

Bloom Consulting

Countries Regions and Cities

Lima and Madrid

February 28th 2023

Bloom Consulting to measure General Reputation of Peru Nation Brand



Bloom Consulting has been commissioned to measure the Digital Identity of the Peru Nation Brand and the General Reputation of Peru.

To measure awareness of Peru and understand how the nation is perceived, Bloom Consulting will employ its proprietary quantitative and big data tools, such as D2-Digital Supply© and D2-Digital Demand©.

We look forward to working with the Peru Nation Brand 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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