



TSHEPO MODIKWE

PSL CASE STUDY



The Challenge

During a period when PSL matches were played behind closed doors, the digital match day experience became the primary connection between clubs and their supporters. The brief was to produce high-quality, CI-compliant match day content – static graphics, animated content, and video – for every club participating in the league, across every match day of the season. The scale and complexity of this brief cannot be overstated.

The PSL consists of multiple clubs, each with their own distinct visual identity, colours, and CI standards. Producing content that respects each club's individual identity – while maintaining the broadcast and sponsor standards of the PSL – required a level of brand governance discipline that went far beyond standard creative production.

It also required speed. Match day content is time-sensitive. Delays are not an option when a match kicks off at a fixed time.

My Approach

Working through Dikwe.Agency under the Matuka Media mandate, I designed and produced match day content at scale – establishing a systematic approach to multi-club creative production that maintained quality and CI compliance across every deliverable.

Each club's visual identity was treated as a discrete brand environment. Assets were produced within that environment, without visual language bleeding across club boundaries. The result was content that supporters of each club could recognise as their own – not generic league-branded material with a badge dropped in.

What I Did

- Designed social media graphics for all clubs participating in the PSL throughout the season
- Designed match day graphics for every club, adhering to each club's individual CI standards
- Designed and produced animated match day videos for all participating clubs

Results & Impact

- A digital match day experience maintained across the full season, bridging fans and the game during behind-closed-doors fixtures
- High-precision CI compliance across all clubs – no cross-contamination of visual identity
- Broadcast and sponsor commitments met through consistent, on-time creative delivery
- Real-time accuracy and production reliability maintained throughout the season
- A professionally produced historical archive of PSL match day content across an entire season

Skills Demonstrated

Multi-brand Creative Production | CI Compliance at Scale | Motion Design | Social Media Creative | Sport Brand Design | Animation | High-volume Production Management | Real-time Creative Delivery

How this translates to any organisation

Producing brand-compliant creative at volume – across multiple distinct brand identities, simultaneously, to deadline – is a discipline that transfers directly to any large organisation managing multiple brands, divisions, or product lines. The systems thinking required to do this at scale without quality loss is exactly what a senior brand function needs.

The speed and reliability demonstrated in this engagement are directly valuable to any marketing team operating in a fast-paced environment – whether that is a news organisation, a financial services company with multiple product brands, or a retail group with a large promotional calendar. This engagement also demonstrates that I understand sport as a brand environment – the emotional stakes, the fan relationships, the sponsor obligations.

That is directly relevant to any organisation with a sport sponsorship, a sport-adjacent brand, or a consumer-facing brand that operates in the sports and entertainment space.

Reference Period

Bafedile Manota, Matuka Media
2020–2021

Contacts available upon request

