

Bloom Consulting

Countries Regions and Cities

Tel Aviv and Madrid

May 1st 2019

VIBE Israel commissions Bloom Consulting for the development of the Nation Brand of Israel.



VIBE Israel, a nonprofit NGO comprised of people who share the common goal of marketing and branding Israel around the world, commissioned Bloom Consulting to conduct research and develop a strategy for the Nation Brand of Israel.

This project was carried out through 2018 and launched in 2019. The focus of the project was the topics of Reputation, Talent, and Tourism. What made this project different was the fact that Bloom was commissioned not by the government, but by an independent third party. Covering the three areas of Reputation, Talent, and Tourism in both quantitative and qualitative research datasets meant there was an immense amount of data allowing a variety of brand development routes for Israel.

The Nation Brand Project (as opposed to a Country Brand one), focused on the people, behaviors, and lifestyle of Israeli people and culture. Israel is unique in that it's a country that's constantly in the news internationally, but most don't know much more than what's in the headline. The publicity around a country can often unintentionally reduce it to a few basic notions rather than the depth of people and culture that lay within its borders.

We look forward to continuing to work with the amazing team at VIBE Israel on this fascinating project.

More information about the project here:

<https://www.vibeisrael.com>

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand and City Brand strategies for governments around the world. The company collaborates with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Country Branding, having worked across 5 continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

www.bloom-consulting.com