



# Brand Image in the new Data Ecosystem

**Acontecimiento, lugar y fecha**



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# Intro

- **Data Ecosystem.** Typically is a collection of infrastructure, analytics, and applications used to capture and analyze data.
- For Official Statistics, **Data Ecosystem** is the environment where **producers and users of data meet**
- There are **several producers**, we are not alone
- **New demands** and needs. Data driven decisions more and more frequent
- Different **Data Governance** models across countries
- Increasing **need of relevance** for Official Statistics. **Branding**

# Branding within the Strategic Plan

In Eustat the Strategic Plan set the mission and the vision of the organization and then, it is the “Marketing and Dissemination Plan” the tool to develop the Strategic Plan from the point of view of communication.

## Goals of the Marketing and Dissemination Plan

1. Improvement of the perception about the usefulness of Eustat among key-users and society
2. Increase visibility o statistical information and the brand “Eustat”
3. Communicate a new role in the Data Governance

**Branding is a must to achieve this goals**



# A few words about Branding

- Branding is brand **management**
- **More than promotion** of the Brand
- Key point is **how** the Brand is **perceived**
- **Perception** is built with several elements: some of them are **tangible** (colour, price, etc) other **intangible**.
- Perception is related to the **experience** of the consumer.
- Multiple perceptions create the **Identity**.
- **Stronger Identity** helps with **Relevance**



# Identity of Official Statistics

## Questions

- What is the identity of Official Statistics (offices)?
- Do the Offices build or re-build their Identity?
- Is it necessary to renew our Identity?
- Is there any significant lack in our identity?

## Common Values

- Fundamental Principles of Official Statistics
- European Statistics Code of Practice

Internal elements. Identity built inside-out.

What about Identity outside-in?



# The external environment

- How Official Statistics is perceived?
- Several elements are involved in the creation of Identity
- Multiple actors - > Diversity of concepts, definitions, terms....

Linguistic approach. Search of terms Word Cloud Graphics

- Traditional: GDP, Unemployment, Industrial Production Index, CPI
- New: Big Data, Data Governance, Artificial Intelligence, Data Stewardship, Open Data, Data Ecosystem.

**Are we there or are we Ingored?**



# Traditional concepts









# The external environment

- Not exhaustive research, but we could expect better results
- An Branding strategy with the aim of building an identity from outside-in should be aware of external perception.

**We must be there**



# Actions to be taken

- There can be several actions to achieve the goals. Any action which involves publicity or **advertising** will be **always welcome**, but they **won't be enough by themselves** and are expensive quite often. We can always tell the world we are the best but perceptions are built on the experiences as well.
- We must keep doing well what we do and we must stay alert and try to give fast answers to users needs. But we can not be focused only on the production of statistics. Can we do something else?



# Actions to be taken

- Advertising necessary but not enough
- Promotion of reutilization. API over DataSets in Open Data
- Data analysis. Business Intelligence for Official Statistics
- Set and share standards. Make our metadata systems available
- Adopt “new” vocabulary



**Thank you very much!**