



# Press Release

## Germany Retains Top “Nation Brand” Ranking, U.S. Out of Top Five Again

Japan is in second place for the first time, while the UK remains in third, and France moves to fourth place — major gains are in the index’s People and Governance sub-categories. Winter Olympics and FIFA World Cup hosts South Korea and Russia improved their images, South Korea most remarkably. The U.S. remains in sixth place

**Washington, DC, October 24, 2018** — One year after a ground-shaking shift of the top five countries in the Anholt Nation Brands Index (NBI) study powered by Ipsos, some nations find some stability, while others continue to break new ground. Germany retains the top ranking, while Japan elevates to second place. The United Kingdom continues to hold third place, while France declines by two positions to fourth place. The United States retains the sixth rank, now tied with Italy.

Nation	2018 Rank	2017 Rank
Germany	1	1
Japan	2	4
United Kingdom	3	3
France	4	2
Canada	5	4
Italy	6	7
United States	6	6
Switzerland	8	8
Sweden	9	10
Australia	10	9

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## Germany holds top spot in rankings

Germany again ranks #1 out of 50 nations, repeating its win as in 2008, 2014, and 2017. Germany's leading advantage lies in its consistent strengths across multiple dimensions: this nation is ranked among the top four in four reputational categories, with its key strengths lying consistently in Exports (the global public view "Made in Germany" products as the best to buy) and Immigration-Investment, but also importantly in Culture & Heritage sub-categories. Chinese were most convinced of Germany's Exports, Governance, People, and Immigration/Investments (all ranked 1st in China).

## U.S. continues to lose ground

While the overall NBI rank of the United States in 2018 remained #6 (now tied with Italy), of the 50 countries measured in the study, the U.S. saw the greatest overall NBI score drop this year. The U.S. brand image has been further eroded in the Governance, Culture, and People categories, where the United States ranking dropped by three positions, driven by more negative perceptions in Canada and China. Mexicans continued to be critical of the U.S., although with a lesser degree of negativity than a year ago. Nevertheless, the U.S. still ranks among the top five nations for three of NBI's six categories: Culture (where the U.S. is ranked fifth), Exports (second), and Immigration/Investment (fifth).

## Japan gains in Governance and People

Japan's National image continues to hinge mostly on two key categories: Exports (where it ranks first) and People (fifth, here Japan gained three positions, its greatest progress across sub-categories in 2018). Japan ranks in the top 10 nations for Culture (7th), Tourism (7th), and Immigration-Investment (9th). The only Index category where Japan does not rank in the top 10 is Governance (12th), where it is gaining ground, up by two spots. Japan's overall rank advancements are driven mostly not by score improvements, but by the consistency of its brand image. Japan's overall score is boosted by improved perceptions among South Africans (+2.84), Polish (+2.68), and the French (+2.45). However, these are not extraordinary score gains, and in a year where most nations experienced score declines, Japan experienced a minimal shift in the overall NBI score (-0.08).

## UK: Stable performance despite change

The UK remained one of the most stable leaders in its NBI performance. The nation has ranked in the global top-three the past three years, despite uncertainties around Brexit. The UK was ranked among the top four on four reputational categories, including Tourism, a hotly contested dimension in which the UK was behind destination heavyweights Italy, France, and Spain, but ahead of Greece.

## Olympic and World Cup hosts gained

Big sporting events have the potential to bolster the image of host nations on the global scene. South Korea, as host of 2018 Winter Olympics, gained solidly in the total NBI score and moved up in rank by three positions. FIFA World Cup host Russia gained more modestly in the total Index and did not move up in ranks, but improved significantly in sub-categories People and Tourism.

## About the Study

GfK Social and Strategic Research, acquired by Ipsos on October 10, 2018, conducted 20,224 interviews online in 20 panel countries with adults aged 18 or over. Data are weighted to reflect key demographic characteristics including age, gender, and education of the 2018 online population in that country. Additionally, race/ethnicity has been used for sample balancing in the U.S., UK, South Africa, India, and Brazil. Fieldwork was conducted from July 7-25, 2018.

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The 50 nations measured by the survey are as follows, listed by region:

**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, the UK

**Central/Eastern Europe:** Croatia\*, Czech Republic, Hungary, Poland, Russia, Turkey, Ukraine

**Asia-Pacific:** Australia, China, India, Indonesia, Japan, New Zealand, Singapore, South Korea, Taiwan, Thailand

**Latin America and the Caribbean:** Argentina, Brazil, Chile, Colombia, Jamaica\*, Mexico, Peru

**Middle East/Africa:** Egypt, Kenya, Nigeria, Qatar, Saudi Arabia, South Africa, United Arab Emirates.

*\*This indicates nations newly added into the NBI in 2018. Two nations (Ecuador and Botswana) were measured in 2017 but not in 2018.*

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## About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

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