



The Challenge

All Gold, one of South Africa's most established FMCG brands under Tiger Brands, required a complete creative and production package for a high-profile campaign event. The brief covered every touchpoint – from the first digital invitation through to the physical branded environment on the day itself.

The challenge was twofold: producing creative that was both visually compelling and strictly aligned to the All Gold brand CI, and ensuring that the physical assets were manufactured and delivered on time for a live event – where any production failure would be visible and unrecoverable. The project was managed through Matuka Media, adding a client layer that required clear communication and reliable delivery at every stage.

My Approach

Working through Dikwe.Agency under the Matuka Media mandate, I treated this as an integrated campaign project – designing the digital and physical assets as a single coherent visual system, then managing the production of all physical elements through to on-site delivery.

Every design decision was made with the live event environment in mind. Banners, media walls, and pull-up banners needed to read well from distance, photograph cleanly for press, and withstand the practical demands of an event setting. Digital assets needed to land in inboxes and build anticipation before the event itself.

What I Did

- Designed on-brand bid proposal presentations for the campaign
- Designed on-brand event programmes for use at the campaign event
- Designed on-brand email communications and digital invitation artwork
- Designed physical event assets including banners, media walls, pull-up banners, and branded display items
- Printed and delivered all physical assets for use at the campaign event

Results & Impact

- A fully integrated, brand-compliant event environment across all digital and physical touchpoints
- Seamless digital-to-physical campaign execution with no production failures on the day
- Strong executive and stakeholder engagement through polished presentation and proposal design
- Maximum on-site brand visibility and media-ready backdrops for press and content capture
- Positive campaign outcomes and a standing creative relationship that continues to the present

Skills Demonstrated

Integrated Campaign Design | Event Branding | FMCG Brand CI Compliance | Experiential Design | Print Production | Digital Asset Design | Email Marketing Design | Physical Asset Manufacturing | On-site Delivery Management

How this translates to any organisation

The All Gold engagement demonstrates integrated campaign thinking – the ability to design a single visual system that works across digital communications, print collateral, and physical event environments simultaneously. That is a core skill for any brand or marketing team running multi-channel campaigns.

The event production experience is directly transferable to any organisation with a corporate events function – conferences, product launches, trade shows, investor days, or public-facing activations. Being able to manage the creative and the production side removes a significant coordination burden from the events or marketing team.

This engagement also demonstrates the ability to work effectively within an agency-client structure – delivering reliably under a third-party mandate without requiring the end client to manage the production process.

Reference Period

Bafedile Manota, Matuka Media
2024-2025

Contacts available upon request