Rebranding of public statistics - Statistics Poland case
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Abstract

Presentation will aim at providing answers to the following questions:

1. Is rebranding only a new logo and a visual change of products?
2. When should an institution consider rebranding?
3. Who should be involved in this process?
4. How should the change be implemented?

The presentation will also show the process of rebranding in the functioning of the statistical institution. An example to illustrate the process will be rebranding carried out in the Statistics Poland.

We will share our experience in the implementation of rebranding (including good and bad solutions/activities, public and media reactions).

If you want to find out why a statistical institution should not wear a wedge when other brands wear pins, come and listen.