

Defining the brand of a statistical institute

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of Statistics
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648

statistical releases

811 experts, of whom
160 statistical interviewers



3.65 personnel
job satisfaction index,
on a scale of 1-5



Funding

EUR 53 million
from the state budget



EUR 13 million
income from charged services



158 years
of data and statistics



150
statistics



5 000

tables in the database

Data needed for statistics



95% from registers
5% with inquiries

95.5 % of inquiries
could be answered online

Statistical inquiries

137 000 responses from organisations

181 000 responses from persons
and households

for researchers

317 user licences
285 data deliveries



84%
of Finns know
Statistics Finland

83%
of Finns consider
Statistics Finland reliable



6 900
contacts
answered by
the information
service



17 800
followers
on X

12 million
page downloads
on the **stat.fi**
website

Read more: stat.fi



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The brand – who you are and what you stand for

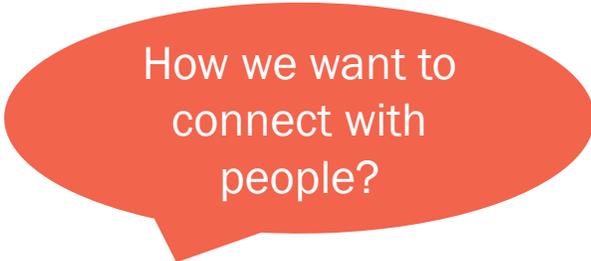
- The brand can be seen as a "sign" that is intended to communicate the meaning of the organization.
- The management of the brand is then the management of the meaning of these signs.
- The brand of an organization often answers questions like
 - Identity: Who we are?
 - Meaning: What we are and can do?
 - Relationships: How we want people to connect with us?
 - Responses: What kind of feelings does the organization want to evoke? Heart or head? Love or respect?



Who we are?



What we are and
can do?



How we want to
connect with
people?

Starting point for our work



Why we want to pay attention to our brand?

- Every organization has a brand whether they build it or not.
- Operational changes in the environment guide us intentionally to concentrate on our brand more actively in the future.
 1. Reasons related to use and users of statistics
 - Misinformation/disinformation.
 - Digitalization and increasing competition in the information markets.
 - The rise of social media.
 2. Reasons related to data sources
 - Low response rates in surveys.
 - Quality of administrative data and access to privately held data.
 3. Other strategical reasons
 - The change of the role of NSI
 - Decreasing funding
- Statistics Finland is redefining the Offices' strategic orientation and we need to communicate strategically and consistently to our stakeholders about our position in society.



A few words about our reputation

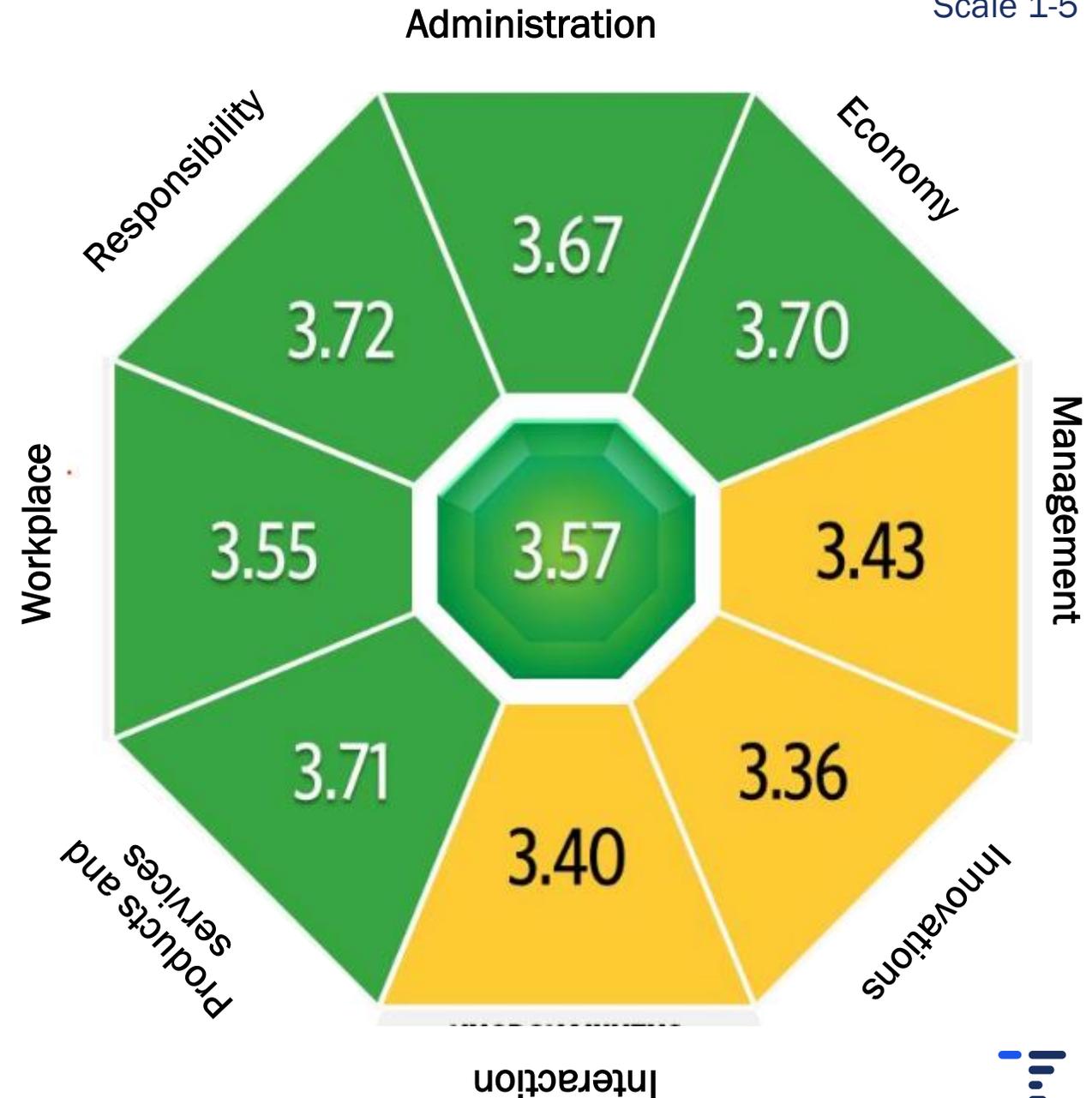
Statistics Finland conducts an annual Reputation-survey among external stakeholders.

According to the survey

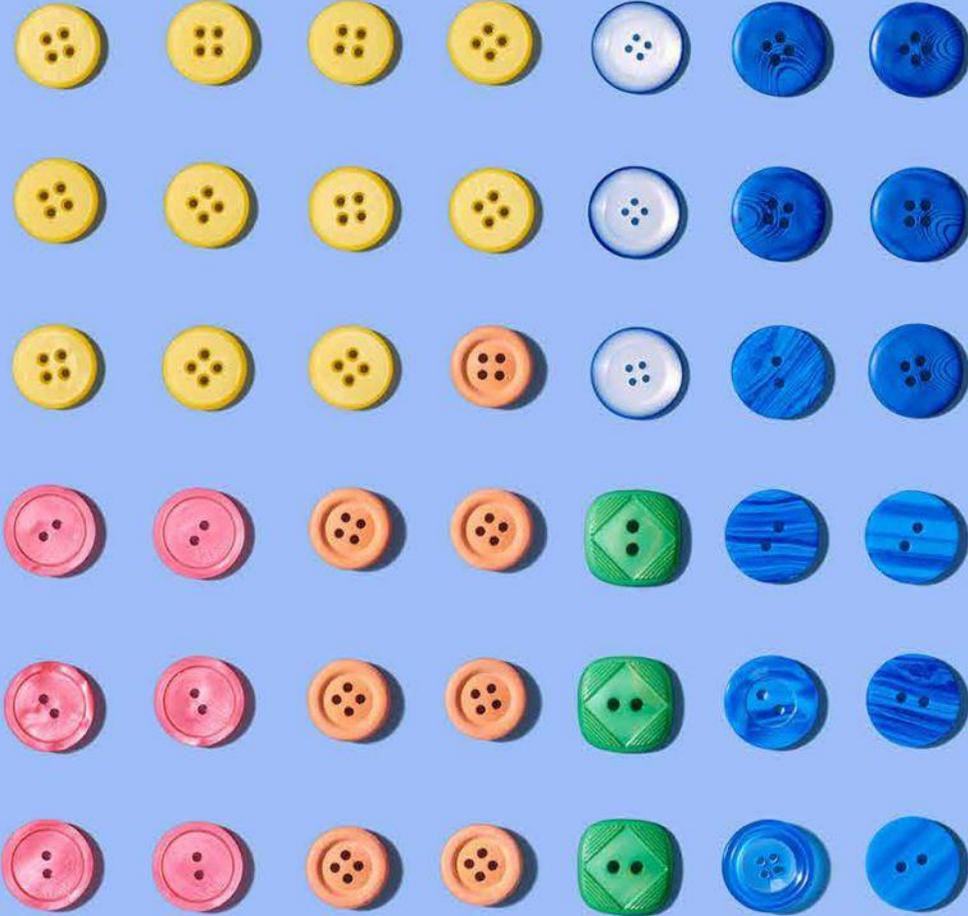
- **Trust** is in our DNA and we have succeeded in communicating that to our stakeholders.
- Our **products and services** are highly valued – and we are often known through them.
- Expectations for responsibility and open communication are high.

Challenges faced:

- We are not interpreted as an innovative organisation.
- **Interaction** is seen as a possibility.

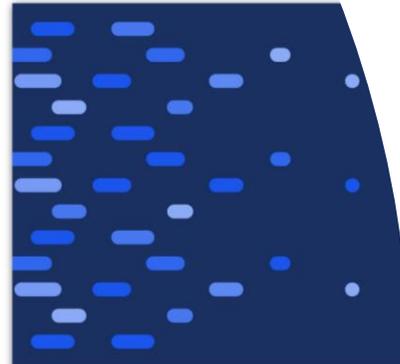


Statistics Finland as a part of Finnish society and data-ecosystem

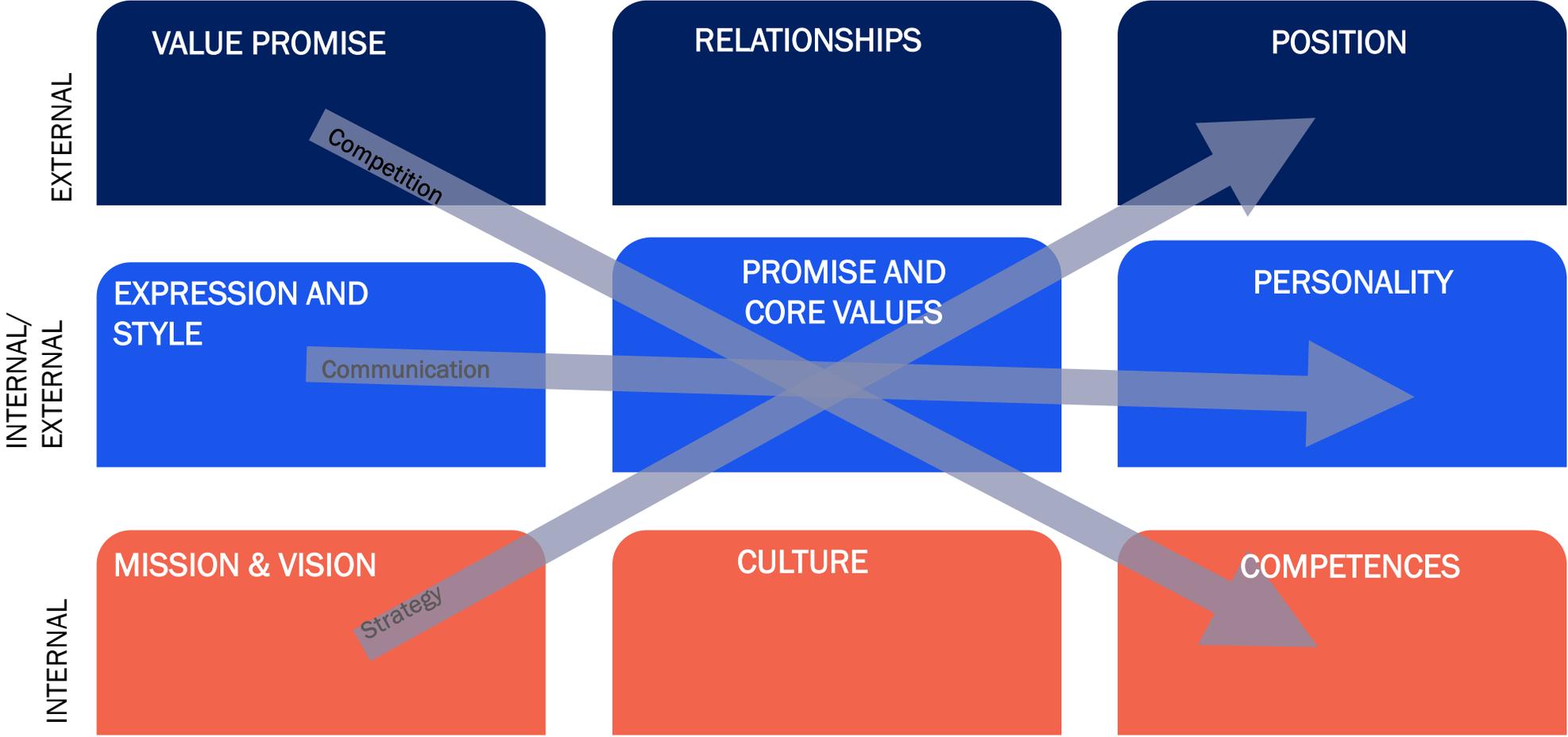


Brand reflects Statistics Finland's everyday life

- The brand is based on our two tasks in society:
 1. Always up-to-date and useful statistics.
 2. Tailored and combined datasets to provide fast information to decision makers.
- It includes familiar themes such as quality, reliability and trust.
- What's brand new?
 - Our history as one of the basic pillars of the democracy.
 - Our skills that could be used more widely in the future.
 - Our culture and willingness to work together.



Brand model that combines internal and external perspectives



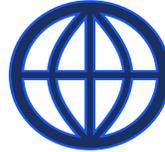
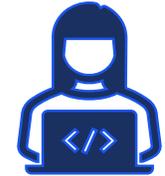
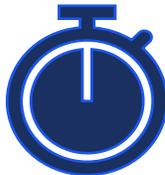
The Corporate Brand Identity Matrix



The brand encapsulates Statistics Finland's roles in society

Statistics Finland is well known in Finnish society but we want to reinforce what we are known for.

The purpose is summarized into four themes, which guide their communication planning and message selection: What actions and messages demonstrate these themes?

Defender of reliable information		<ul style="list-style-type: none">• We help to develop the quality of data in society.• We back up the information we produce, including gaps in information.• We fight against misinformation.
The best expert in society's information sources		<ul style="list-style-type: none">• The status of the statistical authority.• A superior amount of data in use.• The widest possibility to combine data.• Research Services.
Unique competence in the field of data science		<ul style="list-style-type: none">• Almost 160 years of experience in information.• The broadest expertise in modern information production.• Responsibility at all stages.
Producer of timely and useful information		<ul style="list-style-type: none">• We bring information to the background of current phenomena.• We know Finland's data reserves and what we can achieve by combining them.

Building materials of tone of voice

COMPETENT



We assure and influence through information and expertise. **We communicate with respect, based on facts.** Our expressions are clear and concise. We avoid special vocabulary and officialese, and nurture accessibility.

ALERT



We are in touch with time and its current phenomena. Our communications are vivid and involve a pinch of courage. We also want to surprise and **renew the image of a conventional statistical authority** by means of communications.

SERVICE-ORIENTED



Communications help to build connections and dialogue. We are an interpreter of information and give people access to interesting information. We help to find the right expert and open up new perspectives.

INSIGHTFUL



Clarity and expertise are not equal to boring. **We make information interesting and easy to understand,** we compare, concretise and highlight the importance of figures in everyday life. We offer information in an easily accessible form, also visually.



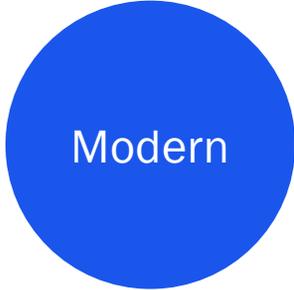
Cornerstones of visibility



Reliable

Reliable

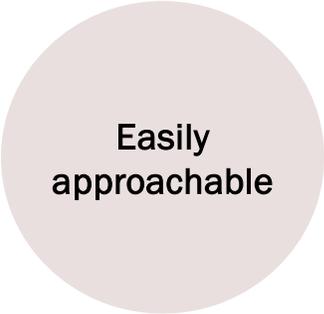
Reliability is the core and most important feature of Statistics Finland's entire activity.



Modern

Modern

Our look is heading forward. We aim for timeliness instead of trendiness.



Easily approachable

Easily approachable

Data is made for everybody. We want to be service-oriented, human-oriented and humane.



Inspiring

Inspiring

Data is not boring. Our visibility is insightful and fresh.

Logo

- The logo consists of a symbol and a text logo.
- The symbol describes technological development, digitalisation and Statistics Finland's new role as a producer of rapid data.

Tunnus

Tilastokeskus 

Merkki



Tekstilogo

Tilastokeskus

Statistikcentralen 

Statistics Finland 



Dataflow

- The Dataflow pattern describes the digital, endless flow of data, from which Statistics Finland's experts sum up what is essential.
- Dataflow functions as both a static and animated graph.

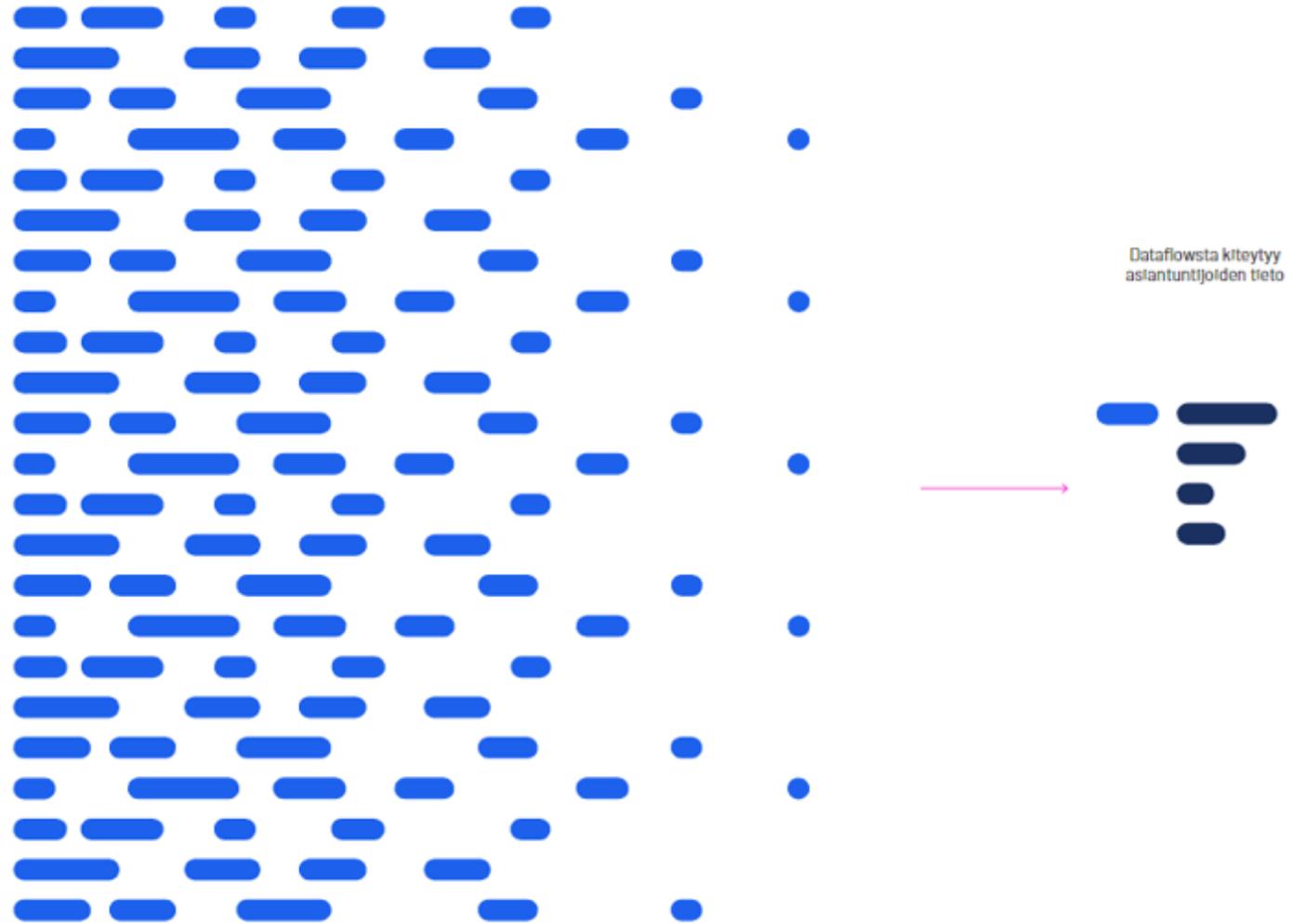
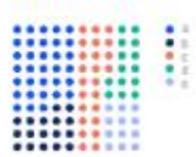
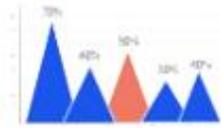
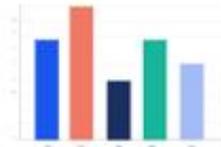


Image scheme

- Brand images are indicative, inspired by statistics and used with consideration.





Observations from our journey

1. The brand has to be true.
2. Build the brand first internally. Branding is not just a matter for the communication department.
3. Repetition and consistency is the key. Visual identity makes the brand live but it is important to go through every meeting point.
4. The change needs time.

Thank you!



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