



An Phríomh-Oifig Staidrimh  
Central Statistics Office

# Eight

## The value proposition of official statistics: the power of 8

Eoin MacCuirc

Central Statistics Office, Ireland

[eoin.mccuirc@cso.ie](mailto:eoin.mccuirc@cso.ie)

00 353 21 4535504



# Outline

<http://www.unece.org/statistics/statstos/task-force-on-the-value-of-official-statistics.html>

Task Force on Value of Official Statistics

Brand positioning, quality and value

Recommendations in Interim Report

What are other industries doing?

The power of 8 the way forward.

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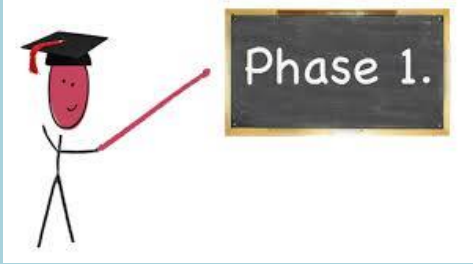


# Task force Established March 2015

- Define the value of official statistics for the users, stakeholders and society;
- Develop ways for its measurement that will allow for better understanding and communication of this value to society;
- Assess the feasibility of developing a framework and a set of indicators for valuing the impact of official statistics.



# Phase 1



- Define what is meant by the value of official statistics
- Review current practices, measurement frameworks and indicators that may exist in statistical offices for valuing the impact of official statistics
- Explore how other industries are measuring and communicating the value of their output
- Develop ways to measure the value of official statistics
- Recommend actions for promoting and increasing the value of official statistics.



# Phase 2



- Pilot testing of the indicator framework in countries
- Collecting and analysing data to find evidence of the value of official statistics and any correlations between good governance and investment into official statistics
- Drafting a convincing narrative that can be used for better communication of the value of official statistics.



# Positioning the Official Statistics Brand

## 1. Who are the producers of Official Statistics? What do they do?

Official Statistics Mission, Vision, Values



## 2. What are the specific needs or problems of the market that Official Statistics serve? How does Official Statistics satisfy those needs or solve those problems?

Think of three specific and unique ways you Official Statistics address these needs or problems.

## 3. Who are your preferred customers? What is your value to these customers?

Identify who Official Statistics trying to *sell* to. Official Statistics cannot be all things to all people so think about which customers Official Statistics wish to target and why they would choose you. Think about what the customer cares about and what Official Statistics compelling value propositions are. (Determine your single most compelling value proposition, the top three, and no more than a total of five to maintain focus.)

## 4. Who are Official Statistics competitors? What unique benefits set you apart from the competition so that the customer chooses you?

Each product or service has a different set of competitors so carefully identify them and determine what differentiates Official Statistics enough so that the customer selects you. Define the criteria that customers use when making *purchase* decisions. Remember all benefits and values are compared relative to the competition.



# Brand positioning statement

## Positioning Statement

<b>Product</b> <i>(Service/Company/Person)</i>	
<b>Category</b> <i>(Where the brand competes; the context that gives the brand relevance .)</i>	Is the one...
<b>Target Customer</b>	that provides...
<b>Value Proposition</b>	with...
<b>Reason</b> <i>(why they should believe you can deliver the benefit)</i>	because
<b>Differentiation</b> <i>(most compelling and motivating benefits that sets you apart from the competition)</i>	Unlike...



# Brand, Quality & Value

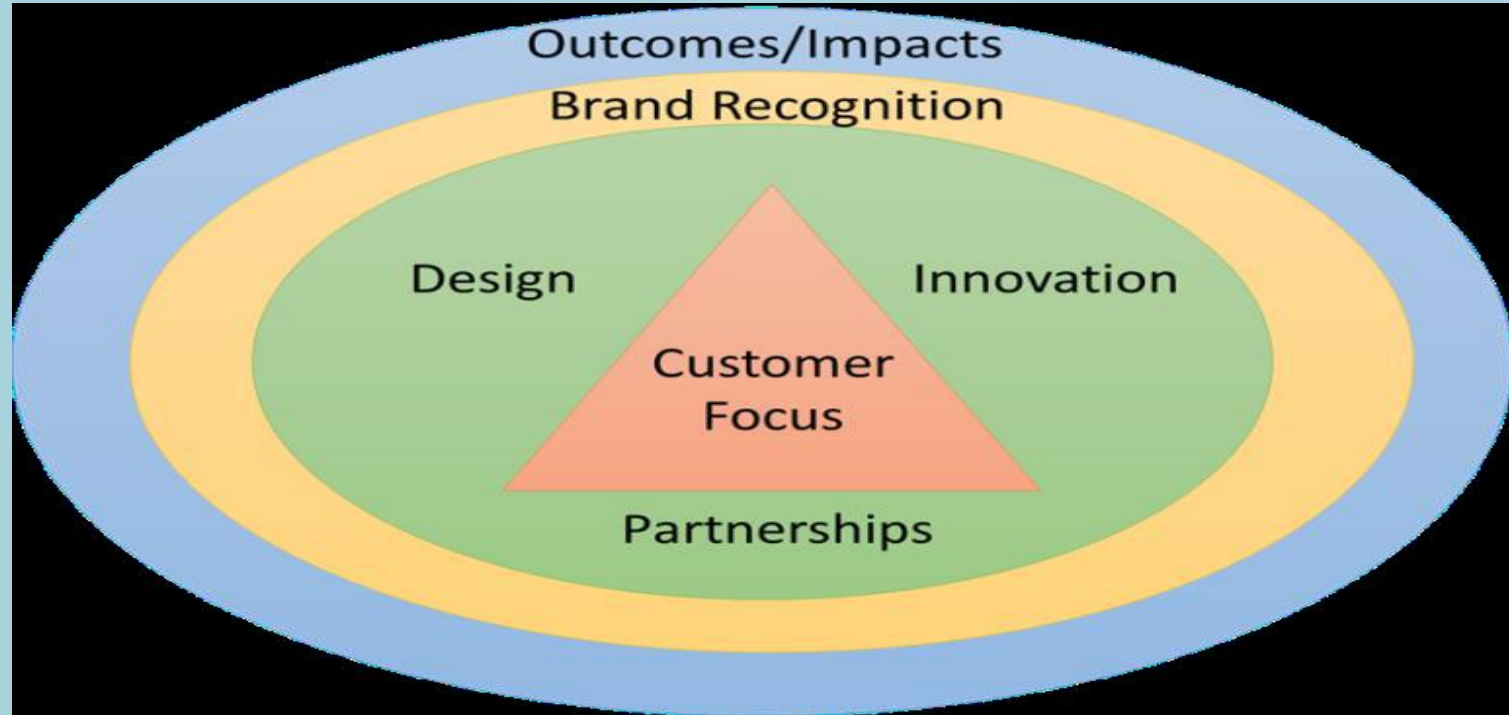
- Value proposition of official statistics vis a vis competitors
- Positioning statement
- Heritage of official statistics
- Who and where is our audience?
- Values and beliefs of official statistics
- Benefits to customers associated with using official statistics







# 3 Dimensions of Value of Official Statistics





# The power of 8

- Exploit the comparative advantage of official statistics (the cornerstone)
- Put customers truly at the centre
- Design statistics for everyday life
- Innovate to remain valuable
- Go further with strategic partners
- Build the official statistics brand and gain visibility
- Measure outcomes to achieve greater impact
- Share and learn using a plug-and play platform

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# Right information, Right People, Right place and time

- Customer focused Official Statistics that are innovative, collaborative and designed to international best practice
- Official Statistics a quality brand and heritage recognised by our customers
- Customer focused Official Statistics producing engaging and useful products and services to inform positive outcomes and impacts





# Official Statistics and the best of the rest

Apple, Amazon, BMW, Google.....

- Recognised brand
- Quality products and services with innovative design leading to optimal customer experience
- Customer satisfaction and performance metrics to optimise organisation performance



# The power of 8 = the way forward?

- What is the Brand Position of Official Statistics?

*R1 Exploit the comparative advantage of Official Statistics*

*R6 Build the Official Statistics Brand and gain visibility*

- Who are our customers and what do they want?

*R2 Put customers truly at the centre*

*R3 Design statistics for everyday life*

*R4 Innovate to remain valuable*

*R5 Go further with strategic partners*

*R8 Establish and maintain a plug and play platform*

- How can we measure the value of Official Statistics?

*R7 Measure outcomes to achieve greater impact*





# Next steps

- Build an Official Statistics Brand
- Share best practice **In progress**
- Design a common user satisfaction survey **In progress**
- Design a measurement framework and key indicators **In progress**
- Draft a convincing narrative





# Task force membership

Carolyn Verey, Australia  
Gabrielle Beaudoin, Canada  
Eoin Mccuirc, Ireland  
Mervyn O’Luing, Ireland  
Inigo Suarez, Mexico  
Denise Brown, New Zealand  
Serhat Atakul, Turkey  
Joe Grice, United Kingdom (chair)  
Pierre Bischoff, Eurostat  
Peter Vandeven, OECD  
Thilo Klein, Paris21  
Anu Peltola, UNECE (secretary)

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# Questions

Thank You