



Nairobi, Kenya

30th October 2020

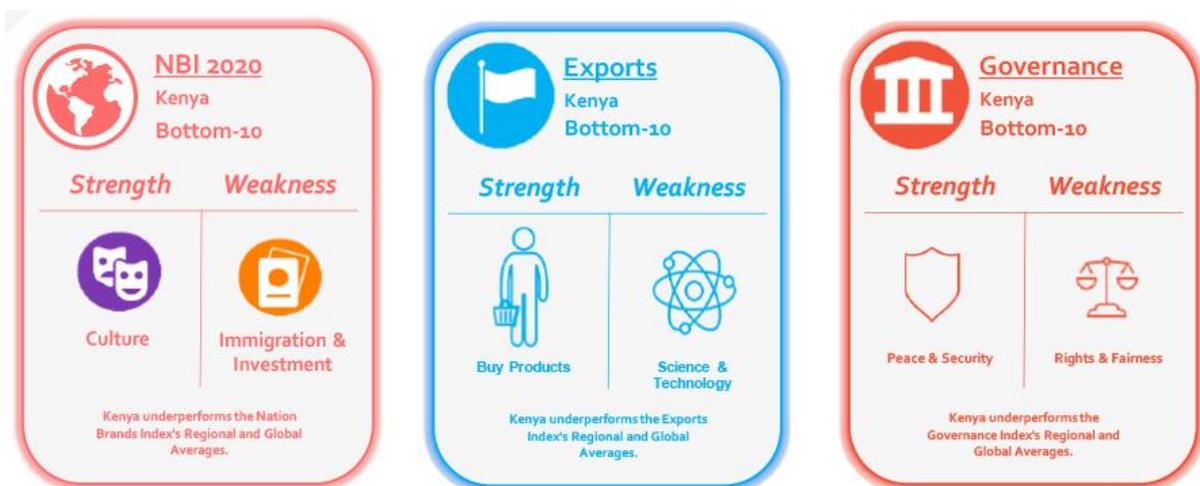
PRESS RELEASE

Kenya ranks in the bottom-10 on the Nation Brands Index ranking

Kenya is placed in position 47 out of 50 on the global Nation Brands Index (NBI) ranking. This year, Kenya's reputational strengths are on the Culture and Tourism categories – driven by positive opinion about its excellence in sports and natural beauty. Conversely, Kenya's relative brand weaknesses are on the Governance and Immigration and Investment categories – particularly in perceptions of rights and fairness in its governance and being a good place to work and live.

The reputational strengths and weaknesses showcase sub-categories in which the 20,000 survey respondents have rated Kenya the best and the worst – against all other 49 countries.

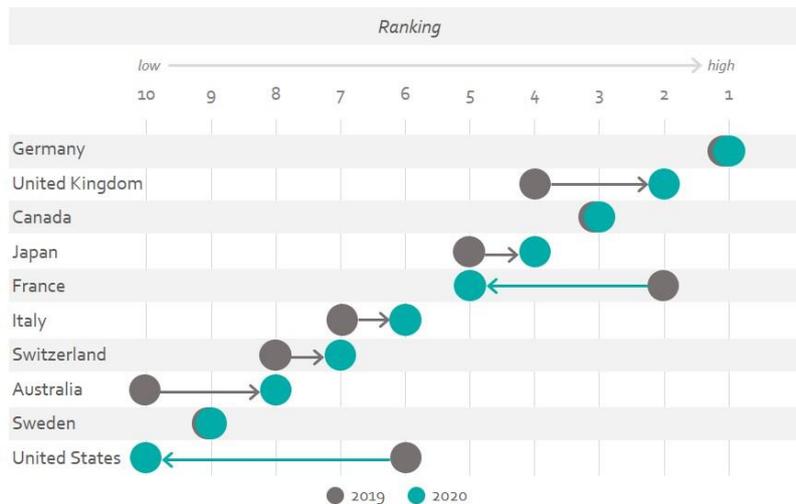
The sub-categories are: Exports, Governance, Culture, People, Tourism, Immigration/ Investment.





2020 is marked by an overall decline in perception of nations' reputations, and the top-10 NBI nations are not immune to this overall negative sentiment. While Germany retains the top position in the 2020 Anholt-Ipsos Nation Brands IndexSM (NBI) for the fourth year in a row, this year is marked by noticeable gains and losses among leaders in the NBI ranking:

- The United Kingdom's ranking jumps from fourth to second place, and Australia advances from 10th to eighth place – a record high for both nations.
- France, which was ranked in second place last year, drops to the fifth spot; and the United States, whose image stabilized in 2019 after plunging to sixth place in 2017 – sees further reputational declines in 2020 falling to 10th place – a record low for both nations.



Germany again ranks #1 out of 50 nations, marking the sixth time Germany tops the NBI list. Germany was the highest-ranked NBI nation in 2008, 2014, 2017, 2018, 2019, and 2020. Germany is just one year away from matching the United States’ record of seven years as the top NBI nation. Germany’s leading advantage is its consistent strengths across multiple reputational categories, particularly: Exports, Immigration and Investment, Culture, and Governance. Global citizens have positive feelings about buying German products, the employability of the German people, and the appeal of investing in German businesses, placing Germany first in all three categories for 2020.

“Not for the first time, this year’s NBI shows that country images are unlikely to be affected by domestic factors: how well or badly a country has managed the pandemic, for example. Why not? Simply because the domestic affairs of most countries have little or no impact on the lives of people outside that country’s own borders. What really does make a difference is the impact a country is perceived to have on the rest of humanity and the planet, whether positive or negative. And since a powerful and positive “brand image” feeds directly into more tourism, more trade, more talent and more investment, such considerations should be right at the top of any government’s economic planning.

The NBI is telling us yet again that if countries want to do well, they need to do good.”

— Simon Anholt

Leadership in Image Sub-Categories



The top-5 ranking for the NBI 2020 **Exports category** remains generally unchanged from 2019, with the exception that Japan rises to first place and the United States falls to second. Germany, the United Kingdom, and Canada round out the list of top-5 nations - in the exact same rank order as last year.

The top-5 ranking for the NBI 2020 **Governance category** remains virtually unchanged since 2019. Canada, Switzerland, Sweden, and Germany compose the top-4 nations – in the exact same order as last year; however, NBI 2020 marks New Zealand’s debut in the Governance category’s top-5. New Zealand’s Governance ranking improves from ninth place in 2019 to fifth place in 2020, consequently replacing Norway on this list.

The top-5 ranking for the NBI 2020 **Culture category** sees some noticeable re-organization in 2020. Italy improves from third place in 2019 to first place in 2020. The United Kingdom improves from fifth place to third place while France falls from first place to second place and the United States falls from second place to fifth place. Germany’s fourth place ranking on this category remains unchanged from last year.

The top-5 ranking for the NBI 2020 **People category** sees some minor changes from 2019. The composition and ranking of the top-3 nations – Canada, Australia, and Italy – remains unchanged. However, the United Kingdom makes its appearance in the top-5 of category after improving from seventh place in 2019 to fourth place in 2020 and replacing Switzerland; and New Zealand makes its debut in the top-5, after improving from ninth place last year to fifth place, replacing Sweden.

The top-5 ranking for the NBI 2020 **Tourism category** sees some slight reconfiguration in 2020. Italy and France remain at the top of the list. The United Kingdom improves from fourth place in 2019 to third place this year, and consequently Spain falls from third place



last year to fourth place in 2020. Greece re-enters the top-5 for the first time since 2018, ranking in 5th place - replacing the United States.

The top-5 ranking for the NBI 2020 **Immigration and Investment category** remains largely unchanged. Canada, Germany, Switzerland, and the United Kingdom retain the same rank from last year. Sweden makes its debut in the top-5 at number five, after improving from sixth place and replacing the United States – marking the first time the United States has ever fallen out of the top-5 on this reputational category.

The Nation Brands Index

The Nation Brands Index (NBI) was designed and launched by Simon Anholt in 2005. Since 1998, he has advised the presidents, prime ministers and governments of 56 countries, helping them to engage more imaginatively and effectively with the international community. He is recognized as the world's leading authority on national image.

Definition of sub-categories:

NBISM measures the power and appeal of each country's "brand image" by examining six dimensions of national competence. Together, these dimensions make up the Nation Brand Hexagon®.

Exports: This is what marketers call the "country of origin effect" – whether knowing where the product is made increases or decreases people's likelihood of purchasing it, whether a country has particular strengths in science and technology, and whether it has creative energy. Perceived associations with particular industries round out that country's image in this space.

Governance: This aspect incorporates perceived competency and honesty of government, respect for citizens' rights and fair treatment, as well as global behavior in the areas of international peace and security, environmental protection and world poverty reduction. Respondents also select one adjective that best describes the government in each country.

Culture: Cultural aspects measured are perceptions of a country's heritage, its contemporary cultural "vibes" from music, films, art and literature, as well as the country's excellence in sports. Various cultural activities are presented to the respondents to gauge their strongest images of a country's cultural "product."

People: The general assessment of people's friendliness is measured by whether respondents would feel welcome when visiting the country. Additionally, we measure the appeal of the people on a personal level – whether respondents want to have a close friend



from that country – as well as human resources on a professional level, that is, how willing respondents would be to hire a well-qualified person from that country. Respondents are also asked to select adjectives out of a list to describe the predominant images they have of the people in each country.

Tourism: Respondents rate a country’s tourism appeal in three major areas: natural beauty, historic buildings and monuments, and vibrant city life and urban attractions. Tourism potential is also asked: how likely they would be to visit a country if money is no object and the likely experience represented by adjectives such as romantic, stressful and spiritual.

Immigration and Investment: Lastly, a country’s power to attract talent and capital is measured not only by whether people would consider studying, working and living in that country but also by the country’s economic prosperity, equal opportunity and ultimately the perception that it is a place with a high quality of life. The country’s economic and business conditions – whether stagnant, declining, developing or forward-thinking – complete the measurement in this space.

The NBISM score is an average of the scores from the six indices mentioned above. There are between three and five ratings questions for each of the indices. Ratings are based on a scale from 1 to 7 with 7 being the highest and best, 1 being the lowest and worst, and 4 being the middle position which is neither positive nor negative. Each hexagon point also has a word choice question which helps enrich the understanding of the properties of a nation’s image.

Technical note

About the Study

For the Anholt-Ipsos Nation Brands Index (NBI), we conducted 20,019 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 2019 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 7th through August 31st, 2020**.

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

- **North America:** Canada, the United States



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

For further clarification or comments, please contact:

Hilda Kiritu
Director, Public Affairs
Hilda.Kiritu@ipsos.com

Uri Farkas
Account Manager, Corporate Reputation
Uri.Farkas@ipsos.com