Statistics Sweden’s brand platform revisited: Results and next steps

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Why a brand platform?

Improve Statistics Sweden’s external communication:

- Uniform visual identity across all channels and mediums
- Clear, consistent and inclusive language

Increase knowledge about what Statistics Sweden does
The problem (2015)

Among the general public ...
- 95% have heard about Statistics Sweden
- 79% have high confidence in us
  But ...
  - only 3% know a lot about what we do
  - and 22% know very little or nothing about us
The solution (2016-)

• Creation and implementation of a brand platform
• New social media strategy – simple and engaging infographics
• ”Sweden in figures” for school children
• Strategy for increasing the media references
• New web formats – ”Short analysis”, articles, ”Quick facts”
Brand platform = core guide for all external communication
Creating a brand platform: The project group

- 1 external consultant
- 1 from HR
- 6 from the Communication Unit
Creating a brand platform: The work process

Step 1
Extract Statistics Sweden’s commitment to the community from internal and external steering documents:

- directives from the government
- the Official Statistics Act
- the European Code of Practice
- Statistics Sweden’s 2020 Strategy
- the communication strategy
Creating a brand platform: The work process

Step 2
Based on the results of step 1, create a description of
• what Statistics Sweden is
• what sets Statistics Sweden apart from other similar organisations in Sweden.
Step 3
Convert the description into a brand platform, consisting of
• a visual identity
• a personality – a description of how we want the recipients of our communication to feel about us.
Statistics Sweden’s personality

Statistics Sweden is an outgoing expert personality that:
• is passionate about its task,
• inspires great confidence,
• is contemporary in its expression,
• takes part in the public debate, and
• is easy and straightforward to deal with.
Brand name

From: Statistiska centralbyrån
(Central Bureau of Statistics)
To: SCB or "statistikmyndigheten SCB"
(the statistical agency SCB)
Implementing the brand platform

• Steering documents
• Templates, guidelines
• Staff training, workshops, discussions
Follow-up survey 2021: Knowledge about Statistics Sweden

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know a lot</td>
<td>3%</td>
<td>21%</td>
</tr>
<tr>
<td>Know nothing or almost nothing</td>
<td>22%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Follow-up survey 2021: Agree with Statistics Sweden’s personality?

<table>
<thead>
<tr>
<th>Statistics Sweden …</th>
<th>Yes</th>
<th>No opinion</th>
<th>Absolutely not</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is passionate about its task</td>
<td>36%</td>
<td>42%</td>
<td>3%</td>
</tr>
<tr>
<td>inspires great confidence</td>
<td>61%</td>
<td>17%</td>
<td>4%</td>
</tr>
<tr>
<td>is contemporary in its expression</td>
<td>32%</td>
<td>38%</td>
<td>5%</td>
</tr>
<tr>
<td>takes part in the public debate</td>
<td>43%</td>
<td>29%</td>
<td>6%</td>
</tr>
<tr>
<td>is easy and straightforward to deal with</td>
<td>14%</td>
<td>61%</td>
<td>5%</td>
</tr>
</tbody>
</table>
"What is your first thought when you hear SCB?"

1. Statistics
2. Surveys
3. Statistiska centralbyrån
4. Public
5. Population statistics
6. Questionnaires
7. Government agency
8. Figures
9. Data
10. Polls
Which words do you associate with "statistics"?

1. Useful 71%
2. Interesting 59%
3. Important 55%
4. Reliable 28%
5. Exciting 26%
6. Unreliable 11%
7. Hard to understand 7%
8. Easy to understand 10%
9. Boring 7%
10. Unimportant 2%
11. Uninteresting 1%
12. Unnecessary 1%
# Have you ever used statistics from Statistics Sweden?

<table>
<thead>
<tr>
<th></th>
<th>18-29 years</th>
<th>30-49 years</th>
<th>50-64 years</th>
<th>65-79 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, private use</td>
<td>28%</td>
<td>24%</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Yes, for studies</td>
<td><strong>44%</strong></td>
<td>21%</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>Yes, for work</td>
<td>9%</td>
<td>20%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Total yes</strong></td>
<td><strong>58%</strong></td>
<td><strong>42%</strong></td>
<td><strong>36%</strong></td>
<td><strong>27%</strong></td>
</tr>
<tr>
<td>No</td>
<td>35%</td>
<td>49%</td>
<td>56%</td>
<td>67%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>7%</td>
<td>10%</td>
<td>8%</td>
<td>6%</td>
</tr>
</tbody>
</table>
"How useful are the statistics from Statistics Sweden?"

<table>
<thead>
<tr>
<th></th>
<th>To you</th>
<th>To society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very or reasonably useful</td>
<td>39%</td>
<td>68%</td>
</tr>
<tr>
<td>Neither/nor</td>
<td>31%</td>
<td>11%</td>
</tr>
<tr>
<td>Not very or not useful at all</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>16%</td>
<td>18%</td>
</tr>
</tbody>
</table>
Next steps

- Changes in society and Statistics Sweden’s mission >> Revise the brand platform
- Follow-up surveys with specific target groups, e.g. expert users
- Revise communication goals and strategy – more focus on expert users
Thank you!

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