

# Bloom Consulting

Countries Regions and Cities

Prague and Madrid

March 28<sup>th</sup> 2023

## Bloom Consulting to measure General Reputation of Prague



Bloom Consulting has been hired to assess the Digital Identity and the reputation of the City of Prague.

Using cutting-edge quantitative and big data technology, including D2-Digital Demand©, Bloom Consulting will comprehensively decipher the level of recognition and perception within the City.

We are excited to partner with the City of Prague team in our joint effort to unlock the full potential of this remarkable European city.

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

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