

# Bloom Consulting

Countries Regions and Cities

Istanbul and Madrid

September 15<sup>th</sup> 2021

## Turkey Nation Brand to be analyzed by Bloom Consulting



Bloom Consulting has been commissioned to work on research for the Turkey Country Brand.

The Tourism Promotion and Development Agency (TGA), working under the supervision of the Ministry of Culture and Tourism, has initiated a review of the Turkey Brand global indicators.

The project involves assessing the current positioning of the brand. The measurements combined with the consultancy's expertise in the field of Country Branding, and involving close cooperation with the TAG, will provide a guideline for the Turkey Country Brand strategy.

We look forward to working with the TGA team to empower this incredible Country Brand.

**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 Place Branding, having worked across five continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

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