



The Hidden Cost of a Disorganised Brand Asset Library (And How to Fix It This Month)

There is a version of this scenario playing out in marketing teams across South Africa every working day. A designer needs the current logo file – the correct one, in the correct format, with the correct colour values. They check their desktop. They check the shared drive. They email the brand manager. The brand manager checks their desktop. Twenty minutes later, someone finds a file that might be right, sends it, and the designer uses it without being entirely certain it is the current approved version.

Now multiply that scenario by every external agency, every regional team, every supplier producing branded materials for your organisation. Add the campaigns where the wrong file was used and the error was only caught at proof stage. Add the reprints. Add the time spent by senior team members managing brand compliance queries instead of doing strategic work.

That is what a disorganised brand asset ecosystem actually costs.

The Storage vs. Management Distinction

Most organisations believe they have solved this problem because they have a Dropbox folder, a Google Drive, or a SharePoint site. They do not. Storage is not management. A well-organised file system full of outdated, duplicated, and version-confused assets is not a brand asset management solution. It is a more organised way of deploying the wrong materials.

"DAM answers 'where is the file?' Brand Asset Management answers 'is this the right file – and is it still current?'"

What a Managed Asset Library Actually Does

A properly managed brand asset library – not a folder structure, but a governed system – does four things that storage cannot. It enforces version currency: only the current, approved assets are in active circulation; superseded versions are archived, not deleted but also not accessible by default. It structures access: internal teams, external agencies, and suppliers each have access appropriate to their role. It maintains taxonomy: assets are tagged and searchable by product, campaign, market, format, and channel. And it is maintained: as the brand evolves, new assets are ingested, outdated assets are retired, and the system stays current without requiring the marketing team to manage it.

This last point is what Dikwe's BAM service specifically provides. The library is not just set up and handed over – it is maintained on a monthly basis by Dikwe, so the marketing team benefits from the infrastructure without owning the operational overhead of running it.

The Monthly Fee Model

BAM is priced as a monthly retainer – from R 4,500 for SMBs to R 60,000+ for enterprise FMCG and automotive clients with complex, multi-market asset ecosystems. The fee covers setup, taxonomy design, ongoing asset ingestion and maintenance, version management, access control, and a monthly review. For most organisations, the cost of the service is recovered in the first month simply through the elimination of reprint costs and the time savings on asset retrieval.

There is no capital expenditure. No internal IT project. No training programme. It is a managed service – and it starts working from the first month.

Become A Client

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