

Frequently asked questions about our new brand

for Experts
(ENG)

Does the new brand identity change the core mandate of the World Organisation for Animal Health?

The new brand does not change the core mission or mandate of the Organisation, we remain dedicated as ever to promoting global animal health and welfare. Branding is a way of promoting our overarching purpose and main activities and finding a concise and dynamic way of telling that story to outside audiences. With the new brand, we can do this more effectively.

Does the rebranding change the way our network of experts and partners should talk about the Organisation?

Yes, and that is a good thing. The World Organisation for Animal Health needs a modern and consistent way of telling our story which interests the general public and our specialised audiences, such as animal health professionals and decision-makers.

Who was involved in creating the new brand?

The new brand was developed over a period of six months in consultation with Delegates, experts and staff at all levels. A brand-building workshop, stakeholder interviews and informal surveys with the general public were conducted; overall, about 60 staff members and partners participated in the process, and about 100 members of the public were informally surveyed. The brand has also been approved by the World Organisation for Animal Health Director General and Council Members.

Why did we change the acronym? How do we pronounce it?

We are adapting the acronym to WOA to reflect our full common name, 'World Organisation for Animal Health'. In most contexts we will use and push our full name. Nonetheless, the new acronym will help clarify our full name, story and visual identity, giving us the opportunity to grow with new audiences and the general public. The English acronym is pronounced in two syllables as WOE-Ah. In French and Spanish, the new acronym will be OMSA, pronounced as Om-SA.



When will we start using the new branding internally and externally?

The new brand will be launched publicly through our digital platforms on May 30, after its formal recognition during the 89th General Session. All digital and print use of the new identity by headquarters, regions, or partner must wait until this date.

When can I share news of the rebranding with others?

It is no longer a secret that the Organisation is rebranding! You may inform your colleagues to expect changes from us over the next few months. If you have a specific concern on how the rebranding will impact your work, do not hesitate to speak to your normal point of contact in the Organisation.