

Bloom Consulting

Countries Regions and Cities

Asunción and Madrid

August 31st, 2016

Bloom Consulting to develop the Nation Brand strategy of Paraguay

On August 31, Bloom's CEO Jose Filipe Torres, together with its partners, held a meeting with the President of Paraguay, Horacio Cartes, and the Minister of Economy, Gustavo Leite to formally announce the kick off for the Nation Brand Project for Paraguay. The project is expected to conclude in March 2017.



President Horacio Cartes Receives José Filipe Torres and Malcolm Allan.

"The objective is not to create a logo or a slogan, but rather a strategy that aligns perceptions with the reality of Paraguay", Jose Filipe Torres said following the meeting.

The contract was exclusively awarded to Bloom Consulting and Kausa Central Creativa the leading Marketing company in Paraguay from Havas Media Group. This cooperation resulted in the consortium "Kausa Bloom".



From left to right: Fernando Bonanni, Gonzalo Vilar, Malcolm Allan, Minister of Economy Gustavo Leite, Jose Filipe Torres, Cristian Valente, Rodolfo Gomez.

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Bloom Consulting, founded in 2003, specializes in the development and evaluation of strategies for national, regional and local governments around the world, and collaborate with Prime Ministers, Presidents and mayors, as well as tourism bureaus and trade and investment agencies. Bloom Consulting have worked extensively in the field of Country Branding, having worked with over 45 Countries in 4 Continents. Their client list includes Governments across the globe such as that of Poland Germany, Sweden, Abu Dhabi, and Seychelles, among others. Within South America, Bloom Consulting have previously worked with the Agency for Promotion and Investment in Costa Rica (CINDE), evaluating the brand of national investment in a global context; the Government of Paraguay, developing their new country brand; and the city of Buenos Aires, evaluating and creating a strategy to implement with regards to tourism attraction. In addition, Bloom Consulting are official data partners of the World Economic Forum, having contributed data to the recently published Travel and Tourism and Competitiveness Report 2017.

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