

Bloom Consulting

Countries Regions and Cities

San Jose and Madrid

December 15th, 2020

Bloom Consulting was commissioned to research Costa Rica's Digital Identity and Nation Brand perceptions



International leadership of Costa Rica as a reference for climate change and environmental policies

The Costa Rican government is working to understand their Digital Identity and its impacts on the Nation Brand. Bloom Consulting performed a comprehensive study on the current situation of Costa Rica, assessing its digital footprint in terms of brand audience interaction with place brand touchpoints.

The project focused on three dimensions of the **Bloom Consulting Nation Brand Wheel®**, working to understand Costa Rica's different key target markets.

Bloom Consulting provided the team in Costa Rica with strategic conclusions and considerations to take charge of their Digital Identity with the help of **D2-Digital Demand®** and **D2-Digital Supply®** data analytics.

Learn more about the Nation Brand strategy here:

[Essential Costa Rica](#)

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.

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