BPSTAT
SPEAKING OFFICIAL
STATISTICS WITH A
STRONGER BRAND
VOICE

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BANCO DE PORTUGAL
EUROSISTEMA
Can you guess?
Can you still guess?
Let’s try the next level
How do they make you feel?
How do they make them feel?
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

<table>
<thead>
<tr>
<th>WHAT PEOPLE THINK IT IS</th>
<th>WHAT IT ACTUALLY IS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo</td>
<td>People</td>
</tr>
<tr>
<td>Colour</td>
<td>Value</td>
</tr>
<tr>
<td>Interactive charts</td>
<td>Trust</td>
</tr>
<tr>
<td></td>
<td>Strategy</td>
</tr>
<tr>
<td></td>
<td>IDENTITY: BRAND VISUAL + BRAND VOICE</td>
</tr>
</tbody>
</table>
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?

INFORMATIVE
RELEVANT

MODERN

MINIMALIST
CLEAN

TRUSTWORTHY

CARING
EMPATHIC

PEDAGOGICAL

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Tweets with the main messages:

- 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
HOW DO WE WANT TO SOUND WHEN WE COMMUNICATE?

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voice
While the BRAND VOICE is a consistent strategy that is maintained throughout the content, TONE can be more flexible according to context.
Hoje celebra-se o dia de Portugal, de Camões e das Comunidades Portuguesas. Venha conhecer algumas estatísticas sobre Portugal.
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.