

Bloom Consulting

Countries Regions and Cities

Madrid

August 30th, 2018

Bloom Consulting to research the Competitive Identity of Kuwait

Bloom Consulting was commissioned to research the competitive identity of Kuwait, a project funded by Kuwait Foundation for the Advancement of Science (KFAS).

The research is being led by Yasser Abuelamakarem A. Abdelrahim, assistant professor of the Gulf University for Science and Technology (GUST) in Kuwait.

In practical terms the work of Bloom Consulting involves:

- 1) Consulting on how the social media channels could straighten the competitive identity of Kuwait.
- 2) Consultation on the symbolic actions that need to be taken to implement the strategy of strengthening Kuwait's identity.
- 3) Review of Kuwait's image based on the factors that affect nation branding.
- 4) Trend and public opinion analysis.
- 5) Consultancy on the iconic visual identity of Kuwait and its marketing strategies.

The project will be made public on the second quarter of 2019.

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand and City Brand strategies for governments around the world, and collaborate with Prime Ministers, Presidents and mayors, as well as tourism bureaus and trade and investment agencies. Bloom Consulting have worked extensively in the field of Country Branding, having worked with over 65 Countries Regions and Cities in 5 Continents. In addition, Bloom Consulting are official data partners of the World Economic Forum, having contributed data to the recently published Travel and Tourism and Competitiveness Report 2017.

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