



The Challenge

Brand Arc SA manages a portfolio that spans some of South Africa's most recognised names – A-list entertainment talent, major football clubs, and leading FMCG brands. The agency required a creative production partner who could move between these radically different brand environments without a loss of quality or a lapse in CI compliance.

The challenge was not simply volume. It was the expectation that artwork produced for Connie Ferguson would meet the same standard as artwork produced for Kaizer Chiefs FC – and that work produced for All Gold would be as carefully considered as work produced for Miss SA. Every brand on the roster had its own identity, its own audience, and its own standard. There was no room for a generic approach.

My Approach

Working through Dikwe.Agency, I operated as a creative production resource across Brand Arc SA's full client portfolio – producing artwork concurrently across talent, sport, and FMCG briefs while maintaining strict CI compliance for each individual brand.

The discipline required was essentially the same discipline applied to multi-brand portfolio clients: treat each brand as a discrete identity, never allow visual language to bleed across briefs, and produce to the standard that each individual brand demands – not to a lowest common denominator.

What I Did

- Personal brand artwork for Connie Ferguson, Shona Ferguson, Mapaseka Mokwele, Thabo Mokwele, Leanne Manas, Basetsana Kumalo, Somizi Mhlongo, Itumeleng Khune, and Thembi Seete
- Sports brand artwork for Stadium Management South Africa, Kaizer Chiefs FC, Swallows FC, the South African Football Association, the PSL, and Al Ahly
- FMCG brand artwork for Tastic, All Gold, Mrs Balls, DRIP Sneakers, and Miss SA

Results & Impact

- Consistent, premium creative output across A-list talent, sport, and FMCG brands simultaneously
- Personal brand equity protected and elevated for every talent client on the roster
- Strict corporate identity compliance maintained across a complex, multi-brand portfolio
- Fan loyalty reinforced through CI-compliant, emotionally resonant sport brand creative
- Campaign lead times accelerated for Brand Arc SA through reliable, high-quality production
- Zero asset drift across all client accounts – every deliverable produced to the brand's specific standard

Skills Demonstrated

Multi-brand Creative Production | Talent Brand Design | Sport Brand Creative | FMCG Brand Design | CI Compliance | High-volume Production Management | Personal Brand Identity | Social Media Creative | Creative Portfolio Management

How this translates to any organisation

The Brand Arc SA engagement is perhaps the clearest demonstration of creative range and brand governance discipline in my portfolio. The ability to produce at volume – across talent, sport, and FMCG simultaneously, without quality loss or CI deviation – is directly transferable to any large marketing or brand function managing multiple brands, sub-brands, or product lines.

The talent brand experience is also relevant to any organisation managing executive personal brands, leadership communications, or spokesperson relationships. Senior leaders increasingly require a personal brand presence that is distinct from – but aligned to – the corporate brand.

That is a nuanced creative challenge, and one I have significant experience with. For any organisation hiring a Brand and Creative Lead, this engagement shows that I can be trusted with accounts that matter – high-profile names, sensitive brand relationships, and creative output that will be seen by large

Reference Period

Ofentse Matuka | Thato Matuka
2019 – Present

Contacts available upon request