



## The Challenge

Nestlé South Africa's portfolio spans some of the most recognisable consumer brands on the continent – Nescafé, Maggi, Cremora, Milo, and Nido. Each brand has its own visual identity, tone, and consumer positioning. The challenge of producing campaign and point-of-sale materials across five brands simultaneously is not simply a design task – it is a brand governance challenge.

The brief, managed through NKInnovations, required print-ready materials that maintained each brand's individual integrity while functioning coherently as part of a unified Nestlé retail presence. Any inconsistency – a wrong shade, a misaligned typeface, an off-brand layout – would compromise both the individual brand and the portfolio's credibility at shelf.

## My Approach

Working through Dikwe.Agency under the NKInnovations mandate, I approached this as a brand governance exercise as much as a design project. Before producing any asset, I reviewed the CI standards for each brand individually, establishing a clear design framework for each one before work began.

From there, I produced all materials concurrently – maintaining the distinct visual language of each brand while ensuring that the portfolio as a whole read as a coordinated Nestlé presence. Every deliverable was produced to print-ready standard, with colour profiles, bleed, and print specifications aligned to retail production requirements

## What I Did

- Designed trifold brochures for Cremora, Nescafé, Maggi Noodles, Milo, and Nido
- Designed printed booklets for Cremora
- Designed retail and campaign posters for all five brands – Cremora, Nescafé, Maggi Noodles, Milo, and Nido

## Results & Impact

- All materials delivered across five brands simultaneously, to deadline and to print-ready standard
- Individual brand integrity maintained across every deliverable with no CI deviations
- Strong point-of-sale presence and retail conversion impact across the portfolio
- Effective consumer education through clear, well-structured trifold and booklet formats
- Retailer and field sales team alignment through consistent, professional print materials

### Skills Demonstrated

Multi-brand Design Management | FMCG Brand CI Compliance | POS Design | Trifold & Booklet Design | Print Production | Retail Design | Campaign Creative | Brand Governance | Concurrent Project Management

## How this translates to any organisation

Managing five concurrent brand briefs to the same standard – simultaneously, without cross-contamination of visual identity – is a discipline that transfers directly to any organisation managing multiple brands, product lines, or sub-brands. The ability to hold multiple brand identities in mind at once and produce to each one individually is a core brand governance skill.

The print production knowledge demonstrated here – colour profiles, bleed settings, retail specifications – is directly applicable to any organisation producing physical marketing materials, whether for retail, events, corporate communications, or product launches.

More broadly, this engagement demonstrates that I can operate effectively within a large, complex client structure – navigating multiple stakeholders, multiple brand standards, and multiple delivery timelines – and still produce work that meets the quality bar of a global FMCG group.

### Reference Period

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Contacts available upon request

