

Kingston and Madrid

January 9th 2024

Bloom Consulting to work with the Jamaica Nation Brand



Bloom Consulting officially announces its partnership and collaboration with the Jamaica Nation Brand.

Our firm has been commissioned to analyze Jamaica's brand perceptions, manage the image of Jamaica, and conduct a strategic outlook for the country. The project was initiated in Q3 of 2023, and the revitalized brand is projected to be launched in 2024.

We look forward to empowering this incredible Nation Brand.

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.