

Brand Image in the new Data Ecosystem

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Abstract

In recent years we have witnessed the huge spread of data production. Data are produced for multiple purposes and there's an increasing demand of using them for immediate needs. Covid has brought us the need of timely data to make fast and efficient decisions.

In the "new" Data Ecosystem there's an increasing need of the role that official statistics has to play. We already release lots of information for decision making but sometimes we are seen as non-capable for fast answer.

In a context where competitors are producing more and more data, Official Statistics has to play a new role in terms of relevance. It's no longer enough to rely on our statistics themselves as the leverage of our role. Thus, a communication policy focused on the perception is necessary. Our goal is to be seen as a key actor in the data ecosystem. Depending on the Data Governance model of its country or region, there are different levels of duties regarding Data Stewardship. But whatever the situation we are facing we should try to build a brand image which leads to a perception of key actors in the data ecosystem.

In Eustat we are elaborating our Dissemination and Marketing plan for the next four years. In that plan we try to implement that point of view. In the presentation we will explain how we have developed our Dissemination and Marketing Plan from the objectives of our Strategic Plan and how we will try to achieve that goal of new relevance. There are no shortages and some of the problems or situations we detect will not be solved at this level, but in a higher level of the Data Governance policies. Nonetheless our plan will promote the development of that brand image.