



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

Karin Hansson, Sara Brinkberg, Communication Unit



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

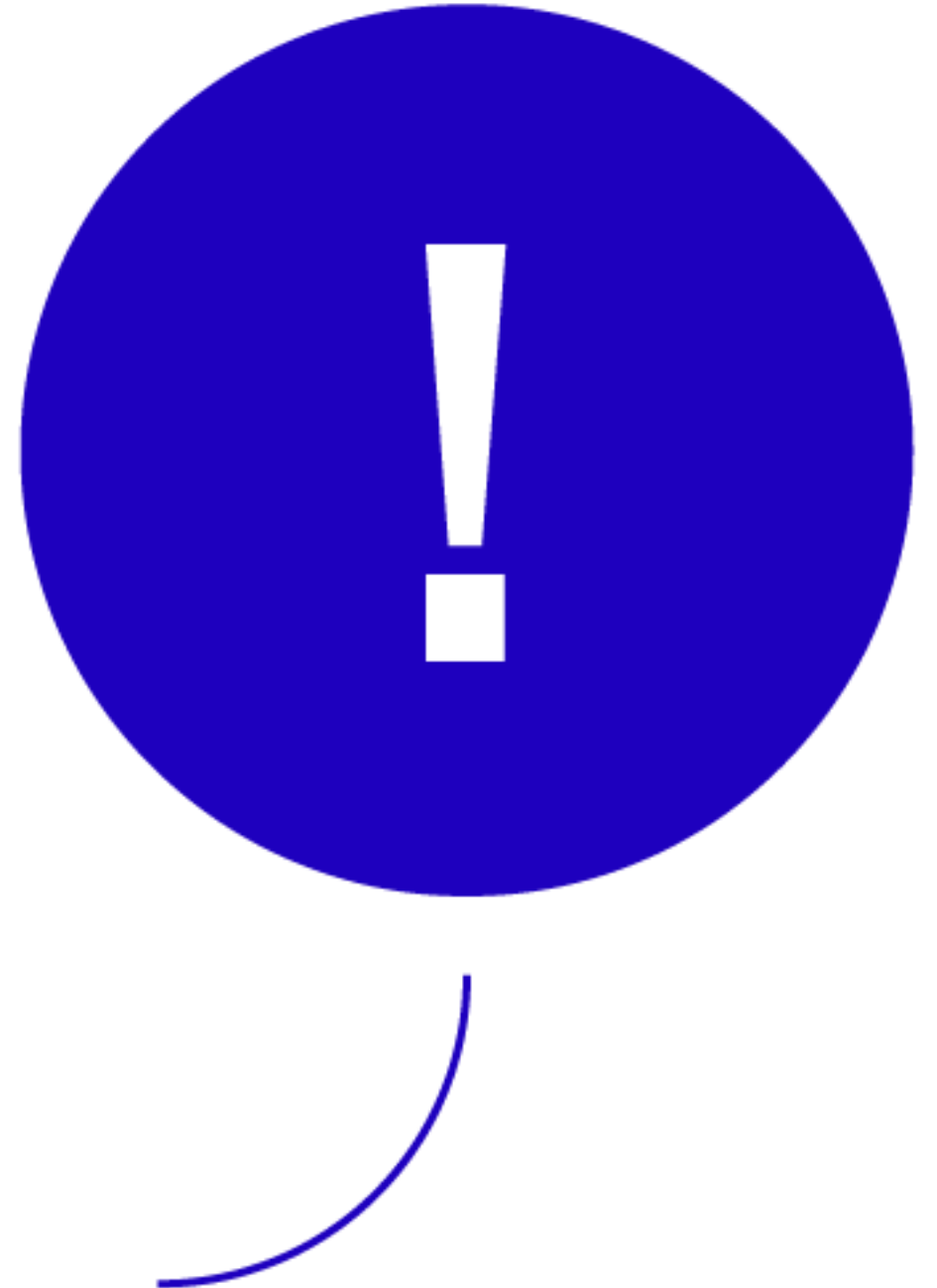
But ...

- 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.



Creating a brand platform: The work process

Step 3

Convert the description into a brand platform, consisting of

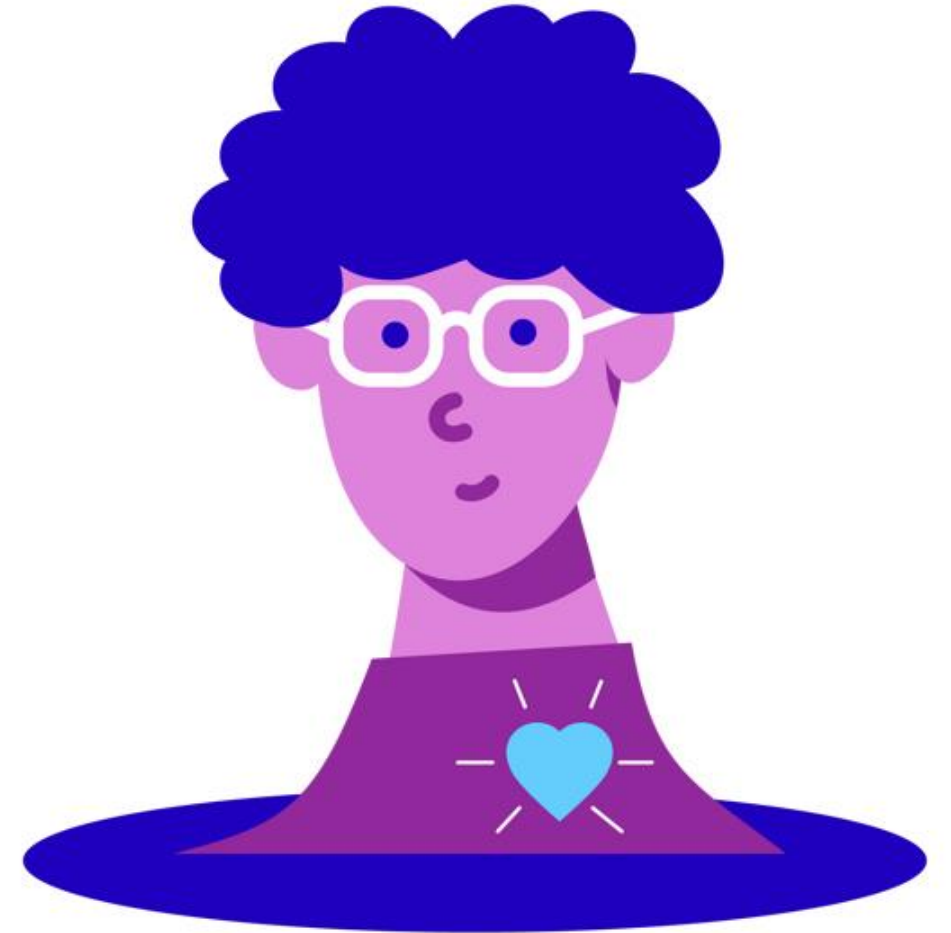
- a visual identity
- a personality – a description of how we want the recipients of our communication to feel about us.



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

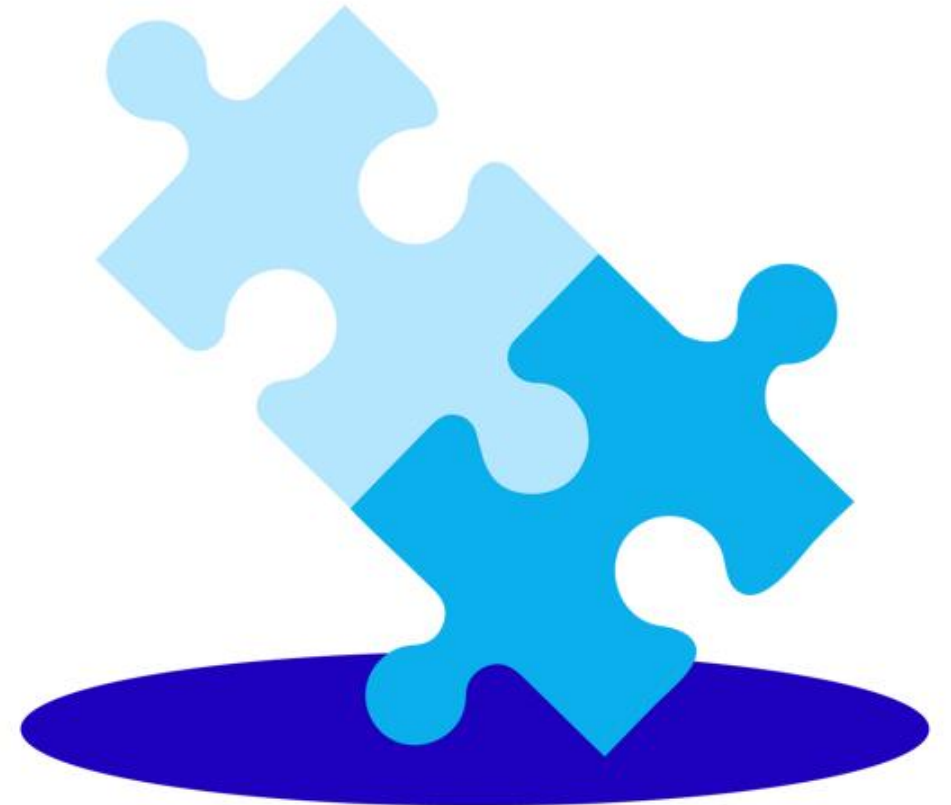
From: Statistiska centralbyrån
(Central Bureau of Statistics)

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

	2015	2021
Know a lot	3%	21%
Know nothing or almost nothing	22%	11%



Follow-up survey 2021: Agree with Statistics Sweden's personality?

Statistics Sweden ...	Yes	No opinion	Absolutely not
Is passionate about its task	36%	42%	3%
inspires great confidence	61%	17%	4%
is contemporary in its expression	32%	38%	5%
takes part in the public debate	43%	29%	6%
is easy and straightforward to deal with	14%	61%	5%



”What is your first thought when you hear SCB?”

- | | |
|-----------------------------|----------------------|
| 1. Statistics | 6. Questionnaires |
| 2. Surveys | 7. Government agency |
| 3. Statistiska centralbyrån | 8. Figures |
| 4. Public | 9. Data |
| 5. Population statistics | 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?

	18-29 years	30-49 years	50-64 years	65-79 years
Yes, private use	28%	24%	15%	10%
Yes, for studies	44%	21%	10%	6%
Yes, for work	9%	20%	23%	18%
Total yes	58%	42%	36%	27%
No	35%	49%	56%	67%
Don't know	7%	10%	8%	6%

”How useful are the statistics from Statistics Sweden?”

	To you	To society
Very or reasonably useful	39%	68%
Neither/nor	31%	11%
Not very or not useful at all	14%	3%
Don't know	16%	18%



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!

karin.hansson@scb.se

sara.brinkberg@scb.se

