

London and Madrid

February 15th 2018

Bloom Consulting and Placematters (London) join forces to create a stronger Country and Place Brand Strategy company.

As of today Placematters, a London Place Branding consultancy is joining with Bloom Consulting, a Country Brand company, to offer their clients a comprehensive global offer from offices in London, Madrid, Lisbon and São Paulo.

We will have more people power and more specialists on board covering country, city, town, regeneration area and real estate brand strategy and increased client access to an expanding range of Digital Country and City Analyses, Digital Brand Development and Tracking Tools.

The London office will be led by Malcolm Allan, who will be the President of the Company, and by Jose Filipe Torres in Madrid who will remain as CEO, the combined Bloom and Placematters teams share the same outstanding work and client focus.

With the consolidation of our operations and offices, we will have significant expertise and experience to draw upon, one of the most extensive global track records in the field of place brand strategy based on **60 plus completed assignments world wide.**

The planned Bloom Consulting - Placematters merger creates a 360-degree consultancy specialising in the core and key aspects of **Country Branding and Place Branding services:**

- **Brand Strategy**
- **Brand Led Place Making**
- **Tracking and Impact Assessment**
- **Measurement and auditing**
- **Management**
- **Digital Identity**
- **Digital Demand - D2©**

The new Bloom Consulting, will use high-impact analyses and thought leadership in the field of Country and Place branding to help its clients set new directions for the development of their country, region, city, area and development sites, change perceptions positively among target market audiences, and achieve significant results and impacts.

Together, we can give clients everything they need to tackle their Country and Place brand strategy challenges from strategy development to day-to-day implementation and issues management.

For your address book, Malcolm Allan's new email is mallan@bloom-consulting.com

We look forward to our continuing contact and working together in the future under the Bloom Consulting name.

*Founded in 2003, **Bloom Consulting** is probably the first company ever to specialize in Nation Branding and Place Branding. Bloom Consulting provides strategy and intelligence for countries, regions, and cities. Headquartered in Madrid, the company has additional legal offices in London, Lisbon and São Paulo. Moreover, Bloom Consulting is an official data partner of the World Economic Forum. Connect with us on [Facebook](#), [Twitter](#) and [Medium](#)*

www.bloom-consulting.com

***Placematters**, founded in 2012, is a specialist consulting company focused on brand-led placemaking through place and destination brand strategy, marketing and implementation, with a recent client roster including the brand strategy for Cork City Region in Ireland; the brand strategy and proposition for the Wild Atlantic Way, Ireland; the brand strategy for the Cork Docklands, Ireland; the city brand strategy for Mississauga in Ontario, Canada; the brand strategy for the London Bridge; 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; and the brand strategy for the Pier District of St Petersburg, Florida, USA.*

www.placematters.co