

Beat: Politics

## USA REGAINS TOP N.1 POSITION NATION BRAND AFTER BEING PUSHED OFF BY GERMANY

### ANHOLT-GfK ROPER NATION BRANDS INDEX

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**USPA NEWS** - After being pushed off the number one position last year by Germany, the USA has this year taken back its position at the top of the Anholt-GfK Roper Nation Brands Index. UK, in 3rd place, edges closer to the top and is followed by France...

After being pushed off the number one position last year by Germany, the USA has this year taken back its position at the top of the Anholt-GfK Roper Nation Brands Index. UK, in 3rd place, edges closer to the top and is followed by France. Further down the ranking, Ukraine and Russia achieve large reputation gains, while Greece stands alone in suffering a steep drop.

The study measures global perceptions of 50 developed and developing countries, and is unmatched in the level of detail on which the nation ranking is judged. The study asks questions about 23 different national attributes, which are then combined into six overall dimensions on which the national image is based. Those are: exports, governance, culture, people, tourism and immigration/investment.

Anholt-GfK Roper Nation Brands Index<sup>SM</sup>  
Overall Brand Ranking 2015 (Top 10 of 50 Nations)

- 1 United States
- 2 Germany
- 3 United Kingdom
- 4 France
- 5 Canada
- 6 Japan
- 8 Switzerland
- 9 Australia
- 10 Sweden

The rest of the top ten ranking remains in the same order as last year, but with certain nations continuing to close in on the one ahead. UK, steady in 3rd place, has moved closer to the top nations and is followed by France in 4th place and Canada in 5th. Japan and Italy, who hold 6th and 7th places respectively, also showed stronger than average performance, increasing the pressure on the top five nations.

Greece, a nation facing chronic economic issues, struggles to maintain its image, with notable falls across all indices. This means that it has slipped one place to 21st position in the overall ranking, while Brazil moves up to 20th.

Looking outside the top 20 nations, both Russia and Ukraine have seen impressive gains on all six indices that make up the overall NBISM ranking. Russia has risen from 25th last year to 22nd this year, overtaking China, Singapore and Argentina, while Ukraine has moved from 48th to 46th, overtaking Kenya and Qatar. This change follows a slowing of the Ukraine-Russia conflict, with both nations seeing their greatest boosts coming from their governance scores and, in particular, improved perceptions of their behavior in the areas of international peace and security.

In fact, the conflict's easing appears to be improving the image of the region as a whole: the Czech Republic (30th last year, now 28th) has edged ahead in the rankings. And Poland (steady in 26th place) and, to a lesser extent, Hungary (28th last year, now 29th due to being overtaken by Czech Republic) also raised their scores somewhat. Turkey increased its rating, but not enough to prevent it being overtaken by two Asia-Pacific nations, Thailand and Taiwan, so that it now holds 34th place.

Conducted annually, the Anholt-GfK Nation Brands Index<sup>SM</sup> measures the image of 50 countries, with respect to Exports,

Governance, Culture, People, Tourism and Immigration/Investment. For the 2015 study, a total of 20,342 interviews were conducted in 20 major developed and developing countries.

Source : Anholt-GfK Nations Brand Index

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