

Bloom Consulting



Bloom Consulting® - International Brand consultants

About Bloom

Bloom Consulting

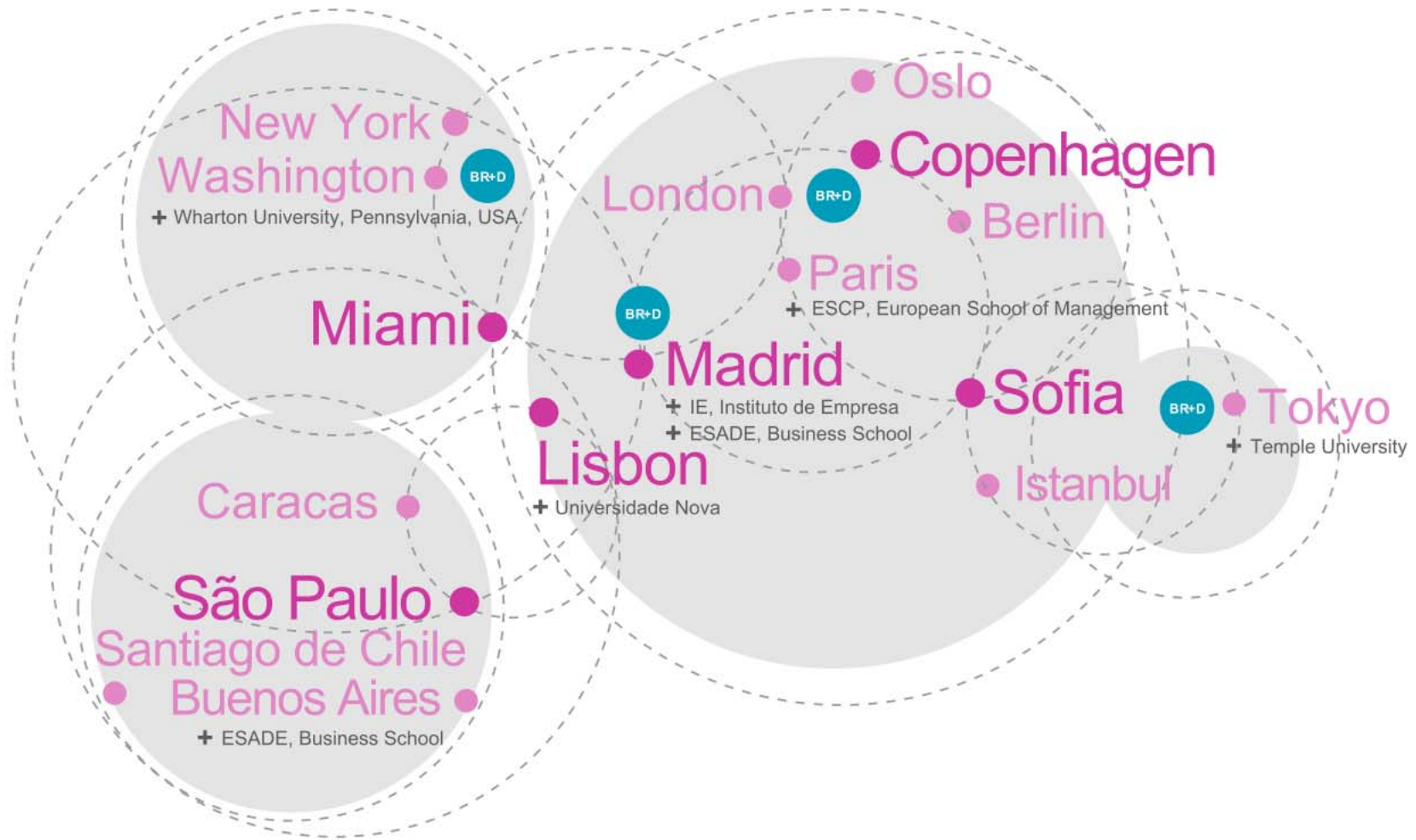
Bloom's objective is to improve the lives of people in all parts of the world. The company was created four years ago and it now represents the globalized world that we live in - the Bloom network consists of 50 people of more than 10 different nationalities. The firm is headquartered in Madrid and has offices in Lisbon, São Paulo, Copenhagen, Sofia and Miami. "If you want to think big think Bloom," said Patrick Kullenberg, general director of L'Oreal Paris. Even though Bloom thinks big, it never loses perspective. The company takes into consideration its central identity and its roots. Bloom is a company with two thirds Portuguese capital and has a Portuguese CEO.

In order to stay innovative and creative, Bloom has developed a different business philosophy. The company has a unique strategy - Bloom studies, researches, questions, looks at the surroundings and examines everything before working on a solution. Bloom Consulting uses the best brand research and development centers located in London, Washington and Tokyo. Bloom has protocols with the European School of Management, Temple University, in Japan, and the Instituto de Empresas, considered by the Economist Intelligence Unit as the best management school. Bloom first analyzes, examines and then creates before applying its strategies. Rui Nabeiro, president of Delta Cafes, states, "Bloom develops ingenious business strategies, maximizing my profits with minimum investment."

A company is not all about creating ideas. It is also necessary to be responsible, to be able to create innovative solutions and to work by planning for the future. For this reason, Bloom Consulting creates tools that can be applied to an idea, and follows its clients until the idea is concrete.

For such reasons, Bloom has invented the Real Creativity concept, an internal communication platform that, unlike other companies, has designers and consultants working together in constant collaboration. The director of strategy of ICEX, Maria del Mar Castro, states that, "Bloom is the most creative consulting company that I have ever worked with." In 2005, Bloom Consulting was considered one of the 100 most innovative companies in Spain. It was mentioned in The Economist, the Economic Daily, and the Economic Weekly as always being one of the most creative companies. The creativity of Bloom Consulting walks hand in hand with its business strategy. Yes, we are creative, but always in function with a larger objective - the results.

At Bloom Consulting, both creativity and business strategy coexist. However, there also exists an extreme enthusiasm, an enthusiasm that is so intense that it is perceived during the start of every project. As the director of communication of ICEP confirms, "The elements of Bloom are incredibly enthusiastic, and I say this thinking in the origin of the word enthusiastic - meaning to be inhaled by gods."



Interesting facts about Bloom:

A spanish company

The only spanish Brand Consultancy interviewed by the Economist and credited in the world's Top 3

Brand Consultancy for several governments worldwide when it comes to Country Branding, working directly with the Ministry of Economy

Working with 21 different nationalities

36 international markets where our strategies are being showned

Our Clients

Fashionable



Renova



Present in 4 continents

300 employees

200 million euros in revenues

Our strategy with this client was based on identifying consumer's daily tendencies and decisions; in turn, we were able to influence the consumer's perception of such common household products as toilet paper. The project was based on innovating their line of products and creating new branding strategies; the result was a revolutionizing concept in toilet paper: change the color to black.

The concept caught the eye of the mass media. By simply reflecting upon the fact that the new product captured consumer's attention from the very day it was launched, the media promoted the product and our client thus avoided a costly publicity campaign: proving that word of mouth continues to be one of the most effective modes of communication and promotion. The strategy we conceived has created very tangible, positive effects on the client's revenue.



Reaching their potential.

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Securitas Systems



Present in the United States,
Hong Kong, Australia
and 13 European countries.

Sales (2006) of 920 million
dollars, 200 million in
the Iberian Peninsula

5,400 workers

40 languages spoken

17 strategic partners

Securitas Systems, a Swedish company, is one of the biggest in the world in its sector – it creates technological solutions that protect property, people and businesses. It finds itself at the forefront of technology. The company's name and symbol are an assurance of quality. Recently, Iberdrola, a Spanish energy company, acknowledged Securitas Systems as one of its best suppliers of security services.

Securitas Systems is a global company that has an easily recognizable brand, whether in London or Lisbon. However, this is a brand that now faces an enormous challenge - Securitas Systems left the enormous Securitas holding, initiating a new path by reinventing itself and changing even its brand, one of its most valuable assets.

During the changing process, the company contracted Bloom Consulting in order to work on all the aspects of the creation of the new brand specifically in the Iberian market. Bloom Consulting started by changing the brand from within the company. Bloom did this by strategically creating a form of communication so that Securitas Systems employees could fully represent what the company stood for.



Coffee. Unexpected.



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Nabeiro Group (Delta Cafés)



Comprised of 22 companies, with 180 professionals, 2.000 employees, spread all over the world and in sectors like industry, services, commerce, agriculture, real estate, hotels and distribution

Sales of 190 million Euros, 19.5 million in Spain

Present in 14 big Spanish Cities, with 50 thousand clients


The Nabeiro Group saw Spain (eighth biggest economy in the world, with a population of 45 million) as a strategic place to widen its business market. The company faced a challenge since, in Portugal, Delta controlled 40 per cent of the market, while in Spain, where there are 600 different brands of coffee, Delta only had a stake in 2 percent of the market.

In order to grow in the neighboring country, the Nabeiro Group contracted Bloom Consulting, and Bloom developed 5 x 5 x 5 strategy. This strategy consisted in placing Delta in the top 5 brands of coffee in Spain in 5 years while also obtaining the 5th quota of a very aggressive and elastic market - one in which consumers and retailers make decisions based more on price(cheapest) than on quality.

Working on Delta's corporate strategy, as well as on marketing and creation of new products, Bloom Consulting was able to successfully introduce Delta's brand into the Spanish market by highlighting its quality and innovation, and therefore creating new trends for Spanish coffee consumers.

The Spanish periodical El Mundo noted the growth and notoriety of Delta in Spain: "It's brand has already started to become familiar ()...and one of its objectives is to be at the same level as competitors like Nestle or Kraft."



A photograph of a man with dark hair, wearing a white t-shirt, sitting on a yellow surface and reading a large red book to two children. The children, a girl with dark hair in pigtails wearing a pink top and a boy in a yellow shirt, are both smiling and looking at the book. The man is also smiling and looking down at the book. The background is a solid blue wall. The text "Fostering imagination" is overlaid in white in the center of the image.

Fostering imagination

Imaginarium



Present in 29 countries

325 stores in the entire world

More than 1,700 employees

Sales of 90 million Euros

Since it was founded in 1992, this toy chain store, characterized with a strong notion of social and educational responsibility, has not stopped growing. Imaginarium has been competing with colossal companies such as Walt Disney. Imaginarium's success has led the company to have its proper network of stores in such distinct countries as Chile, Portugal, Switzerland, Hong Kong and Turkey.

The Imaginarium products are known for their quality, but also for their instructive and educational characteristics. For this reason, in order to develop some of its specialty toys, Imaginarium collaborates with companies with immense dimension and scope such as Telefonica.

For some time, Bloom Consulting has been working directly with the CEO of Imaginarium and a team of 20 people. Together, Bloom and Imaginarium have been developing marketing strategy, new products and solutions to problems, as for example the packaging of the toys. With Bloom's help, Imaginarium has been able to continue to grow in its market sector. Sales skyrocketed in less than six months when Imaginarium implemented Bloom's strategy and recommendations.



A satellite image of Brazil, showing the Amazon rainforest in green and the surrounding land in shades of brown and tan. The ocean is a deep blue. The text "Creating connections from Brasil" is centered over the map.

Creating connections from Brasil

Syngenta



Switzerland

19,500 employees
in 90 countries

Its products are sold
in 120 countries

Sales of 8 billion dollars

796 million Euros
invested in research

6.8 millions of euros
in donations

Syngenta is a world-wide giant in the agricultural products industry. The company surpasses competitors such as Bayer and is always defining the market. Syngenta always takes into account ground conservation and water protect and is involved in research, environment protection and sustainable development.

Due to Syngenta's agricultural concerns, Bloom Consulting was contracted to solve a problem - coffee producers in Brazil were not able to follow their product to the hands of the consumer, and therefore were also not able to control the quality, price and denomination of origin of their products.

Syngenta prides itself as a company that maintains strong social responsibility. An example of this is that the company collaborates with the communities where it operates. For this reason, Syngenta wanted to help its coffee farmers and remove the innumerable middlemen that raise prices, make speculations and manipulate the coffee market. In collaboration with Syngenta, Bloom is about to implement solutions that permit fair trade, protect the product and the consumer and allow the farmers to follow their products to the final destination without speculations while also maintaining overall product quality.





Reinventing
the Language
of Business

CEO*

* Center for Excellence and Opportunity

At the forefront of any investment decision is opportunity. The greater the opportunity, the greater the potential profit. The **Region of Madrid** combines all the essential components to maximize the return on any investment. Boasting a highly adaptable work force of unparalleled know-how, coupled with highly dynamic technology, R&D and financial clusters, has made Madrid THE epicentre of excellence for companies seeking business opportunities.



Promo Madrid

PROMOMADRID
Desarrollo Internacional de Madrid S.A.

Madrid Region: population of six million, with highest per capita income in Spain (29 thousand euros), as well as the largest economic growth in the country since 1993, with values between 3 and 4 percent.

Produces 17.7 of Spanish GDP

Lowest unemployment rate in Spain (6.4%)

Foreign investment totaled 6.098 million euros in 2006.

Capital of eighth largest economy in the world.

PromoMadrid is a public company created with the intention of attracting foreign direct investment to the Madrid region as well as internationalizing Madrilenian companies.

In this case, Bloom Consulting was contracted to position the Madrid region as the center of foreign investment, competing with other large metropolitan cities such as London, Paris, and Barcelona.

The collaboration between Madrid and Bloom had a great impact in the international press: the Wall Street Journal, the Financial Times and The Economist all reported on the subject.

Recently, the periodical ABC highlighted the arrival in Madrid of the Swedish company Holmen Paper which created an investment of 300 million euros and 150 jobs in addition to 500 indirect jobs.

Madrid is currently becoming a greater financial center – companies choose not only to have their Iberian headquarters in Madrid, but also their European headquarters. Ten years ago Catalonia was the region in Spain with the most foreign direct investment. Today, Madrid has become the region with most FDI, receiving a total of 62 percent of investment from foreign companies in Spain.



20 PASOS PARA CREAR UNA MARCA

Desarrollado por Bloom Consulting para ICEX

ICEX



Spanish Institute
of Foreign Commerce

Spanish Government

ICEX provides services
in the internationalization
of Spanish companies
and the increase in exports.

Represented in five continents
and more than 150 countries

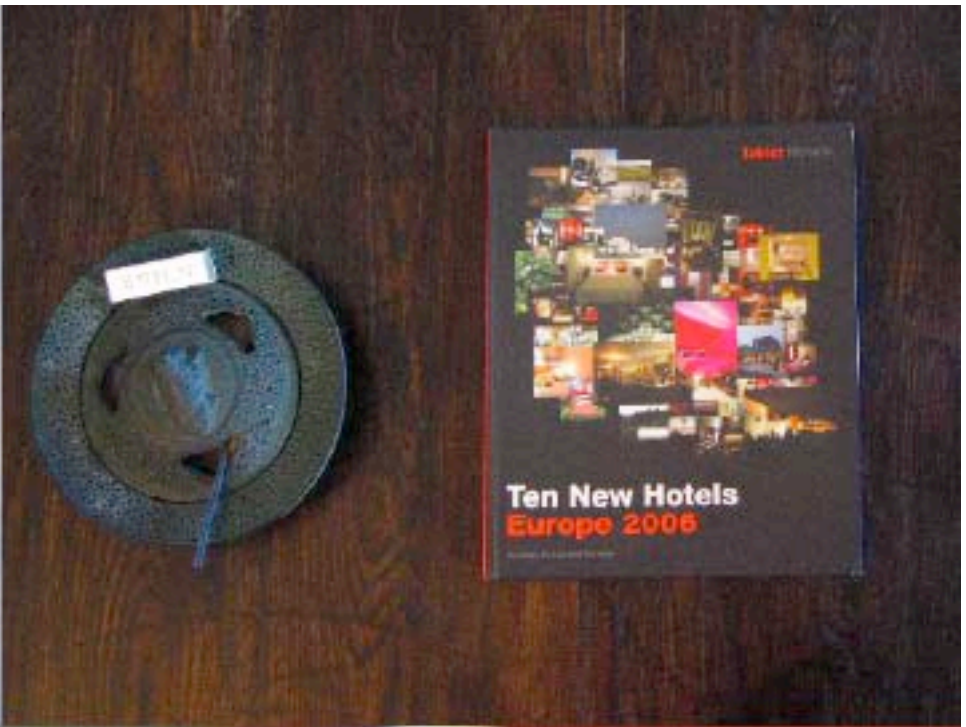
Aside from its main functions, ICEX exists for the creation of promotional programs for foreign commerce, the formation of specialized professionals and the support for entrepreneurial projects in the exterior.

In the 80s, Spain's direct investments to the international market represented 1% of GDP. Today, international investments by Spanish companies represent 35 % of GDP.

Following the idea, defended by Bloom Consulting, that the economy of a country also grows through the internationalization of the country's brands, the Spanish government contracted Bloom Consulting to develop a strategy that supported the internationalization of 4,000 Spanish SME's to develop their proper brand strategy. This approach was inserted in the important Plan of Foreign Initiation and Promotion (PIPE), which offers economic support and access in the field of international strategy.

This global strategy, created by Bloom Consulting, is shared by 4000 companies, and is now considered as a model for the internationalization of Spanish SMEs.





Habitat Hotels



Hotel Group from Catalunha, ranked 15th in Europe in the luxury lifestyle hotels category

In five years it will be present in England, France, the United States, Germany and Portugal.

Competes with groups such as W Hotels, Westin and every type of Design Hotels

The Habitat Hotels group was one of the precursors in the European market of luxury hotels. The hotel group is characterized as dedicated to quality of life and good taste with a personalized touch, with a strong link between design, comfort and gastronomy. Recently, the hotel businesses bet on unique restaurants, led by innovative kitchen chefs known to establish culinary trends. The periodical El Mundo considered one of these hotels - Hotel de las Letras in Madrid - as responsible for the new era of quality tourism in the capital city.

Taking into account the challenge of internationalizing itself, Habitat Hotels contracted Bloom Consulting to create and manage a new brand for the entire hotel group as well as to create a brand for each hotel unit in different countries.



A large number of yellow balloons of various sizes are floating against a clear, vibrant blue sky. The balloons are scattered across the frame, with a higher concentration in the center. Some balloons are in sharp focus, while others are slightly blurred, creating a sense of depth. The overall image conveys a feeling of celebration, joy, and upward movement.

Organising a global brand

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Telefonica



One of the largest
global telecommunications
companies, ranked as
eighth in capitalization
of European market

Sales of 52.9 billion euros
in 2006

Operations present in three
continents and 23 countries
(population of 670 million)

207 thousand employees

206 million clients

Telefonica is a company that most successfully represents the internationalization of Spanish companies. From the Czech Republic to Guatemala, Telefonica has been conquering markets with notoriety. Taking into account its size and dimension, the company contracted Bloom Consulting to manage the brand at a corporate level, and to handle projects such the projection of where the brand will be in 2010.

Bloom's work consisted of creating the architecture for all the brands of Telefonica, as organized by country and by operation. This strategy took into everything into account, from legal questions to consumer profiles in all the different markets. As Bloom's CEO remarked, this exhausting work was done "to get to the heart of the problem." By focusing on the central problem, Bloom was successfully able to find a solution.



¡Gracias!

www.bloom-consulting.com



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