

Bloom Consulting

Countries Regions and Cities

Kingston and Madrid

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Jamaica Nation Brand to be analyzed by Bloom Consulting

The Jamaica Promotions Corporation (JAMPRO), which is an Agency of the Ministry of Economic Growth and Job, has initiated a project to develop a Nation Branding program for Jamaica. This project involves the assessment of the current positioning of Jamaica's Nation Brand.

The appeal of Jamaica's Nation Brand will be measured along five dimensions: Prominence (which is equivalent to its general reputation), tourism, investment, exports and talent.

This project is being carried out together with **Bloom Consulting**, an international Nation Branding firm. The consultancy was selected through a competitive public tender and will provide JAMPRO with a holistic assessment of Jamaica's current Nation Brand reputation

The appeal and reputation of the Jamaican Nation Brand will be measured by using the following sources:

- Bloom Consulting's **Country Brand Ranking**®, which measures the effectiveness of the Country Brands of over 200 Nations worldwide in the tourism and trade (FDI) dimensions
- Bloom Consulting's proprietary **Digital Demand – D2**© software, which uses Big Data to gather information about the searches that global citizens perform about Jamaica in the tourism, investment, exports, talent and prominence dimensions.

These measurements combined with the consultancy's expertise in the field of Nation Branding, in close cooperation with JAMPRO, will provide a guideline for the Jamaica Nation Brand strategy.

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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