

Bloom Consulting

Countries Regions and Cities

London, Madrid and Lisbon

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Bloom Consulting Country Brand Research: COVID-19 Study, The Impact on Nation Brands



Presenting COVID-19 Impact on Nation Brands

Bloom Consulting carried out two global and independent studies with our sister company, [D2-Analytics](#), on the impact of the COVID-19 pandemic on [Nation Brands](#) and [tourist behaviours](#).

This report aims to better understand the impact of COVID-19 on Nation Brands and all dimensions of the **Bloom Consulting Nation Brand Wheel**®. It sets out to get a better understanding of how government's crisis management of COVID-19 has affected both perceptions and brands. It presents a new concept we've called the [Brand-Nought](#). This services as a tool to measure the impact of the crisis of the dimensions of tourism, talent, investment, exports, and general reputation.

This study was presented by Bloom Consulting's CEO and founder, Jose Filipe Torres, at a City Nation Place [webinar](#) on 27 May, 2020. Other leader practitioners in Nation Branding such as Rebecca Smith, Director of New Zealand Story, and Niall Gibbons, CEO of Tourism Ireland, both attended and offer their comments on the report and concept of the Brand-Nought.

[COVID-19 Impact on Nation Brands](#)

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 Nation Branding, having worked across 5 continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

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