

Bloom Consulting

Countries Regions and Cities

Helsinki and Madrid

November 7th 2022

Bloom Consulting to measure the general reputation of Finland's Nation Brand



Since August 2022 Bloom Consulting is officially working with the Ministry of Foreign Affairs of Finland.

Bloom Consulting has been commissioned to measure Finland's Nation Brand and the general reputation of Finland.

To measure awareness and perception of Finland and understand how the nation is perceived, quantitative and big data proprietary tools will be employed which include: D2-Live Quanti©, D2-Digital Supply© and D2-Digital Demand©.

We look forward to working with the Ministry of Foreign Affairs of Finland 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.

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