

# Bloom Consulting

Countries Regions and Cities

Madrid, Cape Town

March 29<sup>th</sup>, 2022

## Bloom Consulting selected to work on South Africa Nation Brand project



South Africa's flag

Bloom Consulting has been selected to measure the General Reputation of South Africa and provide strategic advisory on how to manage the Nation Brand.

The project scope encompasses analyzing the current global reputation of South Africa and identifying the strategy and steps required to position the Nation Brand in a way that it can contribute to the development of South Africa.

We look forward to working with the Brand South Africa team to empower this incredible Nation 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.

[www.bloom-consulting.com](http://www.bloom-consulting.com)