

San José, Madrid and London

May 11th 2017

## Costa Rica commissions Bloom Consulting and Placematters to assess it's Nation brand reputation

Three years after the launch of the "Essential Costa Rica" brand, Procomer, the institution in charge of promoting the exportation of Costa Rican goods and services throughout the world, hires Bloom Consulting, an international Country brand consultancy based in Madrid, alongside Placematters, a Place Brand Strategy company based in the United Kingdom, in order to evaluate the impact of the Country Brand Strategy of Costa Rica and the "Essential Costa Rica" brand.

During this project, market research will be carried out with the purpose of understanding the external, international perception of the "Essential Costa Rica" brand in different key geographical markets and population groups in order to evaluate and weight the Country Brand in terms of its offer of in the areas of Investment, Tourism and Exports. Bloom Consulting and Placematters will utilize their expertise as well as their Digital Demand Technology and Brand Compass analyse to assess the performance and appeal of Costa Rica's Country Brand. The two companies will ascertain Costa Rica's current nation brand position, built using the "Essential Costa Rica" branding strategy, and subsequently determine ways of further developing Costa Rica's brand in the future..

The companies were selected to carry out this project on the basis of their experience in country and tourism brand strategy and their ability to deploy effective proprietary tools and research processes developed and refined over recent years of application.

**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.

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

**Placematters**, founded in 2012, is a specialist consulting company focused on place and destination brand strategy, marketing and implementation. Placematters have worked on a number of international projects with a client roster including a variety of countries, cities and regions, with projects such as such as the brand strategy for Cork City Region in Ireland; the brand strategy and proposition for the Wild Atlantic Way, Ireland, the world's longest tourist driving route; the brand strategy for the Cork Docklands, Ireland; the city brand strategy for Mississauga in Ontario, Canada; the brand strategy for the London Bridge area of central London; the tourism strategy for eco-tourism sites in Johor State in Southern Malaysia and Singapore; the brand elements of the development strategy for the Glasgow Airport Development Zone, Scotland; and the brand strategy for the Pier District of St Petersburg, Florida, USA.

[www.placematters.co](http://www.placematters.co)