



BP_{STAT}

SPEAKING OFFICIAL STATISTICS WITH A STRONGER BRAND VOICE

SEP. 2023 | LISBOA

LÍGIA MARIA NUNES | HEAD OF STATISTICAL
COMMUNICATION AND PLANNING DIVISION



**BANCO DE
PORTUGAL**
EUROSISTEMA

Can
you
guess?



Can
you still
guess?

JUST DO IT.



Let's try
the next
level



i'm lovin' it[®]

How do
they make
you feel?



How do
they make
them feel?

BPstat

EUROPEAN CENTRAL BANK | EUROSISTEM

ECB Data Portal

 **BIS** Data
Portal

SDDS Plus ▾

A brand is no longer
what we tell the
consumer it is – it is
what consumers tell
each other it is.



CREATING THE OFFICIAL STATISTICS BRAND

WHAT PEOPLE THINK IT IS

- Logo
- Colour
- Interactive charts

WHAT IT ACTUALLY IS

- People
- Value
- Trust
- Strategy | Marketing | Advertisement
- **IDENTITY: BRAND VISUAL + BRAND VOICE**

BRAND VOICE is the way we use words to communicate the personality of a brand.

Because the brand voice expresses the company's values, it is the vehicle to start a dialogue with users, to foster connection, and to instil more confidence and trust in the products and services delivered.



3 REASONS FOR DEVELOPING A BRAND VOICE FOR OFFICIAL STATISTICS



POSITIONING

RECOGNITION

COMMUNICATION

HOW DO WE WANT TO SOUND WHEN WE COMMUNICATE?

BPstat
voice

INFORMATIVE
RELEVANT

MODERN

MINIMALIST
CLEAN

TRUSTWORTHY

CARING
EMPATHIC

PEDAGOGICAL

HOW DO WE WANT TO SOUND WHEN WE COMMUNICATE?

BPstat
voice

INFORMATIVE
RELEVANT

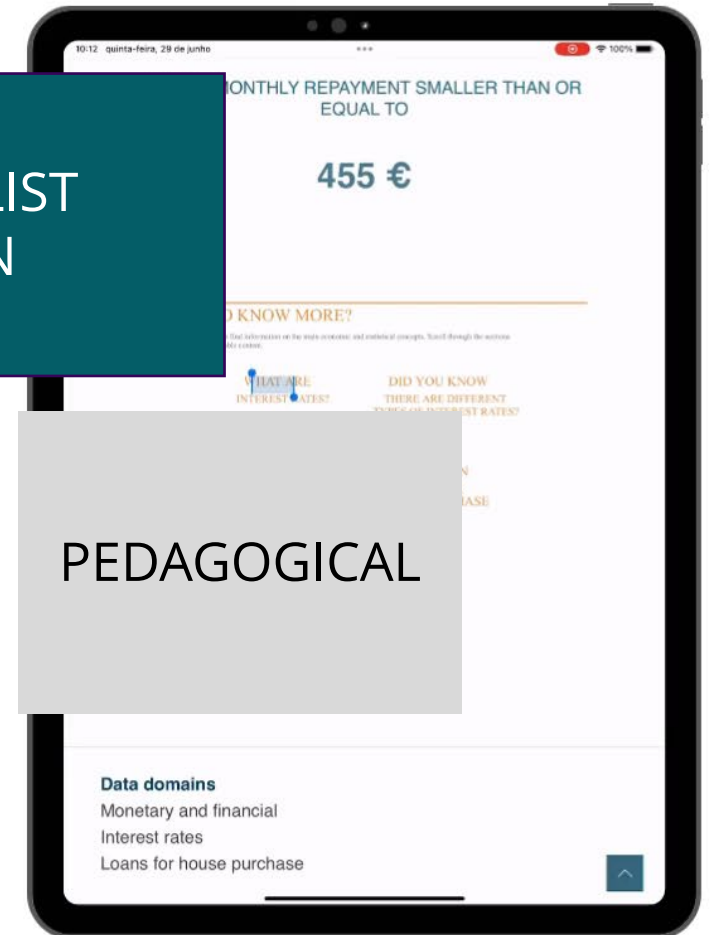
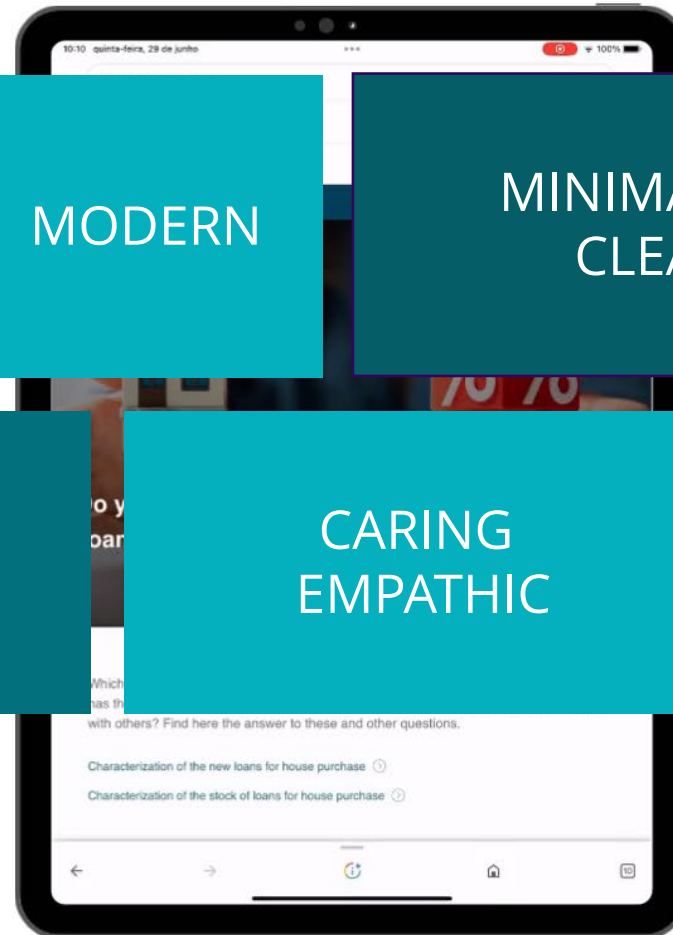
MODERN

MINIMALIST
CLEAN

TRUSTWORTHY

CARING
EMPATHIC

PEDAGOGICAL



HOW DO WE WANT TO SOUND WHEN WE COMMUNICATE?

BP*stat*
voice

Tweets with the main messages:

MODERN

MINIMALIST
CLEAN

- Public debt represents 114% of GDP in the first quarter of 2023. #statistics
- Loans for house purchase decelerated for the 10st consecutive month. #statistics
- The average interest rate of new households' deposits with agreed maturity surpassed 1% for the first time in 8 years (1.03%). #statistics

PEDAGOGICAL

HOW DO WE WANT TO SOUND WHEN WE COMMUNICATE?

BPstat
voice

INFORMATIVE
RELEVANT

MODERN

MINIMALIST
CLEAN

TRUSTWORTHY

CARING
EMPATHIC

PEDAGOGICAL

While the BRAND VOICE is a consistent strategy that is maintained throughout the content, TONE can be more flexible according to context

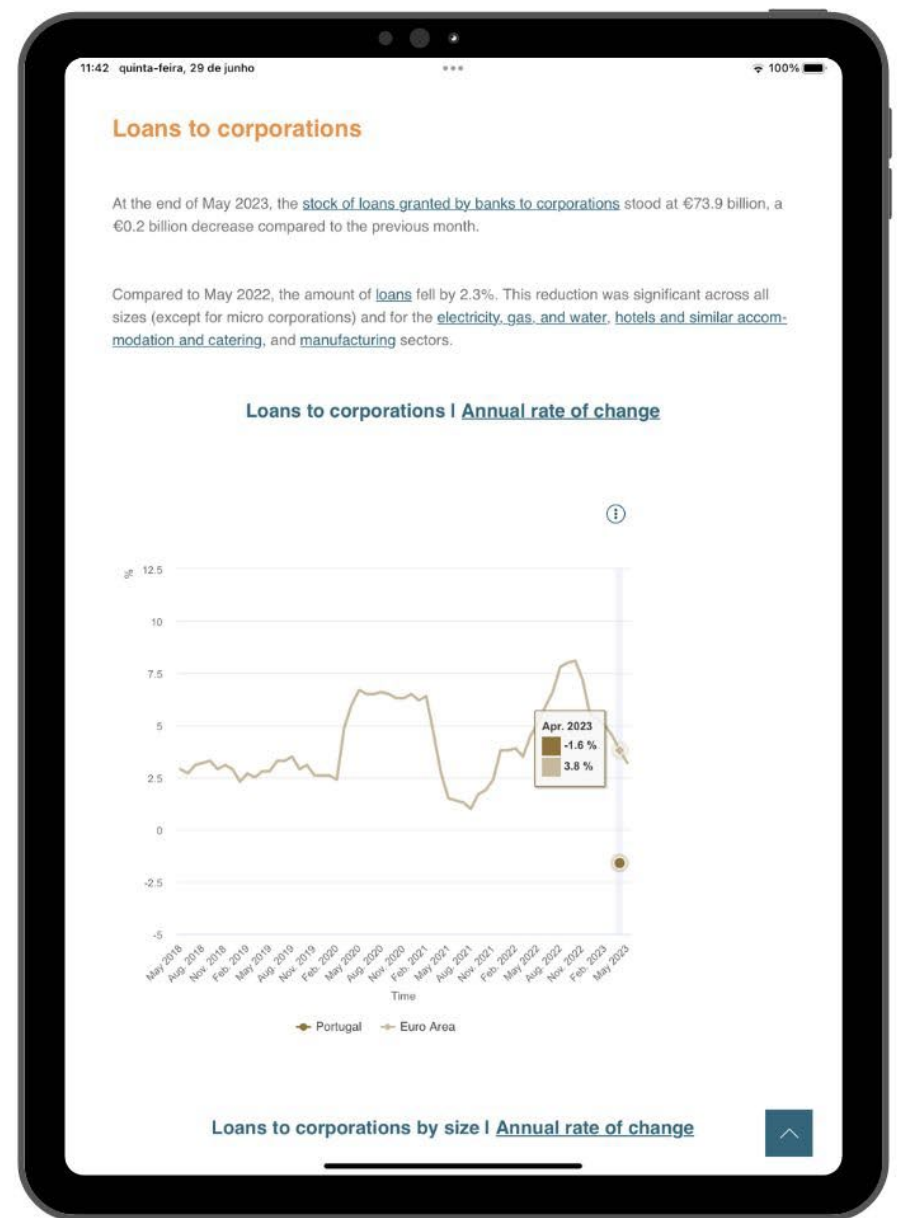




STUDENTS



PUBLIC AT LARGE



JOURNALISTS

It is time to stop reducing the importance of words to simply translating the jargon of statistics into language the public understand.

We need to take words as seriously as visuals and recognize the brand voice as part of the so ambitioned “official statistics” brand identity.



Imnunes@bportugal.pt