

Bloom Consulting

Countries Regions and Cities

Madrid, Andorra la Vella

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Bloom Consulting to develop the Andorra Nation Brand strategy.



Gonzalo Vilar, Bloom Consulting partner

Bloom Consulting has been selected to develop the Nation Brand strategy of Andorra. This project is a public private sector initiative to define the strategic vision of the Country and respective the Nation brand strategy, focused mainly in the dimensions of Tourism, Investment and Prominence (public diplomacy).

"The most important thing is to understand that when we talk about Nation Branding, we talk about emotions. When we say Andorra, what is the emotion, the feeling that comes to mind". Gonzalo Vilar explained at a plenary session in Andorra.

This project started in July 2018 and will be made public in March 2019.

The objective of this initiative is to align perceptions of Andorra with reality, in which the first milestone is to present Andorra's public policies in Europe at the XXVII Ibero-American 2020 Summit.

The project also aims to focus the Andorra Nation Brand on the unique qualities the country has to offer. Having a deep connection to diplomacy, nature, and technological development has enabled the country and its citizens to have an inclusive and advanced outlook on life – An outlook they'd like to share with the world.

We look forward to working with the amazing team in Andorra to help boost the message of this incredible country.

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand and City Brand strategies for governments around the world. The company collaborates with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Country Branding, having worked with over 65 countries regions and cities in 4 continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

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