

Germany / Power from statistics article

Organization:

The Federal Statistical Office is a federal authority of Germany (Destatis)

New trends in communication: branding and content marketing

Brief description:

Employees of the German Federal Statistical Office wrote an article to make the case for statistical offices to make more use of marketing tools to get the brand official statistics known as a trustworthy source of information, getting out the message about the value (quality) of their data by using different communication channels and technics; also by using tools available to bring statistics to life.

Results/impact:

They call for a more active branding and communication strategy to promote official statistics.

Difficulties/lessons learned:

Destatis has developed a communication strategy based on 5 pillars:

1. strengthen the brand
2. improved access,
3. meet the needs of target groups,
4. expand the dialog and
5. improve understandability.

Attachments:

NA

Links:

<http://powerfromstatistics.eu/uploads/originals/PDF/outlook-reports/Oppeln-Bronikowski.pdf>

Frequency:

One off