



The Challenge

Volkswagen South Africa required a creative resource who could operate across multiple briefs simultaneously – producing dealer-facing digital tools, physical branded display, social media content, and brand photography – all to the exacting standards of a global automotive brand. The work was not confined to a single campaign or a single medium. It required genuine creative range, fast turnaround, and strict CI compliance across every deliverable.

The specific challenge across multiple programmes was consistency. VW's dealer network needed access to brand-compliant physical assets at scale. The VW Reality programme needed a digital infrastructure that dealers could actually use. And the brand's social media presence required creative that was both commercially effective and visually aligned to VW's global image.

My Approach

I embedded as a creative resource working concurrently across multiple VW programmes. Each brief was approached with the same discipline – understand the CI standard first, design to that standard, then manage the production or build required to deliver it.

For digital work, my focus was on usability and CI compliance in equal measure. Dealer-facing tools needed to be intuitive as well as on-brand. For physical assets, the focus was on manufacturing quality and delivery reliability. For social content, the priority was creative that performed without compromising the brand's visual standards.

What I Did

- VW Reality Programme – designed all digital assets for the dealer programme including setup guides, usage documentation, digital booklets, and a fully functional dealer-facing website with downloadable assets
- VW Reality Physical Assets – designed and delivered custom VW packaging for hardware components; managed nationwide dealer distribution
- VW Online Store – designed and built an e-commerce platform for dealers to order branded display items including plates, flags, indoor and outdoor display, and apparel
- VW GTI Legends – designed and produced a social media poster series for the GTI Legends promotional campaign
- Brand Photography – edited and retouched VW brand photography for online and digital publication

Results & Impact

- A unified, scalable brand asset access system deployed across the dealer network
- Consistent product presentation and digital craft quality across all VW online platforms
- Strong social media performance and cultural relevance through the GTI Legends campaign
- Measurable return on creative investment across both digital and physical brand touchpoints
- A standing creative relationship built on consistent delivery quality across multiple programme types

Skills Demonstrated

UX/UI Design | Web Design & Build | E-commerce Platform Design | Brand CI Compliance | Social Media Creative | Photo Editing & Retouching | Packaging Design | Physical Asset Production | Dealer Network Creative | Multi-programme Creative Management

How this translates to any organisation

The VW engagement demonstrates the ability to operate across a wide range of creative briefs – digital tools, physical assets, social content, and photography – without a drop in quality between them. That creative range is directly valuable to any marketing or brand team that needs a senior resource who can cover multiple channels without requiring different specialists for each.

The dealer-facing digital work in particular is transferable to any organisation managing a distributed network – whether that is a franchise operation, a retail chain, or a multi-site corporate.

The ability to design tools and systems that non-creative staff can use to maintain brand compliance at scale is a high-value capability.

For any organisation hiring a Brand and Creative Lead, this engagement shows that I can manage complexity – multiple concurrent briefs, different media, different stakeholders – and deliver to a global brand standard across all of them

Reference Period

Salusiwe Qomfo, Brand Consultant
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Contacts available upon request