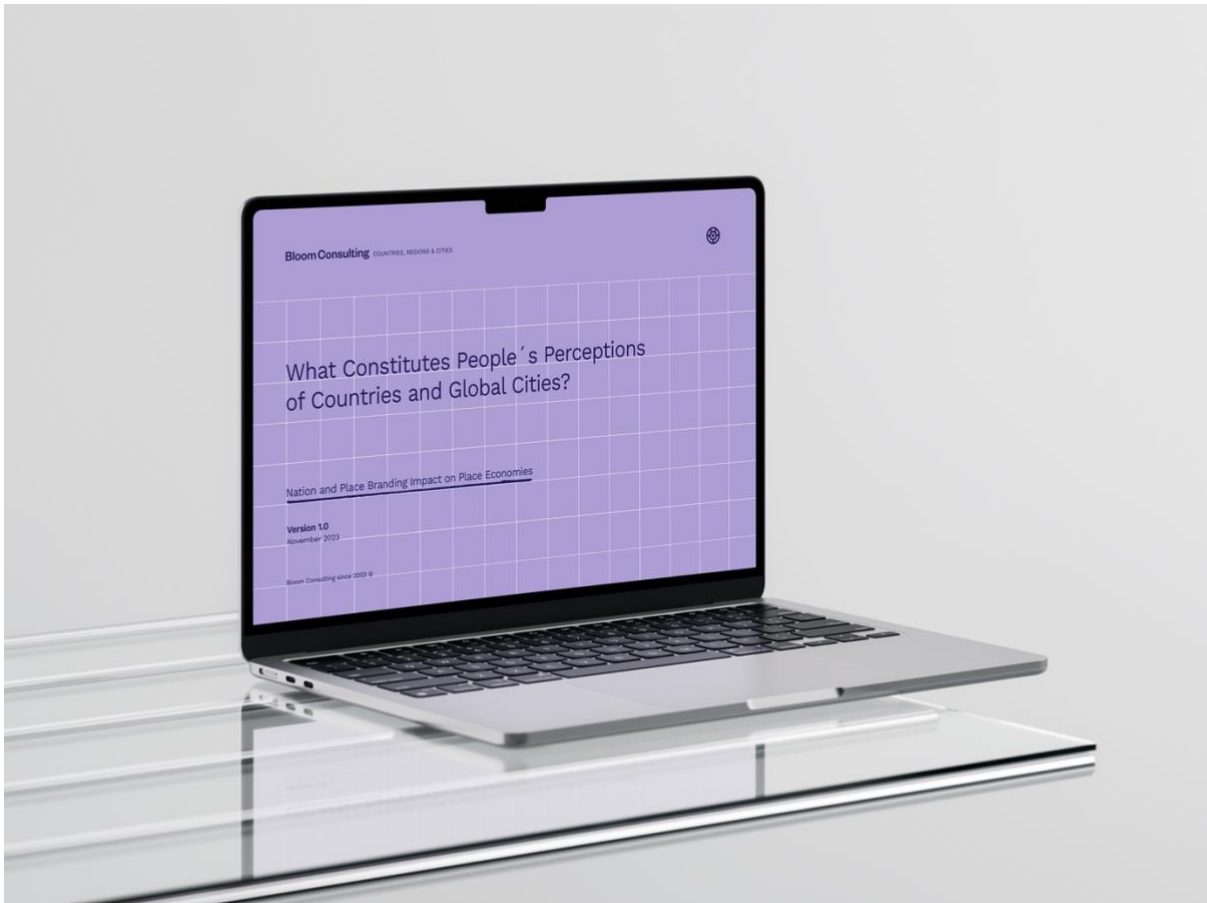


Madrid
November 8th, 2023

Bloom Consulting Releases Taxonomy Models for Defining Perceptions of Global Cities and Countries



Bloom Consulting proudly presents a groundbreaking study on Nation and Place Branding, focusing on defining the key elements that shape perceptions of countries and global cities. Conducted with academic institutions and industry experts, the study used the Delphi method to gather diverse perspectives and create comprehensive taxonomy models.

The Bloom Consulting Nation Brand Taxonomy Model © and the Bloom Consulting City Brand Taxonomy Model © offer a standardized framework for evaluating and managing place branding initiatives. These models identify critical Perception Elements and use a five-level scale to guide the development of actions and policies aimed at improving the overall perception of a country, region, or 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.

Bloom Consulting

Countries Regions and Cities

This research aims to bridge the gap between theory and practice in Country, City, Nation, and Place Branding. It provides Brand Managers, Practitioners, and Academics with valuable tools for informed decision-making in policy formulation and development.

For more information and to download the full report here: [What Constitutes People's Perceptions of Countries and Global Cities](#)