

Communications Strategy: Branding

27 June – 1 July , 2016
Daejeon, Republic of Korea



TOYOTA



Branding basics

- ❖ Just as with any product, branding communications efforts for your initiative/program is vital to its success
- ❖ Branding provides a recognizable look and feel to the products you produce – a visual identity and theme – which promotes uptake of your message
- ❖ *Consistent branding of communications products related to the Global Strategy and your agricultural statistics efforts will provide your audience with a stable asset that sets expectations for quality and value*

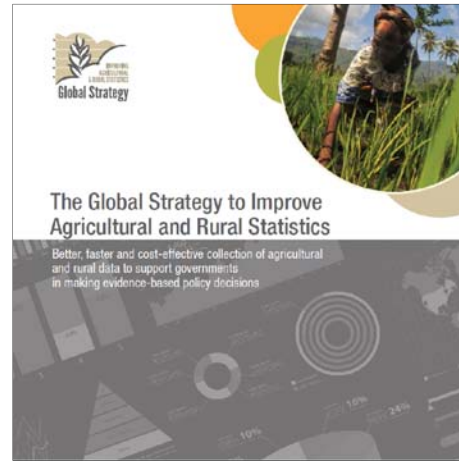
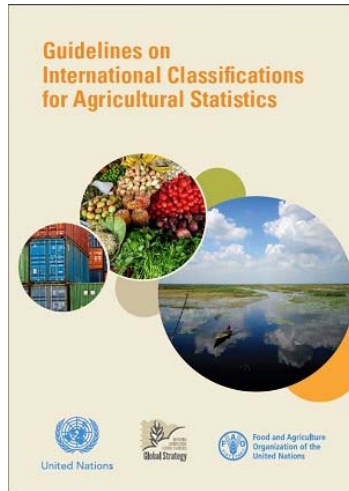


Good branding is...

- * Simple and clean: modern and visually appealing
- * Ichnographically appropriate
- * Light on text
- * Color conscious
- * Consistent



The Global Strategy brand



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Always use your brand



MEDIA RELEASE

Cambodia agriculture to receive boost with country launch of global statistics initiative

11 May, 2016

Phnom Penh, Cambodia – Planners, statisticians and other experts are gathering today in Phnom Penh to launch a ground-breaking global statistics initiative country-wide. The Global Strategy to Improve Agricultural and Rural Statistics improves the quality and availability of agricultural statistics to further integrate agriculture into national statistical systems and government planning, ultimately equipping countries with better expertise to meet the challenges of food security, poverty reduction, sustainable development and climate change.

Agriculture is vital to Cambodia – close to 80 percent of the country's population is living in rural areas, and more than 50 percent of its citizens are employed in the sector. The country's Statistical Master Plan expired in 2013 and its replacement is currently being developed as a National Strategy for Development of Statistics (NSDS). The Global Strategy will provide a detailed agriculture statistics development plan, which will become part of the NSDS. The Global Strategy will also assist the Cambodian government to capitalize on its most recent agricultural census, carried out in 2013.

"I am convinced that our strong coordination and cooperation between the National Institute of Statistics, Ministry of Planning and Ministry of Agriculture Forestry and Fisheries and the financial and technical support of the Global Strategy and FAO on this initiative will lead to the development of a sustainable agricultural statistics system in Cambodia," said H.E. Hang Lin, Delegate of Royal Government of Cambodia in charge of statistics, Director General, National Institute of Statistics (NIS/NSP). "This strengthened system can lead to better food production efforts and improvement of livelihoods throughout the country."

The Phnom Penh meeting will discuss the current state of a wide range of statistics vital to Cambodia's agricultural sector, including those focused on crops, livestock, land use, irrigation, forestry, fisheries and the environment. The discussions will kick off an in-depth assessment of the country's agricultural statistics capacity, which will eventually lead to a full Strategic Plan for Agricultural and Rural Statistics (SPARS). The SPARS is set to be implemented in Cambodia by the end of 2017.

Background:

For more information on Global Strategy, please visit: www.gsi.org.
The Global Strategy's Asia Pacific website can be found at:
<http://www.fao.org/stat/statistics/perspectives/agricultural-statistics/global-strategy/asiap>

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Thanks!

