

# Bloom Consulting

Countries Regions and Cities

Tel Aviv and Madrid

September 1<sup>st</sup>, 2020

## Vibe Israel commissioned Bloom Consulting to develop the Economic Brand of Israel



Forming the Central Idea of Israel's Economic Brand narrative

Vibe Israel, a non-profit NGO has taken on the challenge of making the world more aware of Israel's Economic Brand offering through research and strategy development with the help of Bloom Consulting.

Vibe Israel and Bloom Consulting have worked together in the past (2018-2019) to strategize the Nation Brand of Israel, this time we're taking a head-on approach to understanding perceptions of the Israeli business environment through the dimensions of Exports and Foreign Direct Investment (FDI).

After gathering both quantitative and qualitative datasets, domestic and international, Bloom Consulting and Vibe Israel designed the necessary elements for a successful Economic Brand narrative true to the Israeli story. The global community has been proven to undervalue Israel's economic offering. Collectively,

Vibe Israel and Bloom Consulting are working to engage with key stakeholders and enhance the country-of-origin effect among other Nation Branding strategies to improve its global reputation and standing.

We look forward to continuing to work with Vibe Israel and seeing them turn project planning into a reality.

**More information about the project here:** [Vibe Israel](#)

**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.

[www.bloom-consulting.com](http://www.bloom-consulting.com)