



## IPS Paper

### **BPstat: speaking official statistics with a stronger brand voice**

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#### **Files/Uploads**

[BPstat: speaking official statistics with a stronger brand voice](#)

#### **Brief Description**

This session will provide an opportunity to share experiences from central banks that have created new fresh ways of communicating statistics (contentchannels, partnerships or engagement strategies) and how these new initiatives created value to society as a whole or to specific target groups.

#### **Abstract**

When people think about brands, they often think about their visual identity: their logo, colours, or fonts. However, if the logo didn't appear with our content, could our audience identify it as coming from us? In a crowded digital ecosystem, invest on visuals is no longer enough to be recognized. The way a brand sounds is just as key as the way it looks, as words are an important part of a brand identity. This paper presents the importance of having a well-defined brand voice to official statistics and describes the way the Banco de Portugal is developing the brand voice of BPstat – modern, informative, clean, empathic, pedagogical, and trustworthy - and how it is being used to improve the dialogue with users and reinforce the confidence and trust in the statistical products and services we deliver.