

Frequently asked questions about our new brand

for Delegates
(ENG)

Does the new brand identity change the core mandate of the Organisation?

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.

Who was involved in creating the new brand?

The new brand was developed over a period of six months in consultation with some Delegates, stakeholders and staff. An internal 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 with the unanimous support of the Council Members.

When will the new branding be launched to the public? Will it appear at the General Session?

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 our Organisation or a Delegate must wait until this date. Therefore, the current brand will be applied throughout the full General Session period this year.

Are there any legal changes associated with our name?

No, our legal name remains the Office International des Epizooties in line with the treaty of 1924, and our legally recognised common name since 2003 is World Organisation for Animal Health. Our choice of acronym does not impact this because both acronyms are not our legal nor full name.

Does the rebranding change the way we should talk about the Organisation?

Yes, and that is a good thing. We need a modern and consistent way of telling our story that highlights the importance of animal health and interests the general public and our specialised audiences, such as veterinarians and political decision-makers. We will provide new scripts on how to tell 'Our Story',—in short, medium and long formats. Take the time to become familiar with them and start to apply them in your own work, presentations and advocacy opportunities as appropriate.

Why did we change the acronym?

We are adapting the acronym to WOAHA to reflect our full common name, 'World Organisation for Animal Health'. The new acronym will help clarify our story and visual identity, giving us the opportunity to grow with existing and new audiences.

Where can I find the new brand materials?

If you want to use the new logo or other brand materials, please contact the Communication Department at: communication@oie.int. The transition to our new email addresses will occur over the summer.

How to convey our new brand

for Delegates
(ENG)

The World Organisation for Animal Health is launching its new brand identity and acronym, WOAAH.

While our brand narrative and our visual identity have been modernized, our commitment to our mandate remains the same.

As a WOAAH Delegate, you are uniquely positioned to become a brand ambassador of the Organisation. Our public launch will occur at the end of the 89th General Session this May. Meanwhile, you can already start learning about the new brand to help spread the word within your government's stakeholders and institutions. By raising WOAAH's profile within the animal health sector, Veterinary Services will also reap the benefits of increased visibility on our most pressing, high-stakes challenges.

Here are some talking points you may find useful for your own understanding as well as for addressing different audiences in your country about WOAAH's new brand.



How to explain...

...why WOAAH is changing:

- Over the past two decades, disease outbreaks have become highly publicised and the impact of animal health on human health, livelihoods and ecosystems has never been more apparent to the general public. Being a leader of animal health, WOAAH needs to increase its profile in this arena.
- The Veterinary Services will be better supported by a clear and more visible brand that can advocate for them internationally, making a stronger case with policy makers.
- We need to increase public awareness and clarity of WOAAH's values, expertise, scope and unique positioning, by communicating global animal health challenges and how they can be addressed to both stakeholders and the general public.

...what is changing in WOAAH:

- WOAAH's mandate remains the same! We are still a global organisation focused on animal health and welfare. What is changing is the how we communicate about the Organisation and its mission.
- The rebranding encompasses both a new visual identity (new colours, logo, font, graphic system), and also a new strategy on how to describe and interact with the brand (a new brand narrative). This will affect how we see, read, and talk about the Organisation.
- While our full name, World Organisation for Animal Health, will not change, we will transition from the historical acronym, OIE, to one that mirrors our full name: WOAAH. The new acronym will clarify who we are to wider and newer audiences and reflect the realities of our full name. For the next few years, OIE will be referenced in the logo to let our older audiences adjust.

...the rebranding exercise and its launch:

- New brand strategy was developed over a period of six months:
 - 60 staff members and partners participated in the process, including regional staff and Delegates from WOAAH Council.
 - 100 members of the public were informally surveyed on the results of the branding.
 - The new branding and its rollout plan has unanimously been validated and supported by the Council.
 - The public launch will occur on May 30, however the work on the transition is already underway!

What can you do to advocate for our mission?

- Increase the awareness of **animal health professionals** and the staff from your institution on our work, so they can view it as an accessible and empowering resource.
- Encourage **decision-makers** to see us as a partner who can provide frameworks, guidance and tools to achieve their goals. Invite them to join WOAAH's effort to achieve our common goal.
- Raise awareness on animal health as a global priority among **decision and policy makers** in your country so that they can better support our mission.

For additional resources, please contact your communication focal point or regional Communication Officer.



World Organisation
for Animal Health
Founded as OIE

Discover our new website on June 1, 2022: www.woah.org