



DIGITAL ASSET MANAGEMENT



Click here
to get started

A Guide to Meridian Digital Asset Management System

WHY

Why the DAM?

WHAT

What is the DAM?

HOW

How does the DAM
actually work?

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Learn More

Why the **DAM**?

Click around on the page to
find out more information

In this fast-paced digital age, the demand for quality content has become increasingly critical.

How often do you battle to find logos or images in the size and format that are requested from media or your distributors?

Does it take too long to send or receive data intense images, logos or fact sheets?

Do you have easy access to various iterations of descriptions for your wines that you can filter and download on demand?

Meridian Digital Asset Management System can help!

The digital platform that the Meridian DAM is built on is called Bynder, widely recognised as one of the best solutions in the world.

Bynder is a powerful, user-friendly storage and access system that helps us to tell your brand stories with dynamic current content. It is a central location where we can store, manage, and share all your approved brand assets and content."

56.1%
of the world's population has access to the internet

464,923,169
of this percentage are internet users that are only based in
Africa (As of June 2018)

**Bynder can be used on
2 Platforms:
Online & Mobile**



What is the **DAM**

Click around on the page to
find out more information

A DAM is a system where you are able to store, manage and share all approved brand assets and content for use in the production of any material.

It can be seen as the “single source of truth” as it is one central location where we can access all the relevant and updated assets from any place in the world.

These digital assets include our farm images and videos, fact sheets, bottle shots, fonts, descriptions and much more....

What can Bynder do?

- It provides **instant search** results. Need to find the right file fast? No problem! You can narrow your search in seconds with filters and advanced filters
- It supports **different files and file formats** such as PNG, MP4, JPEG, PDF etc.
- You can create **collections**. Easily select and group the digital assets, regardless of their file type, size, or category into their own “folders” to share with anyone.
- It provides us with **security access control**. Bynder’s superior security features allow you to safeguard your assets at all times.
- The option of **tagging**. You can change each asset to metadata including brand, style, cultivar, region, origin, food pairing etc. which makes the search option more detailed.
- There’s even auto-tagging with Artificial Intelligence (AI), which identifies thousands of key indicators and objects.
- Although the DAM is primarily designed for image based assets, we have customised the system to handle written content attached to each wine including **descriptions** related to brand stories, wine stories, 3 word descriptions, tasting notes and food matches.

DIGITAL ASSETS

are any multimedia files such as images, videos, brand logos, presentations, PDF documents, etc.



How does the **DAM** actually work?

Click around on the page to
find out more information

TYPES OF USERS

LIGHT users have access to search, read, upload, download and share media. You have this user license. This is the license for farms, Sales Consultants, Wine List Designers and Agencies.
REGULAR users and ADMIN users have full access to edit, change and order the system. These users include the Marketing Content Coordinator and Marketing Support Manager.

The Platform consists of 3 Main Tabs:

1. HOME:

The very first page you see when you log in. It consists of:

- Search Bar
- Upload Button
- Read More Link
- Quick links
- Support and Wizard

At a later stage news articles and updates will be uploaded onto this tab.

2. ASSETS:

Consists of the entire Asset Library

Filters:

- Brand
- Product
- Location
- Asset Type
- Food Pairing
- Advanced Filter

3. COLLECTIONS:

Grouped digital assets into “folders”

ONLINE WEB APP

Here is the link to login:

<https://meridian.getbynder.com/login/>

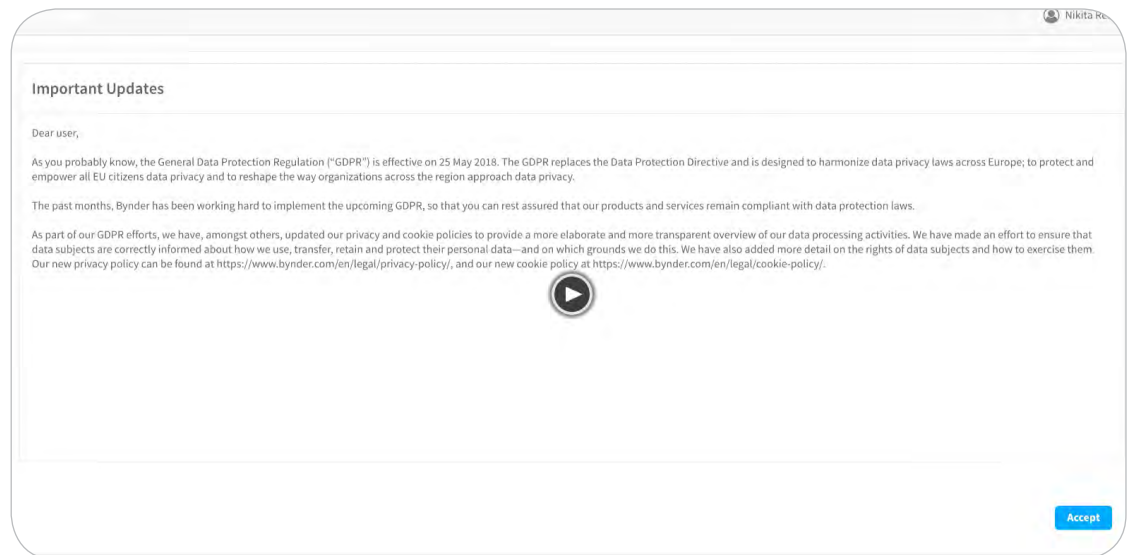
You can retrieve your login details from the DAM Administrator:

Nikita Reeves (Marketing Content Coordinator)

nikita.reeves@meridianwines.co.za

After logging in you will receive the below notification.

Click on Accept to continue:



WHY

WHAT

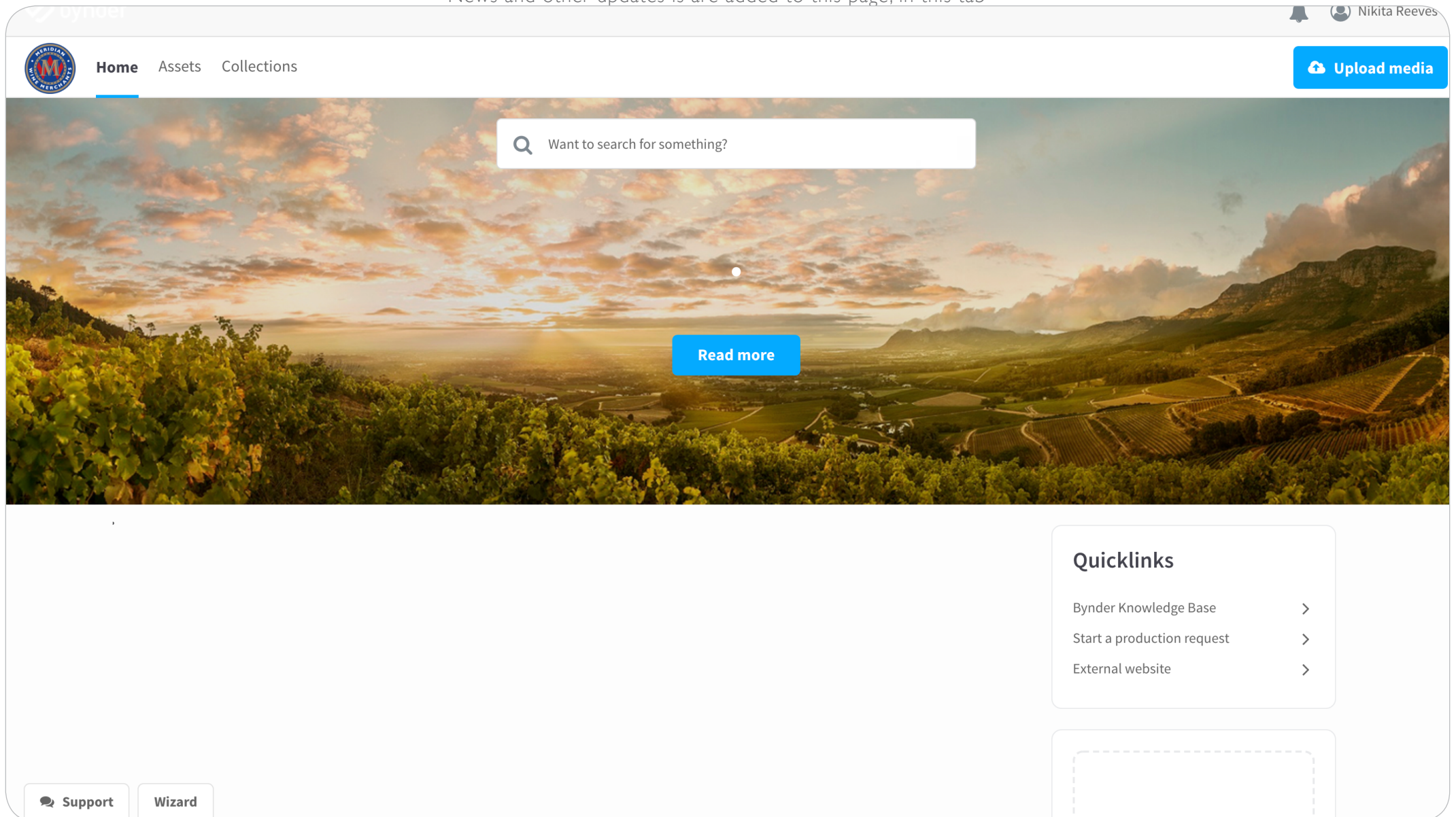
HOW

MORE

Home Tab

To “The first tab you will see when logging in is the Home Tab. News and other updates is are added to this page, in this tab

Click around on the page to find out more information




Assets Tab

The second tab next to the Homepage is the Assets Tab. This is where you can see all the unfiltered assets that are loaded onto the DAM.


Click around on the page to find out more information

The filters operate independently of one another, therefore you do not have to use all the filters at the same time to narrow down your search

Home **Assets** CollectionsUpload media


Brand ▾ Product ▾ Location ▾ Asset Type ▾ Food Pairing ▾ Advanced ▾ Tags ▾ Color ▾

0 1918 Results Order by **Date modified** ▲




Anthonij Rupert Main Blend

PNG




Anthonij Rupert Cabernet Sauvignon

PNG




Anthonij Rupert Wyne Logo

PDF




Anthonij Rupert Optima 2014 in...

PDF




Meerlust Styled Images

JPG




Meerlust Styled Images

JPG




Ken Forrester Logo

PDF




Klein Constantia Logo

PDF



La Motte Logo

PDF



De Wetshof Estate Logo

PDF

Collections Tab

The third tab next to the Assets Tab is the Collections Tab. This is where you can view all the created collections you have created with the assets.

Click around on the page to find out more information

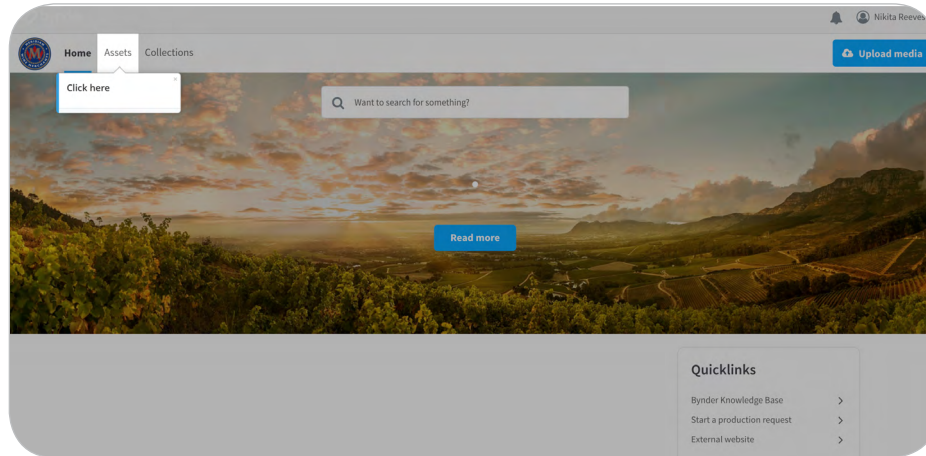
The screenshot shows the 'Collections' tab in the Meridian Wine Merchants application. At the top, there's a navigation bar with 'Home', 'Assets', and 'Collections' (the active tab). A search bar is present with the placeholder 'Want to search for something?'. On the right, there's a user profile for 'Nikita Reeves' and a bell icon. Below the navigation bar, there's a filter bar with dropdowns for 'Brand', 'Product', 'Location', 'Asset Type', 'Food Pairing', 'Advanced', 'Tags', and 'Color'. A blue 'Upload media' button is on the right. The main content area is titled 'Collections / Test' and shows 'Created by Nikita Reeves'. It includes 'Share' and 'Download (7)' buttons. Below this, there's a 'Description' section with a text input field. To the right of the input field, it says '0 7 Files' and 'Order by Date added'. There are also view toggle icons. The main display shows a grid of collection cards, each featuring a wine bottle image and a 'PNG' button. The cards are labeled: 'Anthonij Rupert Cabernet Franc', 'Anthonij Rupert Syrah', 'Anthonij Rupert Optima', and 'Anthonij Rupert Merlot'. On the left sidebar, there's a 'Collection details' section showing 'Created 5 days ago' and 'Viewed 0 x'. Below that, a 'Shared (0)' section shows 'Not published online' and a URL: 'https://meridian.getbynder.com/web/574973f63...'. A small inset window at the bottom right shows a preview of the 'Filter Collections' sidebar, listing 'My collections' (4), 'Collections shared' (1), 'Collections received' (1), and 'Published online' (2).

This is where you will see all your saved collections. You have the option to share a collection without opening it. Just click on the arrow on the bottom right hand corner

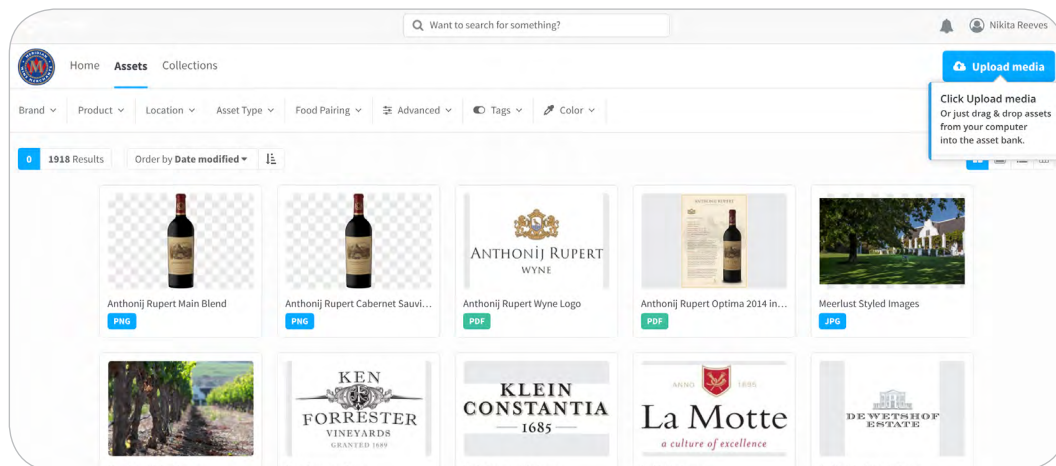
How to upload an asset

Click around on the page to find out more information

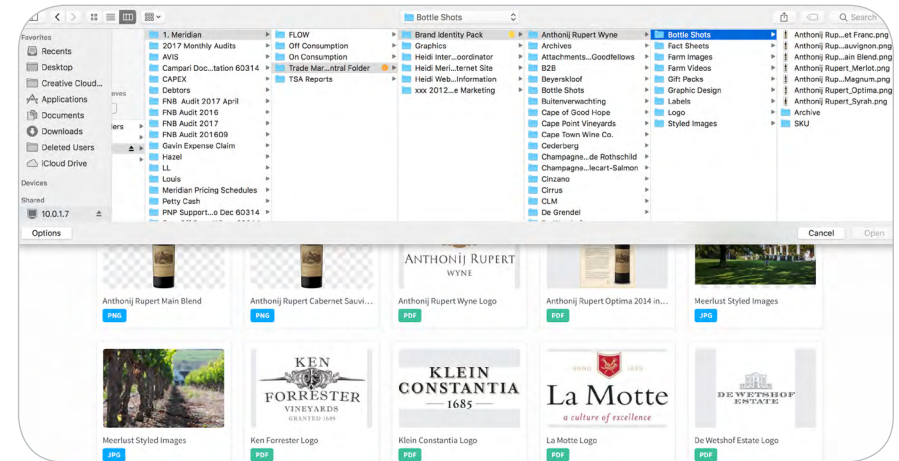
1. Click on the “Assets” tab



2. Click on the “Upload Media”

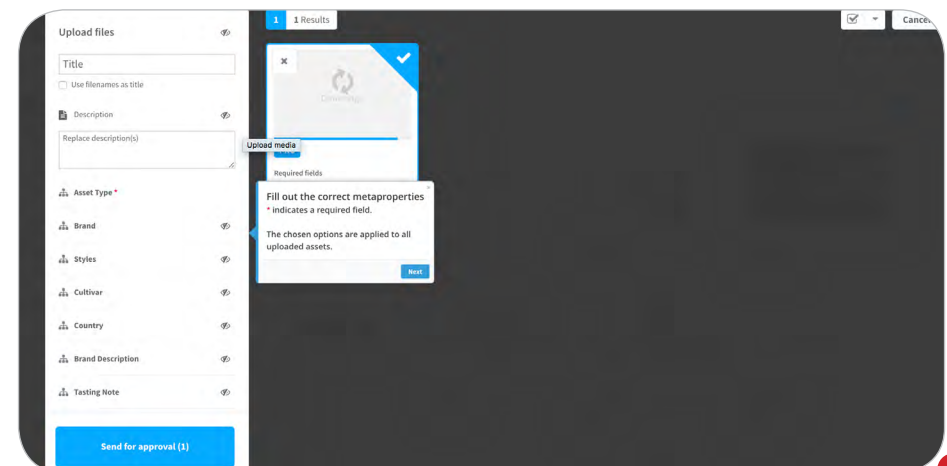


3. Choose the file you would like to upload



4. Complete all the metaproperties. This is the data that will describe the asset. You will also need to tag the asset accordingly. Note that your asset/s will be audited before they are approved for upload. Click on “Send for Approval” to finish

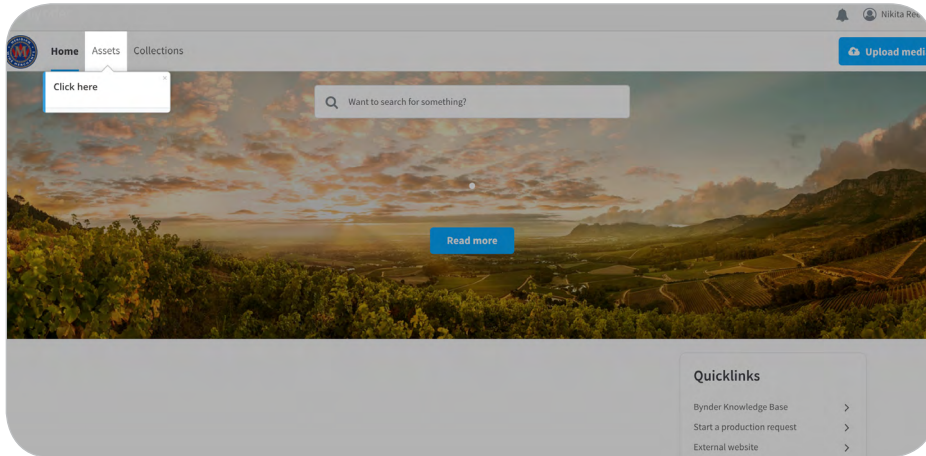
Note: You can upload multiple assets at the same time



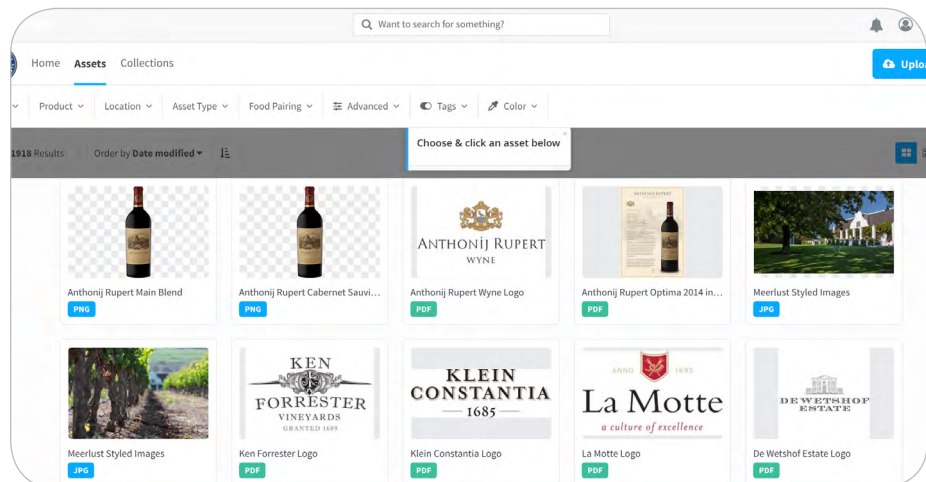
How to download an asset

Click around on the page to find out more information

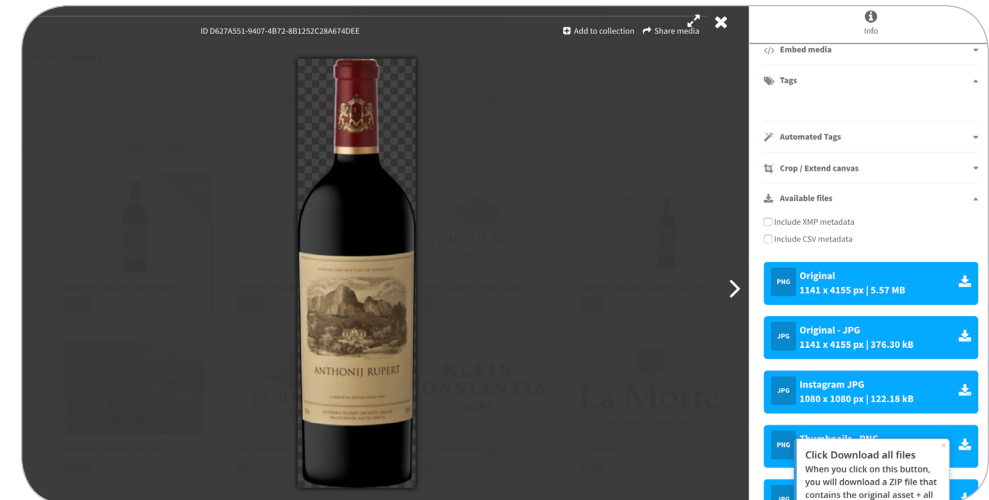
1. Click on the “Assets” tab



2. Choose and click on the asset you want to download



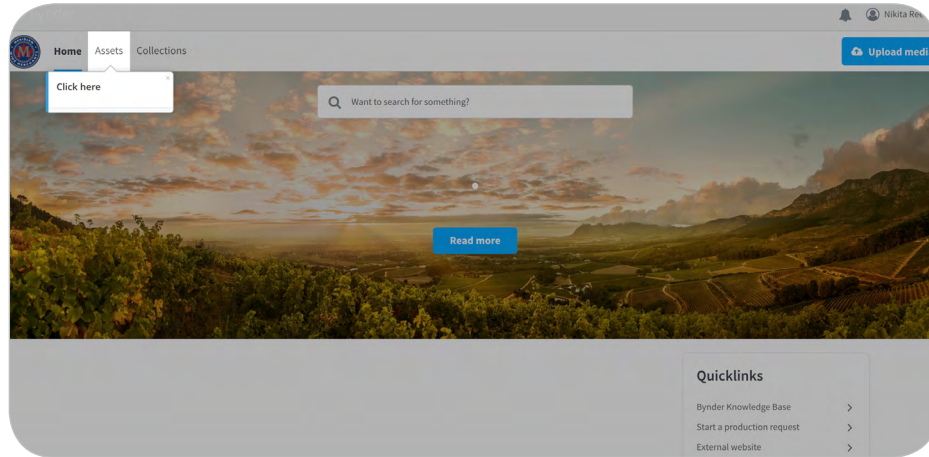
3. Bynder has an awesome feature where you are able to download the asset in different formats such as PNG and JPG for example. You have the option to click on “Download Original”, “Download all files” or you can pick one of the formats and download them separately.



How to download multiple assets

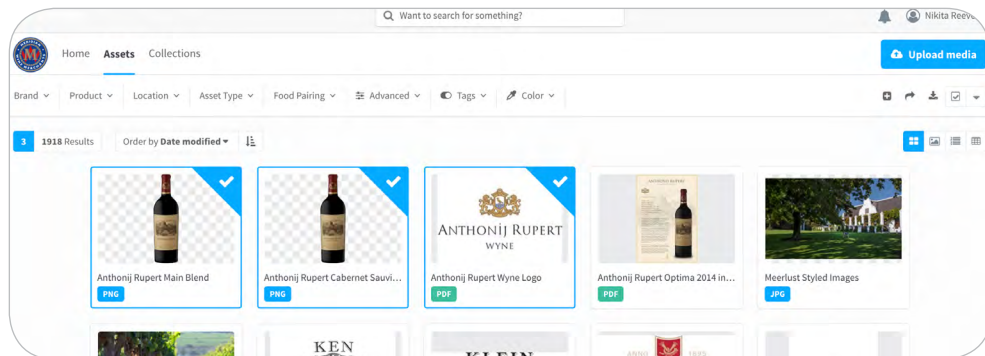
Click around on the page to find out more information

1. Click on the "Assets" tab



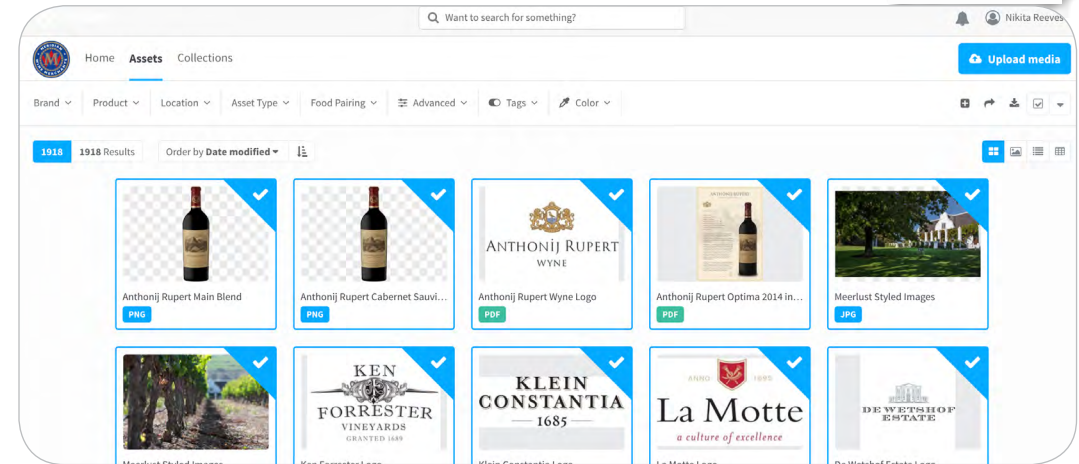
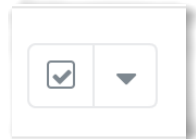
2. There are 3 ways you can download multiple assets:

Firstly, you can manually select each asset you want to download by clickings on the top right hand corner of each asset. Ensure each selected asset has a blue tick on it. Then click on the download button on the top right hand corner of the screen:

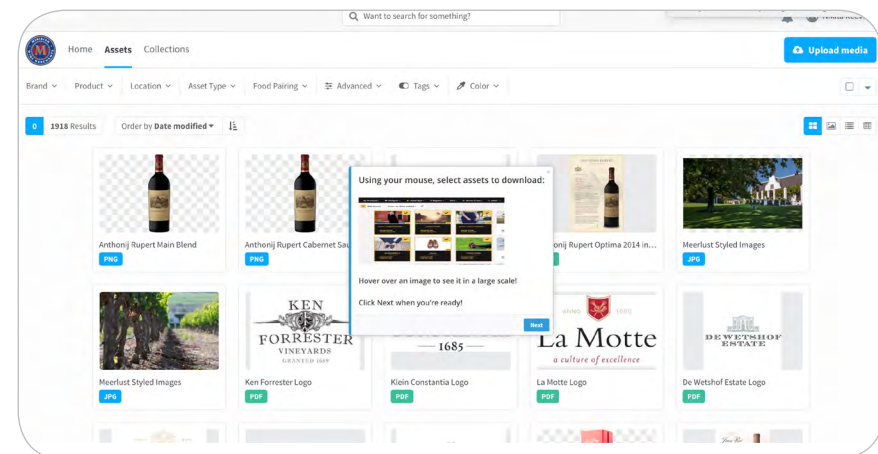


Secondly, If you want to download all the assets.

Click on the select option on the top right hand corner of the screen. Then click on the download button on the top right hand corner of the screen:



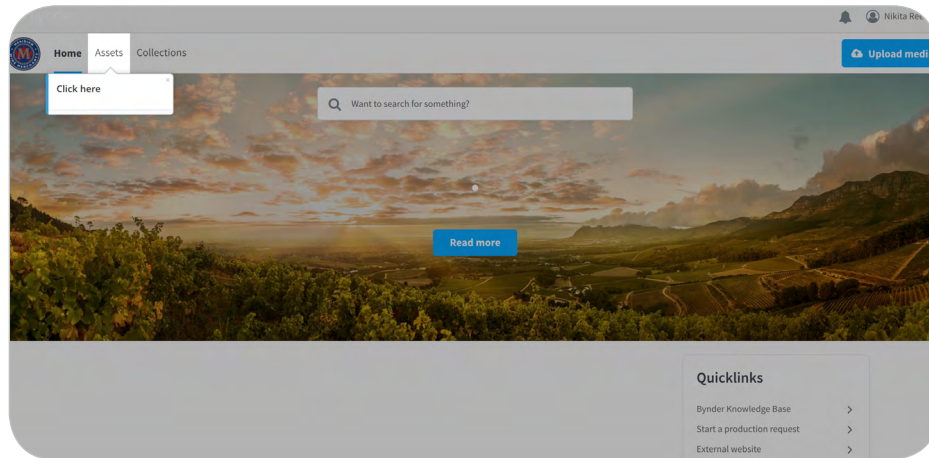
Lastly, you can drag and select multiple assets by hovering over the images. Then click the download button on the top right hand corner of the screen:



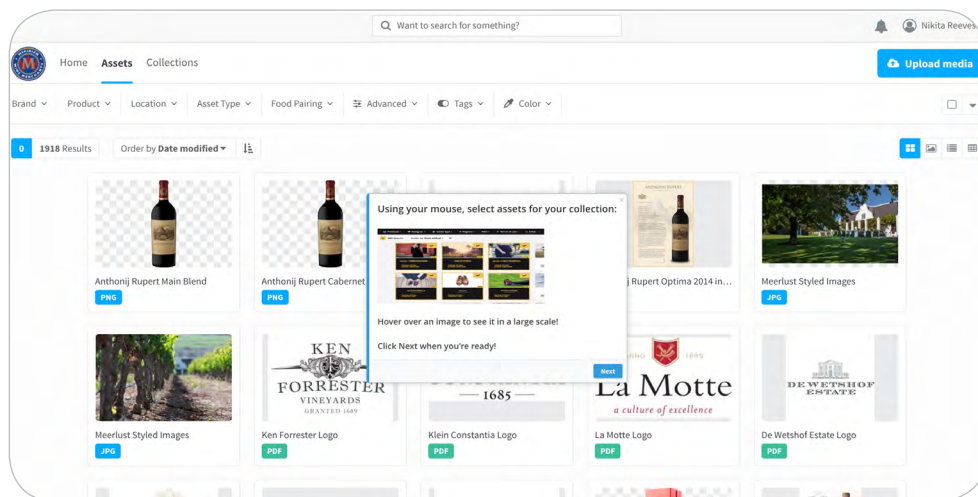
How to create a collection

Click around on the page to find out more information

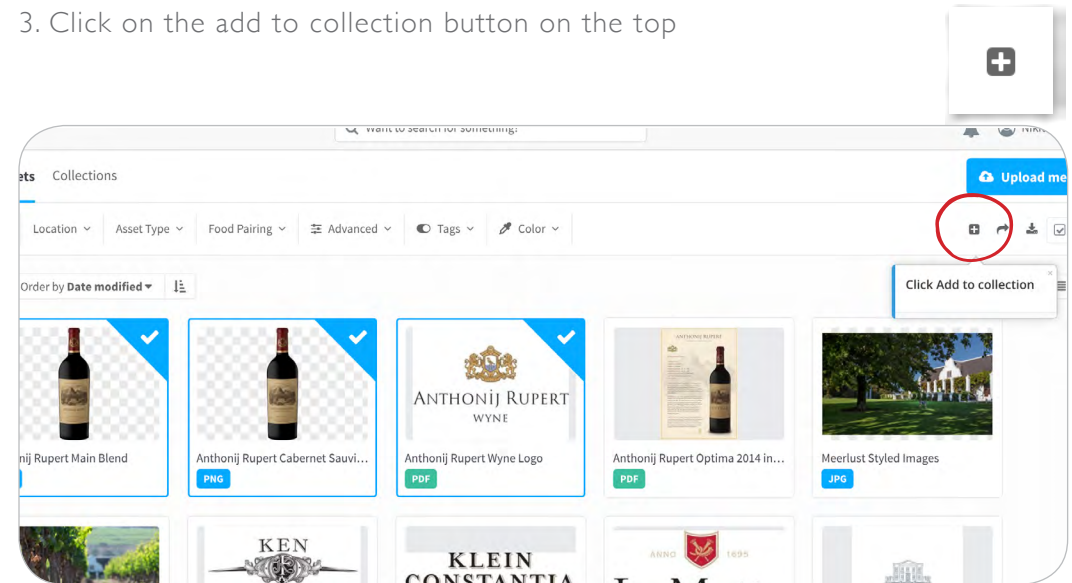
1. Click on the "Assets" tab



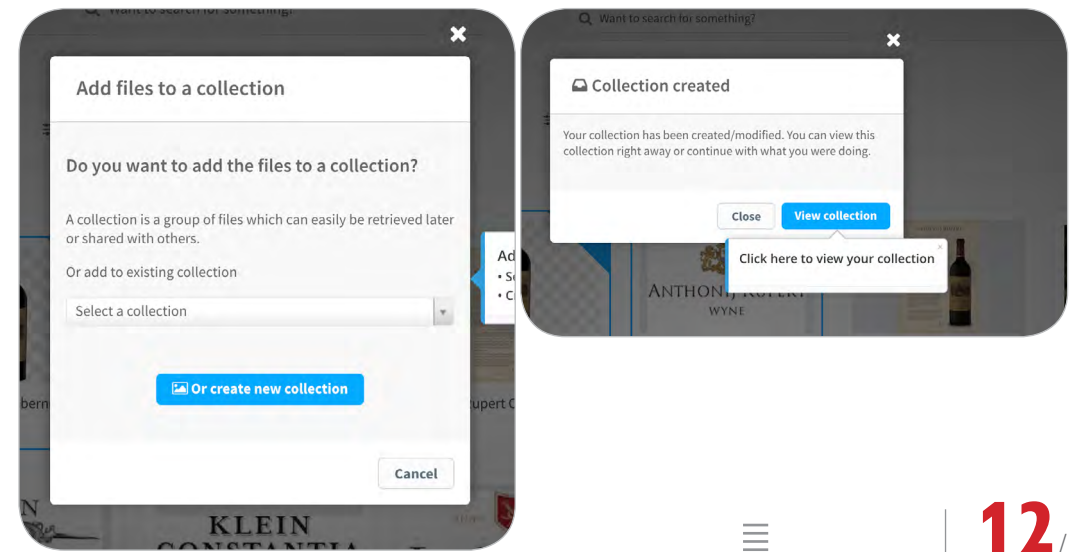
2. Select the assets you want to add to your collection



3. Click on the add to collection button on the top



4. Click on "or create new collection" and provide your collection with a name. Your collection will be saved in the **Collections Tab**



How to download descriptions

Click around on the page to find out more information

Although the DAM is purely designed specifically for Digital Assets only, we have found a way to add content to the assets on the system as an added benefit. This refers to our **Wine Descriptions**, which include the Brand Descriptions, Wine Stories, 3 Word Descriptions and Tasting notes.

1. Follow the normal [download process](#)
2. If you download multiple assets, the below pop-up box will appear. Click on the "Include CSV metadata" option and start download:

Download selection

Please make a selection of the content you'd like to download.

☒ Include XMP metadata
☒ Include CSV metadata
☐ Download packages

Available versions:

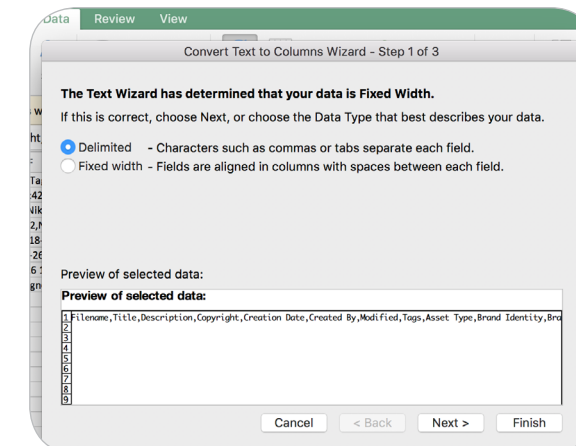
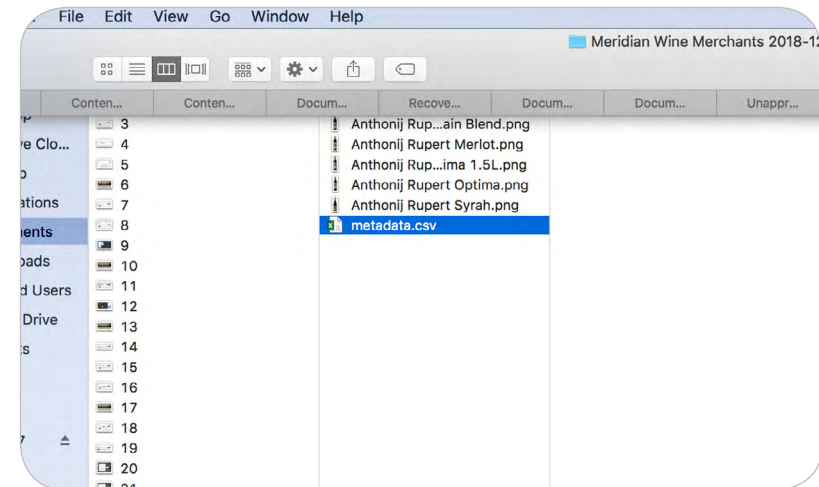
Name:	Size:	Amount:
<input checked="" type="checkbox"/> Original		3
<input type="checkbox"/> Twitter - JPG	1024x512	1 (?)
<input type="checkbox"/> Thumbnails - PNG	500x500	2 (?)
<input type="checkbox"/> Instagram JPG	1080x1080	1 (?)
<input type="checkbox"/> Original - JPG		2 (?)

Additional files (?)

☒ Include all additional files in the download package.

Please note that only bottle shots contain wine descriptions.

If you refer to your downloads, you will notice all the assets along with an excel spreadsheet in CSV format will be there too:



When opening the CSV ensure you separate the text to columns in the Data Tab (Select the "Delimited" radio button first, the "Comma" radio button next and finally the "General" radio button)

LEARN MORE

Click around on the page to
find out more information

You can learn more about the DAM with Bynder
[*Digital Asset Management for Dummies*](#)

Still a bit nervous to work live on the DAM?
Download your free [*Demo DAM*](#) here!

Or contact the DAM Administrator if you have
any suggestions or questions:

Nikita Reeves
Marketing Content Coordinator
[*nikita.reeves@meridianwines.co.za*](mailto:nikita.reeves@meridianwines.co.za)