



The Challenge

The Nedbank Cup Final is one of South African football's most significant occasions – a competition with deep emotional resonance, known as The People's Cup. The brief was to produce a promotional video for broadcast across social media and national television that captured that emotional weight while meeting the technical and CI standards required by Nedbank as a sponsor and the PSL as the broadcast rights holder.

The creative challenge was significant. A corporate brand video for a financial services company would miss the mark. A generic football highlight reel would not serve Nedbank's sponsorship value. What was needed was creative that felt like it belonged to the fans – emotionally authentic, visually compelling, and technically flawless.

My Approach

Working through Dikwe.Agency under the Matuka Media mandate, I managed the full production pipeline – from taking the strategic brief through to delivering broadcast-ready output. The process was structured in clear phases to ensure that creative decisions were made intentionally, with client sign-off at each stage before moving into production.

The concept was built around the emotional narrative of The People's Cup – fans, moments, passion – rather than around the sponsor or the trophy. That creative decision was deliberate: making Nedbank feel like part of football culture rather than a logo on a broadcast.

What I Did

- Developed the creative concept and narrative direction from the strategic brief –
- Wrote the script and produced detailed storyboards and styleframes for client approval
- Gathered all required brand assets and managed pre-production logistics – Executed video editing and motion design to broadcast specification
- Completed colour grading, audio mixing, and finishing for television and digital delivery

Results & Impact

- A broadcast-quality promotional video delivered to the standards of both Nedbank and the PSL
- High emotional brand association reinforced – Nedbank positioned within the culture of South African football
- Strong social media engagement and measurable consumer recall across digital channels
- Full sponsor value delivered through broadcast prominence and creative quality
- Continued mandate – a direct result of the quality and reliability of delivery

Skills Demonstrated

Video Production | Motion Design | Scriptwriting | Storyboarding | Colour Grading | Audio Mixing | Broadcast Creative | Sport Brand Creative | Creative Concept Development | End-to-End Production Management

How this translates to any organisation

The ability to take a strategic brief and deliver broadcast-quality video content – end to end, without a separate production company – is a valuable and uncommon capability for a brand and creative professional. It means an organisation gets motion and video creative from the same resource managing its broader brand output. The creative thinking behind this project is also transferable: the ability to identify the emotional hook in a brief, build a concept around it, and produce content that feels authentic rather than corporate.

That approach works equally well for a financial services brand, a retail group, a government institution, or a consumer product. For any organisation producing video content for social media, internal communications, product launches, or events, this engagement demonstrates that I can handle the full production pipeline – not just the concept.

Reference Period

Bafedile Manota, Matuka Media
2024–2025

Contacts available upon request

Ke Yona!