

Bloom Consulting

Countries Regions and Cities

Brazil | United Kingdom | Portugal | Spain

November 8th, 2020

Bloom Consulting and Places for Us to merge

Places for Us (The 1st place branding consultancy in Brazil) will join

Bloom Consulting, the worldwide leading consultancy specialized in place branding



P4US and Bloom Consulting will merge and operate under Bloom Consulting brand umbrella

After years of building a strong relationship, Places for Us joins Bloom Consulting to consolidate its offer for the benefit of places. The two will merge under the united brand of Bloom Consulting. The services now being conjointly offered are well-known and recognizable to the world of city and nation branding by Bloom Consulting but now include expertise in placemaking and property branding (place branding for real estate development). Just in the last two years, P4US has carried out more than 20 placemaking and property branding projects.

With this merger, Caio Esteves, Founder of Places for Us, assumes the position of Global Managing Partner of Placemaking for Bloom Consulting.

The new service to be offered in addition to the existing services of Bloom Consulting is **Placemaking Identity (ID)**. Placemaking ID finds the intersection of place branding and placemaking.

“The key factors to successful Placemaking ID are; effective community participation in increasingly co-creative processes, a deep understanding of the local culture and subculture and finally a truly multidisciplinary approach.”

– Caio Esteves, Global Managing Partner of Placemaking for Bloom Consulting

With offices in Lisbon, London, Madrid, and São Paulo, we work as one team with a global operation.

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand, City Brand, and Placemaking strategies for governments around the world. We collaborate with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Nation Branding, having worked across 5 continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

www.bloom-consulting.com