Statistics Sweden’s brand platform revisited: results and next steps
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Abstract

For a number of years, regular surveys have shown that the general public has great confidence in Statistics Sweden. However, these surveys have also indicated that the majority know very little about what this government agency does.

To improve the external communication and engage better with users, Statistics Sweden introduced a brand platform in 2016. The platform consists of, among other things, an updated logo and a new graphical profile, guidelines for using pictures, colours, as well as clear, consistent and inclusive language. The brand platform is the core guide for all external communication.

After the implementation of the brand platform improvements have been observed. The results of the latest study show, for example, that the portion of the general public that does not know anything about Statistics Sweden has decreased from 20 percent (2016) to 12 percent (2022) and that the portion that claims to be highly familiar with what we do has gone up from 5 percent (2016) to 21 percent (2022).

On the other hand, the survey also indicates that a minority sees us as passionate about our task and contemporary in our expression – two aspects that the brand platform is intended to support. These and other results raise questions about different possible next steps. In our presentation we discuss how we intend to use the results of the latest survey to further improve our external communication and also what adjustments of the brand platform that may be needed.