



The Challenge

Audi South Africa operates within one of the most tightly governed brand environments in the world. Every asset that carries the Audi name – from a banner at a product launch to a corporate gift in a dealership – must meet Audi AG's global CI standards without exception. Deviation is not tolerated, and the stakes are high: a misaligned asset at a product launch undermines the premium positioning the brand has spent decades building.

The challenge was finding a creative and production partner capable of designing, manufacturing, packaging, and delivering brand-compliant physical assets across multiple countries – South Africa, Botswana, and Namibia – within tight timelines and to a standard that would pass scrutiny at a global brand level. That partner also needed to manage the full supply chain end to end, with no requirement for oversight at each stage. Over several years and multiple product launches, I became that partner.

My Approach

I embedded as a creative and production resource operating under the agency mandate, taking full ownership of the end-to-end process for each project. My role began at the design stage – interpreting the brief, producing assets aligned to Audi AG's global guidelines – and extended through to manufacturing, quality control, packaging, and cross-border delivery.

Each project required a different asset configuration, but the standard never changed. CI compliance was verified at every production stage, and every delivery was managed to arrive on time and in perfect condition – whether at a launch event in Sandton, a dealership in Gaborone, or a showroom in Windhoek.

The quality and reliability of that delivery led to an expanded mandate over time, including the design of a dealer-facing online store and a corporate gifting programme – both of which required me to think beyond individual projects and design scalable systems for ongoing brand asset access.

What I Did

- RS3 Launch 2022 – designed flags, plates, and banners; led manufacturing, packaged, and delivered across South Africa, Botswana, and Namibia
- E-tron Launch 2022 – designed flags, plates, custom packaging, and banners; led full manufacturing process and delivered across three countries
- S8 Launch 2023 – designed flags and plates; managed manufacturing, packaged, and delivered across South Africa, Botswana, and Namibia
- Audi Driving Experience – designed flags, plates, and branded display; led manufacturing and delivered on-site at the event
- Audi CTM Distribution – designed custom packaging and managed nationwide dealership distribution
- Audi Pre-Owned Online Store – designed and built a dealer-facing e-commerce platform for ordering on-brand physical assets including indoor display, signage, outdoor display, and corporate gifting
- Audi Corporate Gifting – created mockups, designed, manufactured, and delivered branded corporate gifts for use across Audi dealerships

Results & Impact

- Zero CI compliance failures across all product launches and deliveries over three years
- Consistent premium brand perception maintained at every launch event across three countries
- Dealer network standardisation through a scalable, on-demand branded asset platform
- Expanded mandate from individual project work to a standing supply relationship – a direct result of delivery quality
- Commercial supply chain efficiency through end-to-end production management with no client-side logistics burden

Skills Demonstrated

Brand CI Compliance | Physical Asset Design | Manufacturing Management | Cross-border Logistics | E-commerce Design | Corporate Gifting Design | Project Management | Supply Chain Coordination | Brand Production | Packaging Design | End-to-End Creative Delivery

How this translates to any organisation

Working with Audi South Africa demonstrates a capability that most creative professionals do not possess: the ability to take a brand-compliant design from screen to physical reality, across borders, at launch-day quality. That is not a common skill set, and it is directly valuable to any organisation that produces physical brand assets – from corporate events and trade shows to retail environments and fleet branding.

More broadly, this engagement demonstrates what it means to operate at the standard of a global brand. Audi's CI requirements are among the most exacting in any industry. The ability to design, produce, and deliver assets that meet that standard – consistently, over multiple years – is transferable to any organisation that cares deeply about how its brand shows up in the physical world.

For a hiring organisation, this translates into a senior creative resource who can manage vendor relationships, oversee production quality, coordinate logistics, and deliver the finished product – without requiring hand-holding at any stage

Reference Period

Keamogetswe Pitsi & Tuleka Ngcobondwana, Brand Consultants
2021 – Present

Contacts available upon request