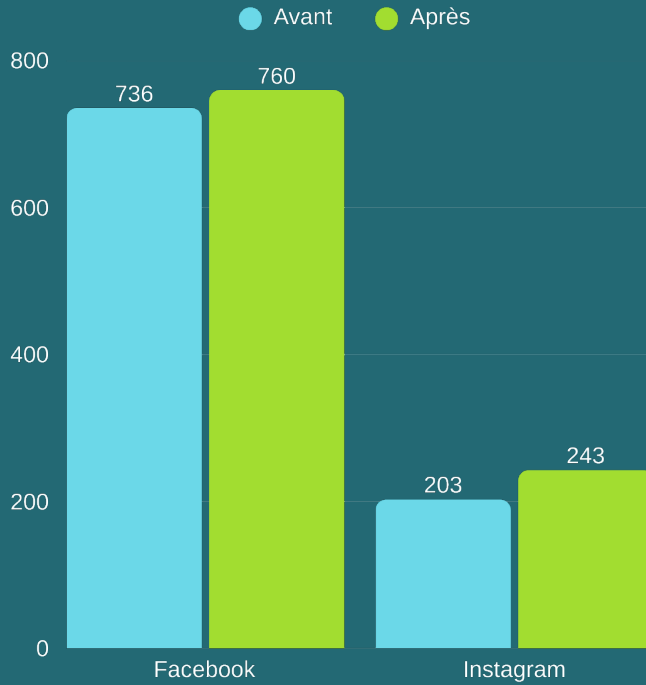
### Workshops & Events :

- Webinar Organization: «The Art of Delivering Your Annual Report on Time Practical Solutions for Organizations.» Financial Statements / Simplified Financial Overviews, social Media Posts & Analytics (Engagement, Growth)
- Forum Participation : Participation in the Civil Society Organizations Forum.

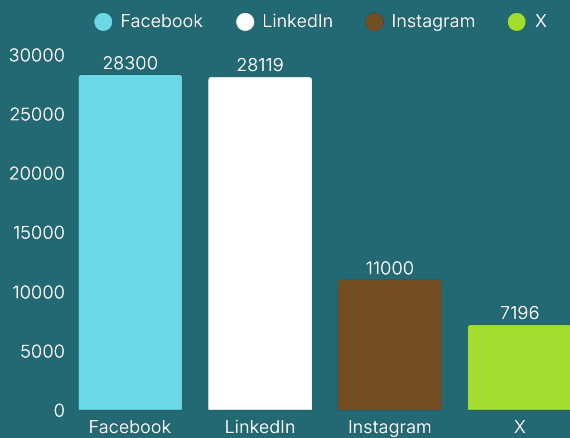
### 11 Campaigns Conducted during the Year :



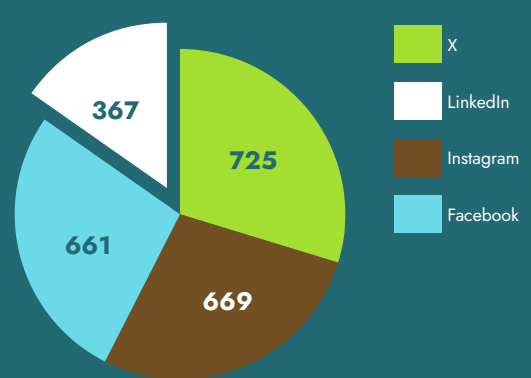
## Follower Growth Rate **+11.08%** across Facebook and Instagram.



## **+74615** people reached throughout the year.



## **+2422** interactions on our pages.



## Other Useful Indicators:

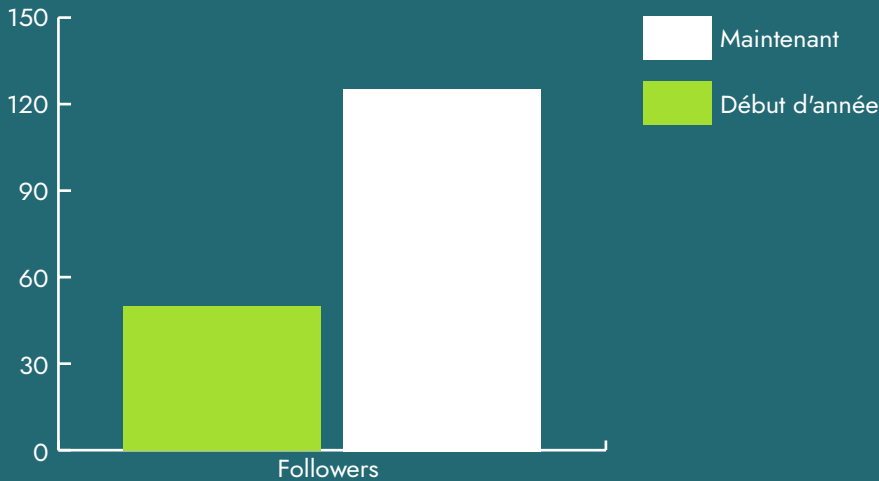
### Top Performing Posts

Platform	Other Key Insights	Audience & Breakdown	Performance	Caption	Post Link
<b>Facebook</b>	Traffic Source: Page: 52% Video Tab: 26.7% Home: 17.3% Other: 2.7% Stories: 1.3%	Gender: Female: 53.3% Male: 41.3% Unknown: 5.4% Age: 18–24 years old: 53.3% 25–34 years old: 41.3% 35–44 years old: 1.3% 55–64 years old: 4%	19 reactions 4 comments 2 shares 76 views (57% followers / 43% non-followers) 4 website clicks (ou 4 clicks to site)	Aujourd'hui, on célèbre la Journée mondiale du blog ! Le blogging a révolutionné la manière de partager nos idées et passions, mais aujourd'hui, il doit cohabiter avec une tendance incontournable : le vlog.[...] Et vous, quel format vous inspire le plus ?	Réel – Journée mondiale du blog
<b>Instagram</b>	—	Gender: Men 55.3% / Women 44.7% Age: * Men: (18–24: 21.4%, 25–34: 29.1%) Women: (18–24: 23.3%, 25–34: 19.4%)	-217 views -103 reach -27 interactions - 43m 13s watch time (ou total watch time)		Réel – Journée mondiale du blog
<b>LinkedIn</b>	Video: 26 views Total watch time: 11m 54s Average duration: 27s (ou Average watch time: 27s)	—	68 impressions 18 members reached 11 engagements 16.2% engagement rate 1 click (1.5% CTR) 8 reactions / 1 comment / 1 repost		Réel – Journée mondiale du blog
<b>X (Twitter)</b>					The @vodundays celebrations have come to an end! What was your key highlight from the ceremony? Don't miss our in-depth analysis on nation branding—read it here: <a href="https://link.ckle.org/4ojnfx">link.ckle.org/4ojnfx</a> . #Vodundays #Tradition #Nationbranding Shot by @Linov_kp

## B) PROJECT A BOOK FOR

A communication-focused project that seeks to bring an audience together around a shared passion: **reading**.

### + Instagram followers in 6 months (+31.6%)



### 33 Published contents (30 visuals + 3 reels)

Key Performance Indicators (KPIs)	
Total Likes	863
Profile Visits	+21,6 %
Organic Reach	+ 65,1%
Paid Reach	60,2%

### Creation of a new brand identity (ou New brand identity development)



- Brand guide + deliverables (available for download via the design link)
- Collaboration : External event planning with CKLE

## C) PROJECT DEVDICO

Devdico is a project aimed at simplifying international development jargon. To achieve this, it provides simplified definitions of key international development terms and creates accessible illustrations of international development expressions.

Template



### Campaigns conducted during the year

1 social media campaign

Instant content distribution on the DevDico website

### 32 posts published across all social networks (graphique)



## Reach Growth

### Total Post Reach

LinkedIn	
Impressions	1184
Clicks	227
Click-Through Rate (ou CTR)	6,738368496 %
Like	122
Reposts	07
Engagement Rate	12,27124795
Instagram	
Number of followers	140 to 144 followers (3 months), representing a +2.9% increase
Like	258
3-Month Performance	2.4k views (49% from non-followers)
X (Twitter)	
Number of followers	19
Like	203 203 (over 4 months of posting)
Number of views	1396

### D) PROJECT Urban Chic

- Content Production
- New Brand Identity
- Comprehensive Brand Guide + Deliverables
- Visual Content Production with Presentation Templates



### III. TEAM PROFILES : THE MINDS BEHIND CKLE



**The Wordsmith (Content Officer)**

Crafts content with messages so precise and compelling that they cut through the noise like a blade.



**The Catalyst (Project Manager)**

Ignites action and keeps operations in motion, ensuring that no mission is ever left unfinished.



**The Architect (Graphic Designer)**

Creates visual masterpieces, making every campaign unforgettable through design and creativity.



**The Innovation Lead**

She turns bold ideas into action, transforming imagination into impact.



# Next Steps CKLE

In 2025, CKLE embarked on a new phase of strategic growth aimed at strengthening its positioning as a creative, modern, and human-centric communication agency. The coming year will be defined by a commitment to deepening our expertise, increasing our impact, and better structuring how we present our services and initiatives. This vision is part of a continuous evolution, fueled by the lessons learned over the past year and the ambition to provide communication that is increasingly intentional, consistent, and value-driven.

One of CKLE's major priorities will be the promotion of our Annual Report Production service. We aim to make this a cornerstone of our offering by showcasing our ability to transform complex data into clear, elegant, and compelling visual assets. By strengthening the communication surrounding this service—sharing concrete examples, case studies, and project excerpts—we intend to position CKLE as a reliable and expert partner for NGOs, SMEs, associations, and corporations seeking precise and professional institutional communication.

Parallel to this, CKLE intends to intensify the promotion of its existing services to increase visibility and better meet the needs of current and future clients. This effort will involve a more consistent, targeted communication strategy based on the promotion of our achievements. Whether in branding, graphic design, community management, creative content, or digital strategy, our goal is to consolidate the agency's reputation and affirm the quality of our services through structured and impactful communication actions.

The year 2026 will also mark the rollout of the Premium section of our website, a space designed to offer more resources, tools, and specialized content to our community. CKLE aims to make this section a high-value environment, featuring practical documents, professional templates, strategic advice, and exclusive content. The promotion of this space will be integrated into our global communication, with the ambition of making it a lever for loyalty, education, and professionalization for our users.

Finally, CKLE intends to fully capitalize on the events organized this year, notably our professional webinar and the launch, in collaboration with A Book For, of its first book club. These initiatives demonstrate our commitment to creating spaces for exchange, learning, and networking centered on communication and creativity. For 2026, our objective will be to strengthen the visibility of these events and structure them further. Whether in online or in-person formats, we want to build a dynamic where CKLE is no longer just an agency, but a cultural and creative player committed to knowledge sharing and the creation of unique experiences.

Collectively, these strategic pillars reflect our ambition to evolve CKLE with consistency, maturity, and intent. The coming months will be dedicated to consolidating our foundations, developing our services, and creating opportunities capable of growing the agency while strengthening the bond with our community. By moving forward with clarity, creativity, and vision, CKLE intends to remain a key player in the communication landscape in Benin and across Francophone Africa.

ckle

CREATIVELY IMPACTFUL

