



## PLACE BRAND RESEARCH

# Anholt Ipsos Nation Brands Index (NBI)

## Taking your reputation places

A powerful and positive national image is one of the most valuable assets for any country in the current age. It has the ability to set social, economic and cultural processes into motion. Just like companies and products, countries, cities, provinces and regions also have distinct identities. What Simon Anholt calls *Competitive Identity* encompasses measuring that identity, evaluating its strengths and weaknesses and shaping national behavior in order to earn, enhance and project that identity.

In 1996, Simon Anholt coined the term ‘nation brand’ and gave birth to an important field of research and practice. Since then, he has advised the Heads of State and Heads of Government of 56 countries to help them plan the policies, strategies, investments and innovations which lead their country towards an improved profile and reputation. In addition to his advisory work, Professor Anholt developed the measurement systems: the Nation Brands Index<sup>SM</sup> (NBI) and City Brands Index<sup>SM</sup> (CBI), to assess how citizens of the world view the nations, cities and regions of the world.

Since 2008, we’ve been partnering with Prof. Anholt to deliver the *Anholt Ipsos Nation Brands Index<sup>SM</sup> (NBI)* and *Anholt Ipsos City Brands Index<sup>SM</sup> (CBI)*. We assess and develop brand strategies across nations, cities and regions, and provide the global and local insights needed to move a place’s reputation forward, as well as increase the success of its business, trade and tourism efforts.

## Nation Branding

Along with Prof. Anholt, we conduct the world’s only comprehensive global nation brand survey. The *Anholt Ipsos Nation Brands Index<sup>SM</sup> (NBI)* helps governments, organizations and businesses understand, measure and ultimately build a strong national image and reputation. It measures the power and quality of each country’s ‘brand image’ by combining the following six dimensions:

- **Exports**—The public’s image of products and services from each country and the extent to which consumers proactively seek or avoid products from each country-of-origin.
- **Governance**—Public opinion about national government competency and fairness, as well as its perceived commitment to global issues such as peace and security, justice, poverty and the environment.
- **Culture and Heritage**—Global perceptions of each nation’s heritage and appreciation for its contemporary culture, including film, music, art, sport and literature.
- **People**—The population’s reputation for competence, openness and friendliness and other qualities such as tolerance.
- **Tourism**—The level of interest in visiting a country and the draw of natural and man-made tourist attractions.



- **Investment and Immigration**—The power to attract people to live, work or study in each country and how people perceive a country’s quality of life and business environment.



Each country's score across the six dimensions is succinctly captured in the Nation Brand Hexagon with the total Index score. This tool provides a consistent framework for cross-country comparisons against the key factors impacting reputation, so you can see where your nation's brand ranks and why.

In analyzing this rich data set, our place brand team assesses your country's standing globally and in strategic markets over time, making the NBI<sup>SM</sup> one of the most effective tools available for managing your country's reputation around the world.

Clients range from large, leading economies to smaller emerging countries and geographies that aspire to establish new identities and/or track their nation's image over time.

**For 2019, the 50 measured nations were:**

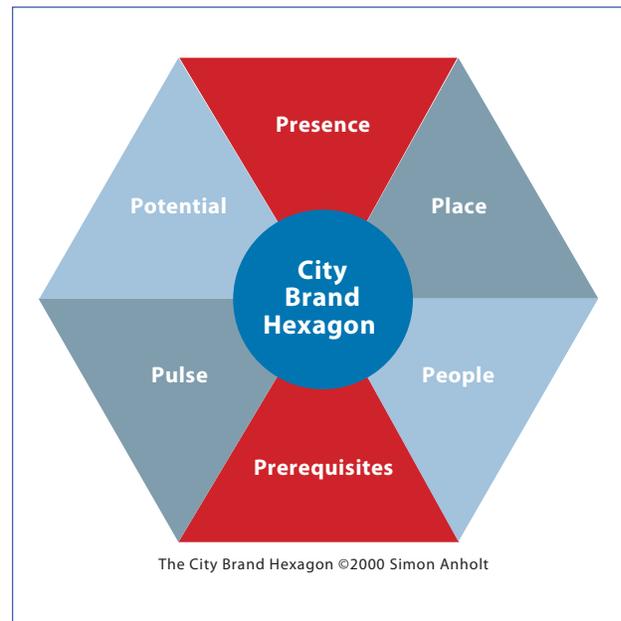
- **North America:** Canada, the U.S.
- **Western Europe:** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Holland, Ireland, Italy, Northern Ireland, Norway, Scotland, Spain, Sweden, Switzerland, United Kingdom
- **Central/Eastern Europe:** the Czech Republic, Hungary, Poland, Russia, Turkey, Ukraine
- **Asia-Pacific:** Australia, China, India, Indonesia, Japan, New Zealand, Singapore, South Korea, Taiwan, Thailand
- **Latin America/Caribbean:** Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru
- **Middle East/Africa:** Botswana, Egypt, Kenya, Nigeria, Qatar, Saudi Arabia, South Africa, United Arab Emirates

## City Brand

The *Anholt Ipsos City Brands Index<sup>SM</sup> (CBI)* measures perceptions of cities among people in both advanced and emerging economies that play important and diverse roles in the flow of business, cultural and tourism activities. The CBI measures the following six dimensions:

- **Presence**—Based on the city's international status and standing and the familiarity/knowledge of the city globally. It also measures the city's global contribution in science, culture, and governance.
- **Place**—Exploring people's perceptions about the physical aspect of each city in terms of pleasantness of climate, cleanliness of environment and how attractive its buildings and parks are.
- **Prerequisites**—Determines how people perceive the basic qualities of the city; whether they are satisfactory, affordable and accommodating, as well as the standard of public amenities such as schools, hospitals, transportation and sports facilities.
- **People**—Reveals whether the inhabitants of the city would be warm and welcoming, whether respondents think it would be easy for them to find and fit into a community that shares their language and culture, and if they would feel safe.
- **Pulse**—Determines if there are interesting things with which to fill free time and how exciting the city is in regard to new things to discover.
- **Potential**—Measures the economic and educational opportunities within the city, such as how easy it might be to find a job, whether it's a good place to do business or pursue a higher education.

Each city's score across the six dimensions is succinctly captured in the City Brand Hexagon.



**For 2019, the 50 measured cities were:**

- **Western Europe:** Amsterdam, Barcelona, Basel, Berlin, Copenhagen, Dublin, Geneva, Helsinki, London, Madrid, Munich, Paris, Rome, Stockholm
- **Central/Eastern Europe:** Istanbul, Moscow, Prague, Vienna, Warsaw
- **Asia Pacific:** Bangkok, Beijing, Hong Kong, Jakarta, Melbourne, Mumbai, Seoul, Shanghai, Singapore, Sydney, Taipei, Tokyo
- **North America:** Boston, Chicago, Dallas-Fort Worth, Los Angeles, New York, San Francisco, Toronto, Vancouver, Washington D.C.
- **Latin America:** Buenos Aires, Mexico City, Rio de Janeiro, Santiago de Chile
- **Middle East/Africa:** Cairo, Doha, Dubai, Johannesburg, Nairobi, Riyadh



## Place brand custom studies

With rich trends and insights and a robust analytical framework from NBI and CBI, we also help clients design and implement custom ad hoc place branding studies to focus on particular issues and competitive sets, and to study various stakeholder groups.

When tapping into our global resources and local research capabilities, clients can benefit from the following:

### Stakeholder Executive Interviews

Available in locations across North America and around the world, *Ipsos Executive Interviews* enable you to monitor the opinion towards your “place brand” among critical stakeholder groups regardless of where they may be located. Interviews are conducted by expert interviewers, many who are former executives, and are highly-skilled in recruiting and interviewing hard-to-reach respondents. *Ipsos Executive Interviews* get beyond protective gatekeepers to ensure you reach your target audience. From Fortune 500 executives to non-profit organization representatives, government officials, media, cultural and religious personalities, we can connect you with the influencers, stakeholders and opinion leaders who impact the success of your brand.

## Communication Research and Consulting

Whether you’re looking to redefine your target audiences or generate impactful communication, we can help. We routinely conduct public diplomacy and communications studies in countries around the world. Our clients are looking to identify what drives desired outcomes, whether it is to increase acceptance in distant or unfriendly societies, to motivate stronger stakeholder support for policy initiatives, or to craft distinct messages that cut through clutter.

### Global and Cross-cultural Insights about Your Place Brand

With access to the extensive NBI and CBI databases, the Ipsos team can combine insights with research specifically designed for you. It’s rooted in a deep understanding of the cross-cultural perceptions and social climate impacting public and elite opinion towards cultures of the world. Whether you need a deeper understanding of a single market or several countries around the world, we combine global resources with local expertise to meet your specific research needs.

[Questions? Contact us!](#)





## Meet Our Place Brand Experts

### The Ipsos core Place Brand team:

#### Jason McGrath, Head of Reputation and Nation Branding

Jason provides research and consultancy support to companies, non-profits and governments in the area of reputation measurement and communications. For over 15 years Jason has led global research programs to explore the perceptions of multiple stakeholder audiences, including the general public, investors, policy makers, journalists, and others that are considered priority audiences in reputation management. The work Jason leads supports clients in positioning, messaging, stakeholder engagement, risk management, and policy making.

#### Cynthia Pelayo, VP

Cynthia is a global fieldwork and data quality specialist skilled at managing highly complex and detailed studies through all stages of fieldwork and delivery. Her experience includes managing international teams through survey design and management of quality control procedures. She has led some of the largest programs at Ipsos and is skilled in leading multi-country and multi-mode place branding research programs.

#### Uri Farkas, Account Manager

Uri brings to our place branding team his global research experience, with a special focus in Latin America and the Caribbean, on development, conflict and security, as well as attitudes and concerns of the general population. Uri's research has been published by the European Society for Opinion and Market Research (ESOMAR) and the International Place Branding Association. He serves governmental, corporate, and non-profit clients from around the world to measure, understand and ultimately build strong national identities and reputations.

## About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5,000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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