

Bloom Consulting

Countries Regions and Cities

Helsinki and Madrid

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Bloom Consulting to analyze Finland's Digital Identity



Bloom Consulting and Visit Finland (part of the Business Finland team) have been working alongside each other for several years now. We're excited to continue our partnership by helping Finland enhance its Digital Identity.

Visit Finland has entrusted Bloom Consulting with the task of analyzing Finland's digital appeal. To do this, we will use our proprietary software, D2 – Digital Demand ©, in the Tourism dimension. The objective is to identify Finland's primary target markets, examine its strategy in comparison to competitors, and analyze the outcomes of its digital campaigns after employing D2 – Digital Demand ©.

Bloom Consulting will provide stakeholders in Finland with presentations and access to the D2 – Digital Demand © software as part of our final delivery.

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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