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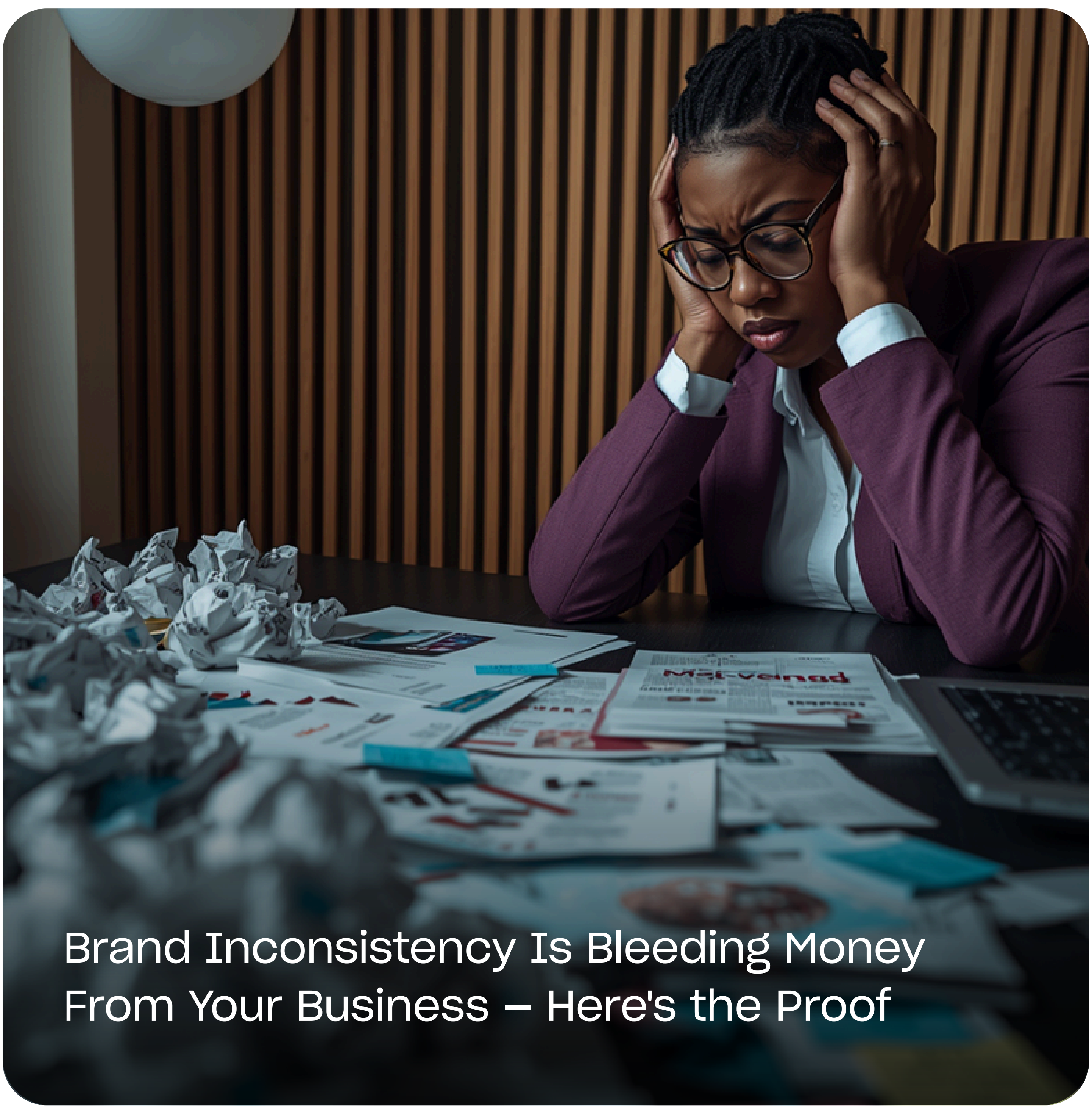

Brand Inconsistency Is Bleeding Money From Your Business – Here's the Proof

The argument for brand consistency is usually made in aesthetic terms: it looks better, it feels more professional, it represents the brand accurately. These are valid points. But they are the wrong argument to make to a CFO, a CEO, or a board – because aesthetics are not a commercial priority. Commercial outcomes are.

Here is the commercial argument for brand consistency – and the evidence that brand fragmentation is costing your organisation more than you think.

The Revenue Impact of Consistent Brand Presentation

Research consistently demonstrates that consistent brand presentation across all platforms increases revenue by up to 23%. The mechanism is straightforward: consistency builds recognition, recognition builds trust, and trust accelerates the purchase decision. Every time a customer encounters your brand in a form they recognise and believe in, the probability of conversion increases. Every time they encounter an inconsistent, off-standard, or outdated version of your brand, that probability decreases.

> "Brand inconsistency is a silent revenue leak. Most organisations don't discover the scale of their asset fragmentation until they lose a pitch, a campaign underperforms, or a new market entry fails."

Where the Money Actually Leaks

The direct costs of brand inconsistency are well-documented but rarely aggregated into a single number. They include reprints of off-standard materials, reshoots of non-compliant photography, redesigns of assets that were produced to outdated guidelines, and the legal costs of brand protection failures. Individually, each of these seems manageable. Together, they frequently represent 15 to 20 percent of a marketing budget being spent not on creating new value, but on correcting previous failures.

The indirect costs are harder to quantify but more commercially significant. Sales cycles that lengthen because proposal documents do not match the premium positioning the brand is trying to hold. Pitches that are lost not because the work was wrong but because the presentation did not inspire confidence. New market entries that underperform because the brand's local execution did not hold up to the standard the global positioning demands.

The Supplier and Agency Problem

The most common source of brand inconsistency in South African enterprise organisations is not the internal marketing team. It is the network of external suppliers and agencies who produce brand materials on behalf of the organisation – each with their own interpretation of the brand guidelines, their own working files, and their own production standards.

Without a centralised, managed asset library – what Dikwe's Brand Asset Management service provides – the standard degrades with every file transfer, every new supplier onboarding, and every campaign cycle that adds new materials without retiring old ones. The solution is not more rigorous briefing. It is structural: a single source of truth for every asset, maintained by professionals whose job is specifically to hold the standard.

Calculate Your Inconsistency Cost

A simple diagnostic: add up the cost of reprints in the last 12 months, the value of any pitches or proposals where brand presentation was a factor in the outcome, the production cost of any assets that required rework due to off-standard execution, and the time cost of your team managing brand compliance issues rather than producing new marketing work. For most South African enterprises spending R 5 million or more on marketing annually, this number is rarely below R 400,000. Often it is significantly higher.

That is the number to put in front of your CFO when making the case for a Brand Asset Audit.

Become A Client

Email : hello@dikwe.agency
WhatsApp Support : 0793602964
Website : dikwe.agency