



The Challenge

Mercedes-Benz is a brand where presentation is everything. Showroom environments, event displays, and branded collateral all carry the weight of a global luxury positioning that cannot be compromised by low-quality or off-brand physical assets. For dealerships, sourcing those assets from suppliers who understand both the brand standards and the manufacturing requirements is a persistent challenge.

The brief was clear: design a range of branded display assets specific to Mercedes-Benz dealership environments, manufacture them to the required quality standard, and deliver them on time. There was no room for approximation – every item needed to look and feel consistent with the premium brand it represented.

My Approach

Working through Revvco, I approached this as a design-led manufacturing project. I began with detailed digital mockups for each asset category – allowing the client to approve the design before any production began. Once approved, I managed the full manufacturing process, coordinating with suppliers to ensure quality control at each production stage, before packaging and delivering the finished assets.

The collaboration with Royal Funerals for umbrella and banner production was a practical example of supplier network management – identifying the right manufacturing partner for a specific product type, briefing them to the required standard, and overseeing the output.

What I Did

- Designed digital mockups for a comprehensive range of branded display items tailored to Mercedes-Benz dealership environments
- Designed banners, plates, gazebos, chairs, flying banners, pop-up banners, bows, table cloths, plate holders, and branded umbrellas
- Manufactured branded umbrellas and banners in collaboration with Royal Funerals –
- Managed end-to-end production, quality control, and delivery of all manufactured assets

Results & Impact

- All assets delivered to global Mercedes-Benz CI standard with no compliance issues
- Consistent premium customer experience across dealership environments
- A reliable, design-led supply relationship for ongoing branded asset procurement
- Strengthened dealership confidence through high-quality, on-time production and delivery
- Commercial supply chain efficiency through a single point of contact for design and manufacturing

Skills Demonstrated

Luxury Brand CI Compliance | Physical Asset Design | Digital Mockup Production | Manufacturing Management | Supplier Coordination | Quality Control | Branded Display Design | End-to-End Delivery | Dealership Asset Management

How this translates to any organisation

The Mercedes-Benz engagement demonstrates the ability to operate at the quality level demanded by a global luxury brand – and to translate that standard into physical, manufactured outputs. That is a capability that most designers do not offer, and it is directly relevant to any organisation that needs its brand to show up consistently in the real world.

For a corporate organisation with events, showrooms, retail environments, or a field sales team, this engagement shows that I can take a brand identity and produce the physical assets needed to represent it – at the right quality, at the right scale, and without the organisation having to manage a separate production supplier.

The supplier coordination and quality control skills demonstrated here are also transferable to any brand function managing external vendors, printers, or fabricators – a common requirement in any senior brand role.

Reference Period

Galaletsang Ramogale, Mercedes-Benz Wonderboom
2024 – Present

Contacts available upon request