



"I have goosebumps. Beautiful and resonant storytelling."

Siphokazi Jonas

"We are all represented and seen in this."

Omphile Phahla

"We're watching a legacy reinvent itself."

Molefe Molefe

"This is how you cater to the South African market."

Caroline Gumede

Forever GOLF

A campaign for the people, by the people.



Context

According to NAAMSA, over 50 new vehicles launched in South Africa in 2025 alone. Which meant introducing the new Golf came with facing a market that is crowded and price competitive. Product features weren't enough. We needed something more powerful than marketing to sell a car that's been around since 1978.

Insight

Unlike other brands, Golf has a unique 47-year tradition of nicknames, from "The Rabbit" to "7 Reasons Why." Each nickname is a love letter from different communities, inspired by features, performance, pop culture, or colloquial language. This deep, cultural connection is Golf's true differentiator.

Idea

Introducing "Forever Golf," a campaign For the People, by The People. Knowing that every Golf earns its nickname in the streets, we collaborated with fans from every Golf generation, mobilising their communities to co-create the new Golf's nicknames, honouring this 47-year tradition and bringing the community into the heart of the launch.

Execution

We launched a social-first 8-part docuseries called Forever Golf, showcasing Mk1 - Mk8 culture, followed by posters that told their stories in car dealerships. We then called on South Africans to #NameThisGolf, receiving nicknames that were turned into digital artworks. Geo-targeted murals were then painted in the communities that named them. Finally, new Golf owners received a unique badge with their chosen nickname.

+30M

views

+320%

community growth

+176%

sales over target

+124K

people joined in