Eurostat’s branding study: main conclusions and way forward
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Abstract
To anticipate and prepare for changes in the dynamically evolving information landscape, the European Statistical System (ESS) launched eight Vision 2020 projects. One of them is the project for Digital communication, User analytics and Innovative products (DIGICOM). It aims to modernise communication and dissemination of European statistics.
To do so effectively, it is of paramount importance to understand Eurostat’s users and non-users, as well as their needs and perceptions. That is why Eurostat has conducted a study titled “Analysis of user perception and communication of official statistics in the EU”. The project intended to test whether our message is not only heard, but also understood by a wide audience.
More specifically, the aims of the study were to:

• Get a better understanding of users’ perception of the brand(s) related to official statistics in the EU
• Gain deeper insights into users’ perception on quality aspects
• Get to know the needs and profiles of non-users
• And derive strategic and operational recommendations to improve the communication of official statistics and to promote them to defined target groups.
The presentation will summarise the main findings within the 27 member states analysed and sketch out Eurostat’s lessons learned, as well as our next steps.

Keywords: European Statistical System (ESS), outreach strategy, quality, user analytics.