

## Digital Demand - D2©

Understanding your Location's investment digital appeal



Hello!



# Digital Demand

# Introducing Digital Demand

Bloom Consulting's Digital Demand - D2© tool has been developed to take advantage of the insights that big data can reveal about international Socio-Economic's digital behavior and the decision-making process when selecting a location.

The Digital Demand report figures allow you to understand the popularity of your location while giving you an overview of which type of activities **international investors, business stakeholders and workforce interested in relocation** are interested in, their nationality and when they search throughout the year.

The D2© tool is therefore a business tool that helps you to make better decisions by giving you an understanding of what is working correctly and what is not about your current communication and marketing strategy.

Hence, the D2© tool is not an SEO, SMM or any kind of digital marketing tool. **It is an intelligence tool** that enables you to know what needs to be done both "Online" and "Offline" in order to position your destination internationally.

Over the last 6 months the following destinations have understood the importance of these facts and bought the Digital Demand - D2© tool from Bloom Consulting:

## **Countries**

- Germany
- Aruba
- Austria
- Cape Verde
- Latvia
- Malta
- Seychelles
- Sweden

## **Regions**

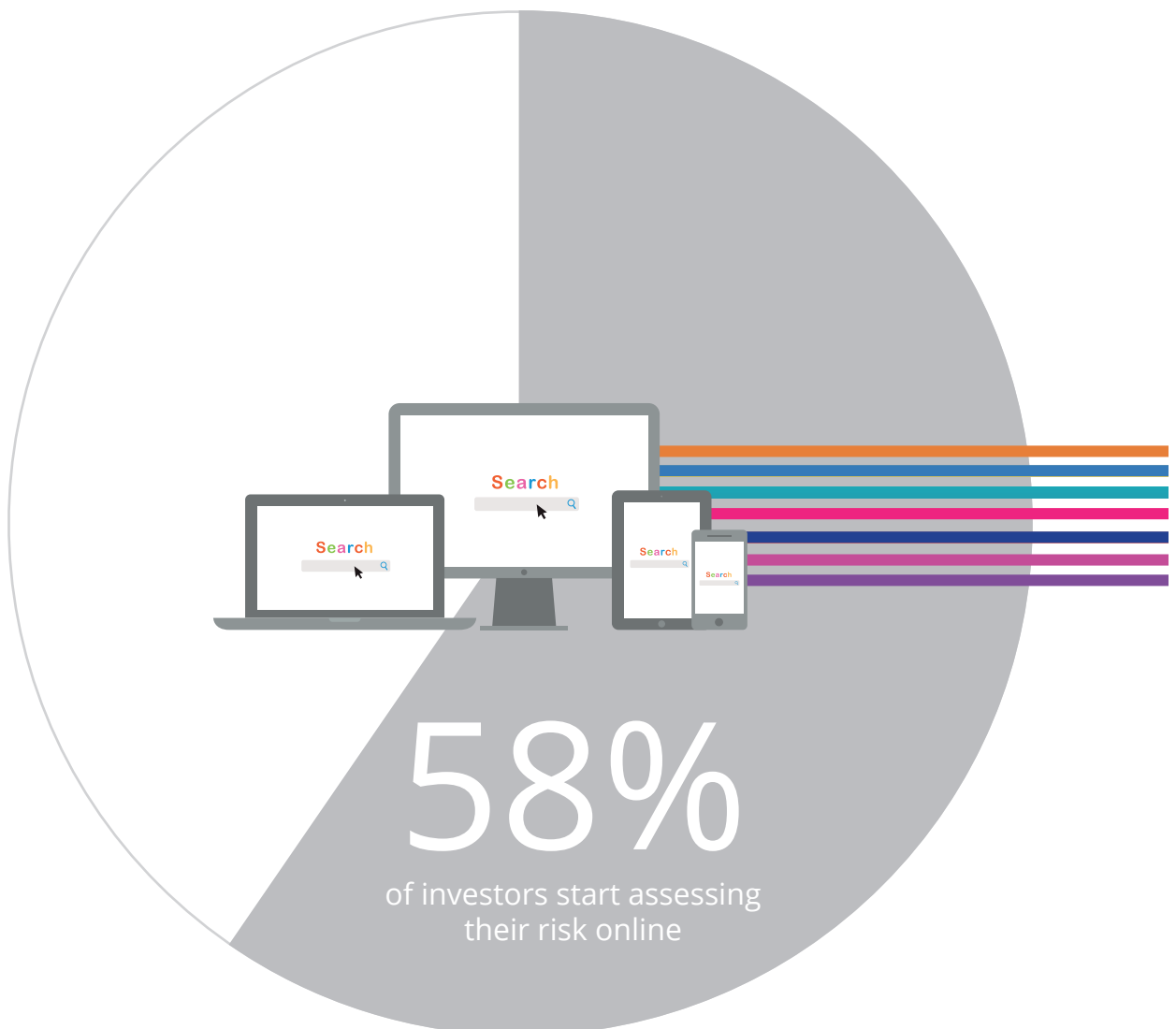
- Algarve
- Herzegovina
- Madrid
- Oporto and North

## **Cities**

- Brussels
- Helsinki
- Riga

# Why is it so important?

According to a recent report from The Economist Intelligence Unit, more than 58% of investors assess investment risk online, against 49% who consult directly with their financial advisors.

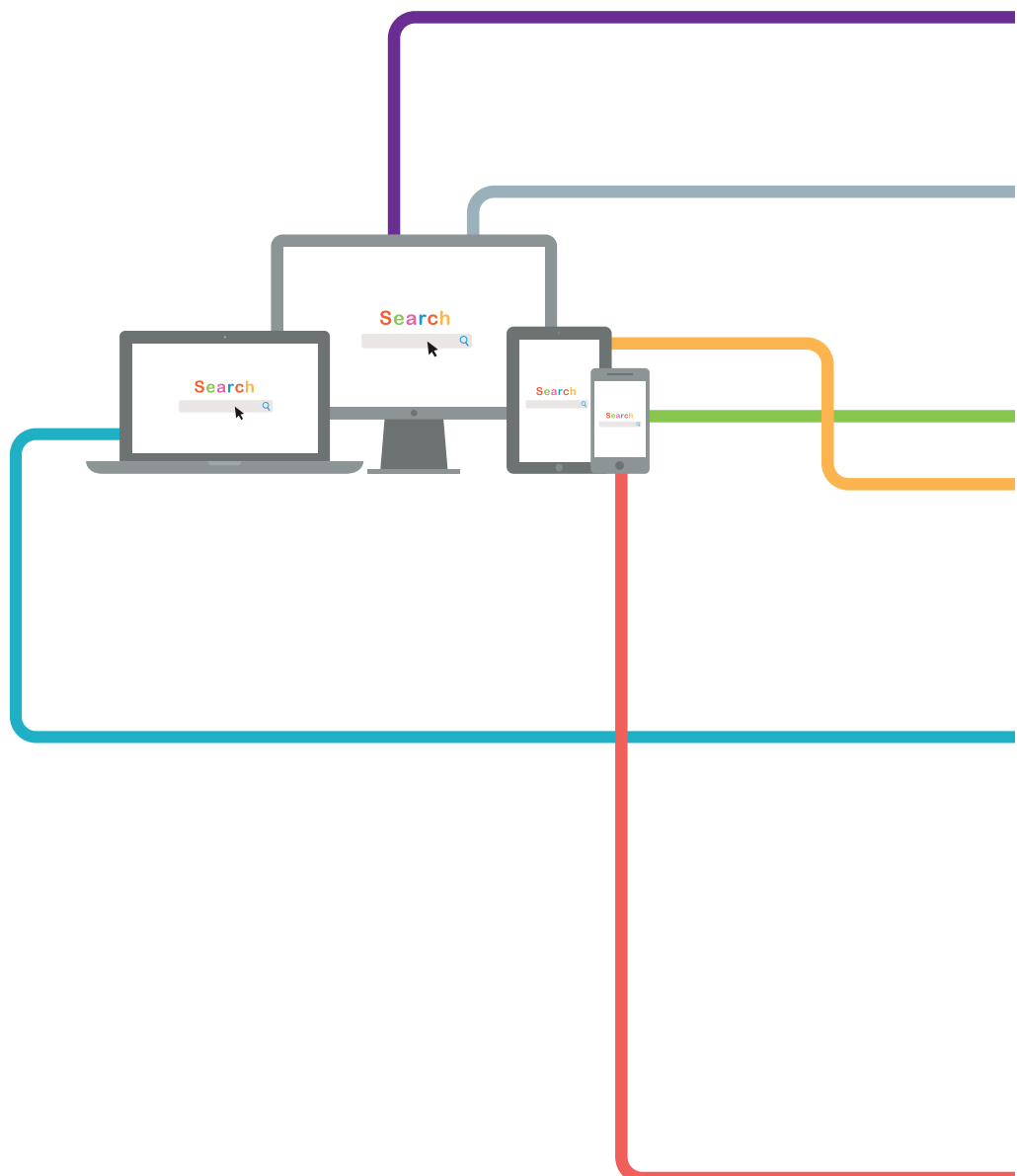




# What are people searching for?

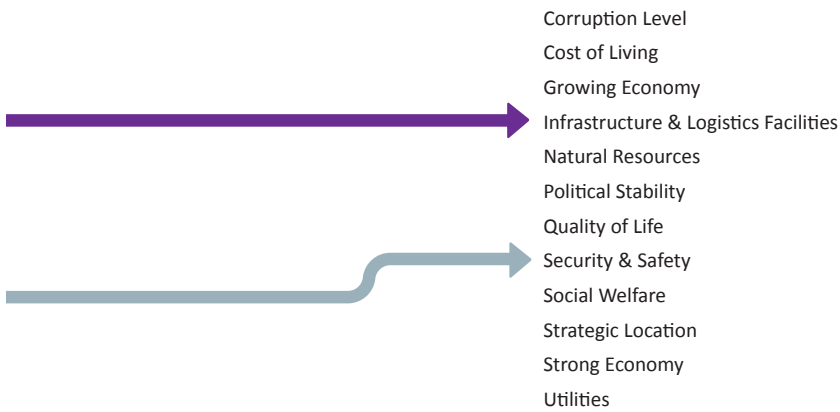
Bloom Consulting's study has divided the data into specific Investment, trade and living categories or Brandtags, measuring your location's performance in comparison to your competitors.

Can you imagine if you could understand what international investors, business stakeholders and workforce interested in relocation search the most about your location online?

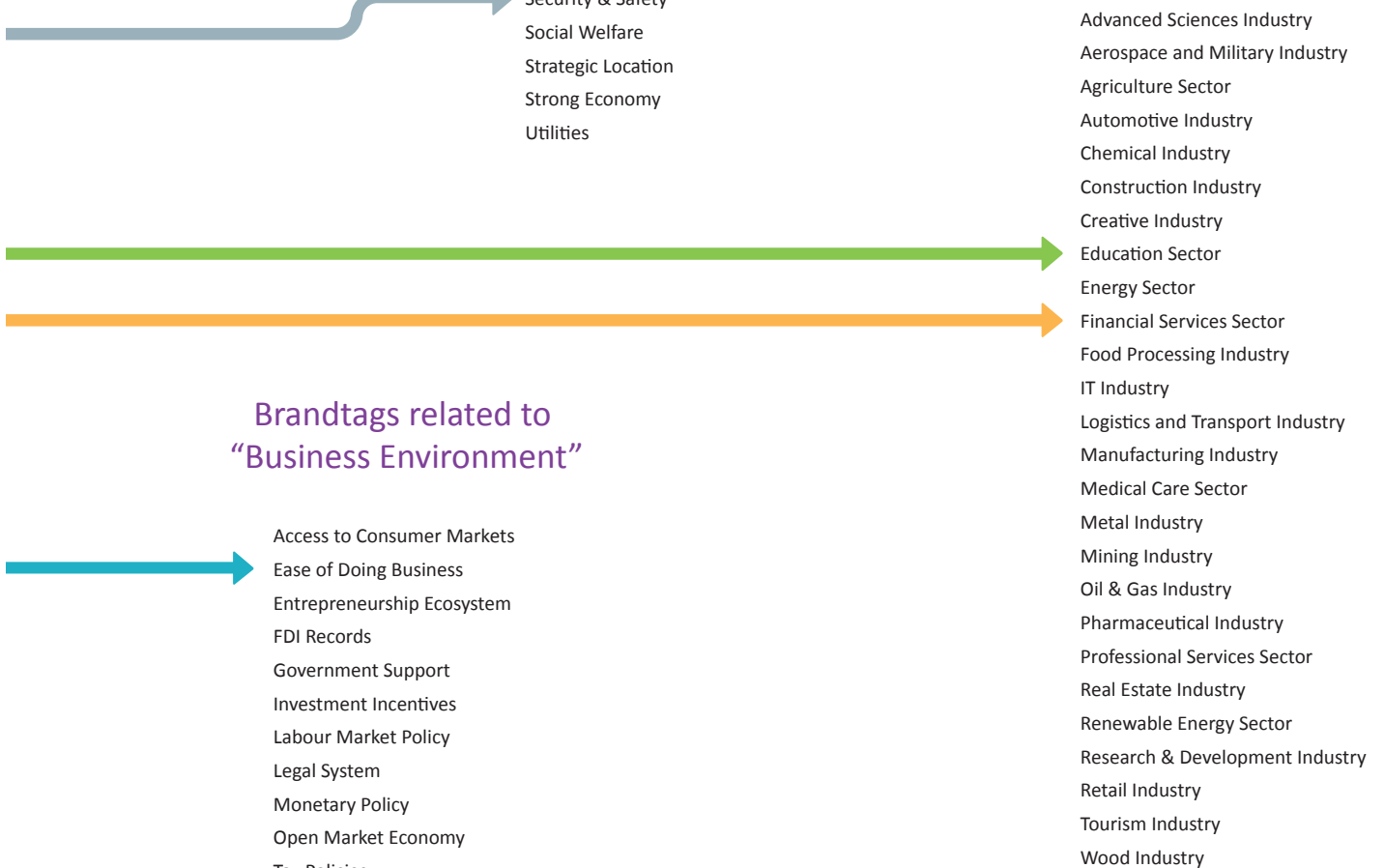


Here is the list of the 49 categories (Brandtags) searched worldwide concerning Socio-Economic data.

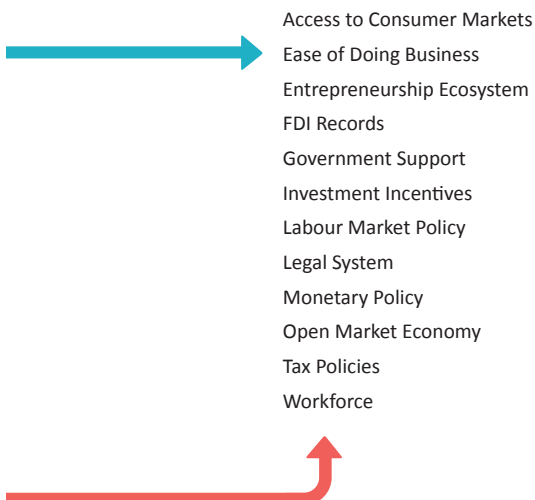
### Brandtags related to “Country Characteristics”



### Brandtags related to “Sectorial Expertise”



### Brandtags related to “Business Environment”





# How to use D2© information?

D2© is the first tool available in the market that allows you to clearly quantify and measure your online appeal and the effectiveness of your Location's strategy. A whole new set of Key Performance Indicators (KPIs) is now at your disposal based on a new driver: "Online Searches".



How many searches the international audience perform about your Location



Which are the nationalities that search about your Location



What are those investors, business stakeholders or workforce searching about your Location



How is the seasonality of the searches of your Location

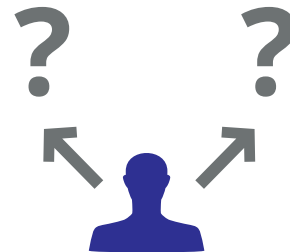


How is your performance compared to other Location

D2© is the first tool available on the market that allows you to clearly quantify and measure your Location's appeal in the most effective, affordable and time efficient way.  
Here are the 4 main advantages that you can take from D2© tool.



Locate the right upcoming markets



Find out what is the right offer for your upcoming stakeholder



Make informed strategic decisions



Attract more investment, talent or export more

# Customized Report

We offer you the possibility to customize the D2© report according to your needs by choosing from a set of 6 options.



By Brandtag	Yes	Yes	Yes	Yes	Yes	Yes
By Country of origin	No	Yes	Yes	Yes	Yes	Yes
Conclusions	No	No	Yes	Yes	Yes	Yes
Competitors overview	No	No	No	Yes	Yes	Yes
Competitors detail	No	No	No	No	Yes	Yes
Strategy	No	No	No	No	No	Yes
Includes	<p>Explanation on how to analyze the information</p> <p>N. of searches generated about you against your peers <sup>(a)</sup></p> <p>N. of searches generated about your 49 Brandtags and their seasonality</p>	<p>Explanation on how to analyze the information</p> <p>N. of searches generated about you against your peers <sup>(a)</sup></p> <p>N. of searches generated about your 49 Brandtags and their seasonality</p> <p>N. of searches generated about you by Country of origin <sup>(b)</sup></p>	<p>Explanation on how to analyze the information</p> <p>N. of searches generated about you against your peers <sup>(a)</sup></p> <p>N. of searches generated about your 49 Brandtags and their seasonality</p> <p>N. of searches generated about you by Country of origin <sup>(b)</sup></p> <p>Explanation and major conclusions</p>	<p>Explanation on how to analyze the information</p> <p>N. of searches generated about you against your peers <sup>(a)</sup></p> <p>N. of searches generated about your 49 Brandtags and their seasonality</p> <p>N. of searches generated about you by Country of origin <sup>(b)</sup></p> <p>Explanation and major conclusions</p> <p>Overview and summary of 4 competitors<sup>(c)</sup> of choice and comparison with you</p>	<p>Explanation on how to analyze the information</p> <p>N. of searches generated about you against your peers <sup>(a)</sup></p> <p>N. of searches generated about your 49 Brandtags and their seasonality</p> <p>N. of searches generated about you by Country of origin <sup>(b)</sup></p> <p>Explanation and major conclusions</p> <p>Overview and summary of 4 competitors<sup>(c)</sup> of choice and comparison with you</p> <p>"Type 3" report for each of the 4 competitors (Total 4 reports)</p>	<p>Explanation on how to analyze the information</p> <p>N. of searches generated about you against your peers <sup>(a)</sup></p> <p>N. of searches generated about your 49 Brandtags and their seasonality</p> <p>N. of searches generated about you by Country of origin <sup>(b)</sup></p> <p>Explanation and major conclusions</p> <p>Full access to all data required to perform the strategy</p> <p>Full strategy for your Location</p>

(a) You may choose a regional benchmark (your continent) or a "Standard" benchmark (free selection) as long as they don't surpass a total of 15 and are listed in the annex "Standard" benchmark. **Non listed territories (cities and / or regions) are available only in report N° 4, 5 and 6**

(b) Please see Annex to understand which countries and territories can be covered in this report (maximum of 10)

(c) Additionally to countries you can also select specific Locations that are not countries, such as cities and / or regions

# Annex

Country of origin



# Country of Origin

Here is the list of the 245 nations and territories covered.

## Africa

Algeria	Egypt	Mali	Sierra Leone
Angola	Equatorial Guinea	Mauritania	Somalia
Benin	Eritrea	Mauritius	South Africa
Botswana	Ethiopia	Mayotte	South Sudan
Burkina Faso	Gabon	Morocco	Sudan
Burundi	Gambia, The	Mozambique	Swaziland
Cameroon	Ghana	Namibia	Tanzania
Cape Verde	Guinea	Niger	Togo
Central African Republic	Guinea-Bissau	Nigeria	Tunisia
Chad	Kenya	Reunion	Uganda
Comoros	Lesotho	Rwanda	Western Sahara
Congo, Dem. Rep.	Liberia	Saint Helena	Zambia
Congo, Rep.	Libya	Sao Tome and Principe	Zimbabwe
Cote d'Ivoire	Madagascar	Senegal	
Djibouti	Malawi	Seychelles	

## Americas

Anguilla	Canada	Guadeloupe	Saint Lucia
Antigua and Barbuda	Cayman Islands	Guatemala	Saint Martin (French part)
Argentina	Chile	Guyana	Saint Pierre and Miquelon
Aruba	Colombia	Haiti	Saint Vincent and the Grenadines
Bahamas, The	Costa Rica	Honduras	Saint-Barthélemy
Barbados	Cuba	Jamaica	Sint Maarten (Dutch part)
Belize	Curacao	Martinique	Suriname
Bermuda	Dominica	Mexico	Trinidad and Tobago
Bolivia	Dominican Republic	Montserrat	Turks and Caicos Islands
Bonaire, Saint Eustatius and Saba	Ecuador	Nicaragua	United States
Bonaire	El Salvador	Panama	Uruguay
Saba	Falkland Islands (Malvinas)	Paraguay	Venezuela, RB
Saint Eustatius	French Guiana	Peru	Virgin Islands (UK)
Brazil	Greenland	Puerto Rico	Virgin Islands (US)
	Grenada	Saint Kitts and Nevis	

# Country of Origin

Here is the list of the 245 nations and territories covered.

## Asia

Afghanistan	Iraq	Myanmar	Turkey
Armenia	Israel	Nepal	Turkmenistan
Azerbaijan	Japan	Oman	United Arab Emirates
Bahrain	Jordan	Pakistan	Uzbekistan
Bangladesh	Kazakhstan	Palestine	Vietnam
Bhutan	Korea, Dem. Rep.	Philippines	Yemen, Rep.
Brunei Darussalam	Korea, Rep.	Qatar	
Cambodia	Kuwait	Saudi Arabia	
China	Kyrgyzstan	Singapore	
Cyprus	Lao P.D.R	Sri Lanka	
Georgia	Lebanon	Syrian Arab Republic	
Hong Kong (China)	Macao (China)	Taiwan (China)	
India	Malaysia	Tajikistan	
Indonesia	Maldives	Thailand	
Iran, Islamic Rep.	Mongolia	Timor-Leste	

## Europe

Åland Islands	Faeroe Islands	Luxembourg	Slovakia
Albania	Finland	Macedonia, FYR	Slovenia
Andorra	France	Malta	Spain
Austria	Germany	Moldova	Svalbard and Jan Mayen Islands
Belarus	Gibraltar	Monaco	Sweden
Belgium	Greece	Montenegro	Switzerland
Bosnia and Herzegovina	Holy See	Netherlands	Ukraine
Bulgaria	Hungary	Norway	United Kingdom
Channel Islands	Iceland	Poland	
Guernsey	Ireland	Portugal	
Jersey	Isle of Man	Romania	
Croatia	Italy	Russian Federation	
Czech Republic	Latvia	San Marino	
Denmark	Liechtenstein	Sark	
Estonia	Lithuania	Serbia	

# Country of Origin

Here is the list of the 245 nations and territories covered.

## Oceania

American Samoa	Palau
Australia	Papua New Guinea
Cook Islands	Pitcairn
Fiji	Samoa
French Polynesia	Solomon Islands
Guam	Tokelau
Kiribati	Tonga
Marshall Islands	Tuvalu
Micronesia, Fed. Sts.	Vanuatu
Nauru	Wallis and Futuna Islands
New Caledonia	
New Zealand	
Niue	
Norfolk Islands	
Northern Mariana Islands	

## About Bloom Consulting

Bloom Consulting is an 11 year-old Country Branding consultancy.  
Our Headquarters are located in Madrid with offices in Lisbon and São Paulo.

Bloom Consulting has been interviewed by **The Economist**, **Forbes** and **CNN** .  
According to Country Branding Central [www.countrybrandingwiki.org](http://www.countrybrandingwiki.org), our CEO José Filipe Torres is considered one of the top 3 international experts in the field of Country Branding, Region and City Branding, providing advisory for the **OECD**.

In addition, Bloom Consulting publishes the Bloom Consulting Country Brand Ranking © annually for both Trade and Tourism, to analyze the state of the art of the brand performance of 225 countries and territories worldwide.

Bloom Consulting proudly collaborates with the  to measure the Nation Brand appeal of every Country from a tourism perspective.

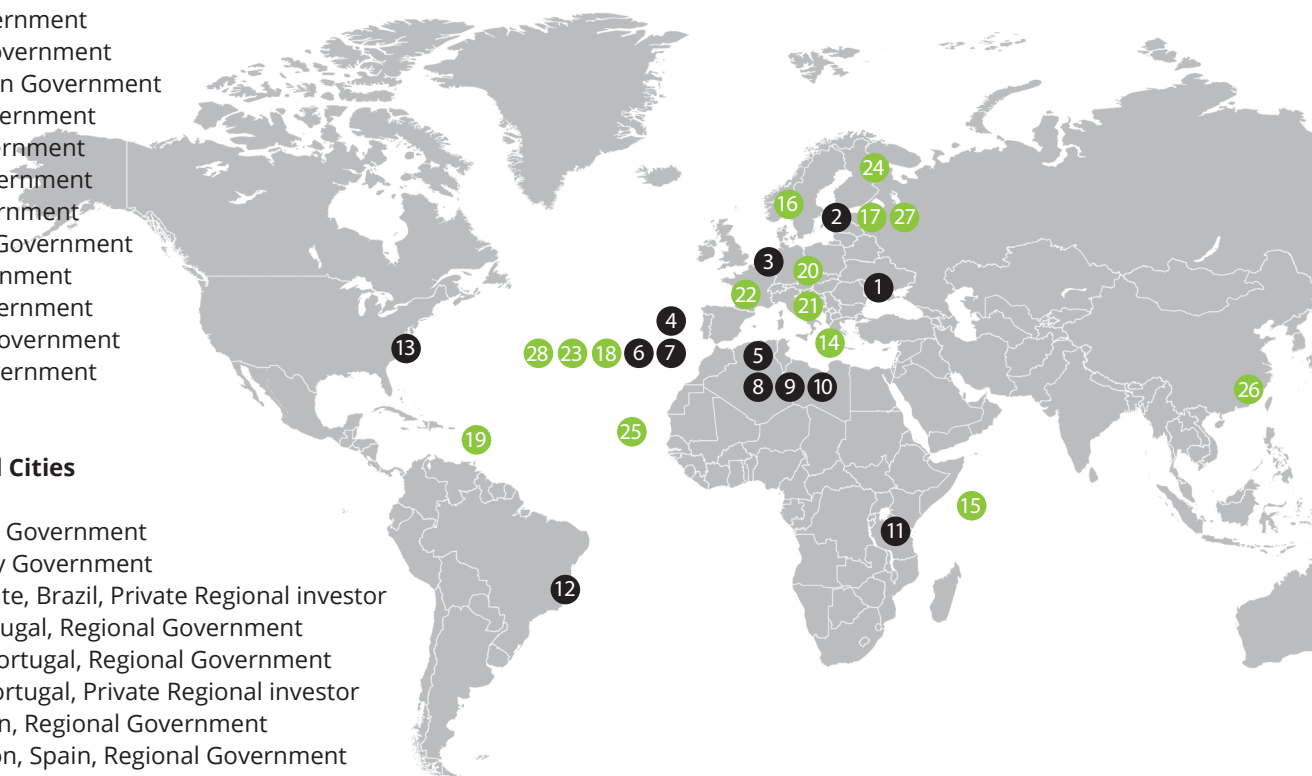
Here are some of the countries, regions and cities that Bloom Consulting has worked for:

### Countries

- Austrian Government
- Aruban Government
- Bulgarian Government
- Cape Verdean Government
- German Government
- Latvian Government
- Maltese Government
- Macau Government
- Portuguese Government
- Polish Government
- Spanish Government
- Seychelles Government
- Swedish Government

### Regions and Cities

- Helsinki, City Government
- Brussels, City Government
- Belo Horizonte, Brazil, Private Regional investor
- Algarve, Portugal, Regional Government
- Southwest Portugal, Regional Government
- Southeast Portugal, Private Regional investor
- Madrid, Spain, Regional Government
- Castilla y León, Spain, Regional Government
- Victoria Gasteiz, Spain, City Government
- Miami City, USA, Private Regional investor
- Tete, Mozambique, Private Regional investor
- Oporto and North, Portugal, Regional Government
- Riga, Latvia, City Government





## Thank you!

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