

Riyadh and Madrid

September 20th, 2020

Bloom Consulting selected to develop City Brand strategy for Riyadh city



Image: Riyadh city

Bloom Consulting is the consultancy selected to develop the Riyadh City Brand strategy. The Royal Commission for Riyadh City commissioned the project in 2020. It involves full City Brand analysis and measurement, a Place Brand Strategy, Place Brand Planning and Placemaking recommendations.

Bloom Consulting will also advise on the implementation, provide strategic support and capacity building to all MEGA projects being developed in the city.

More information about the transformation of Riyadh is available here:

<https://www.rcrc.gov.sa/en/>

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