



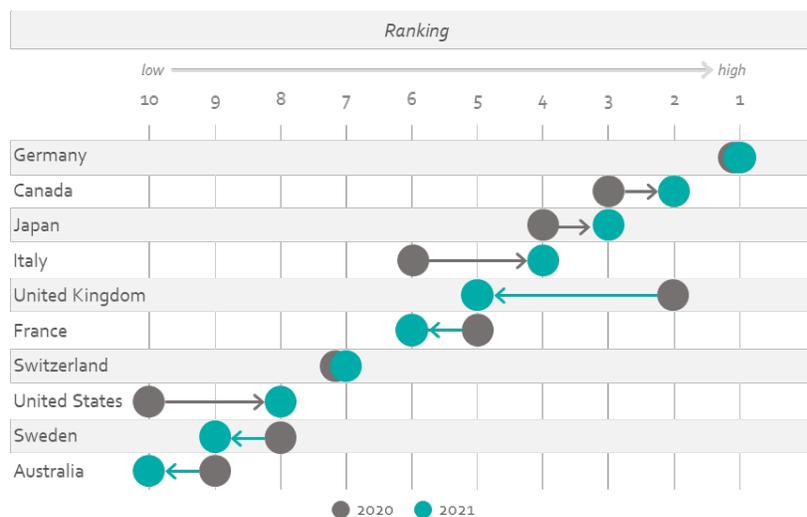
PRESS RELEASE

GERMANY MAINTAINS TOP “NATION BRAND” RANKING, CANADA AND JAPAN OVERTAKE THE UNITED KINGDOM TO ROUND OUT THE TOP THREE

2021 Anholt-Ipsos Nation Brands Index: Canada and Japan overtake the U.K. to round out the top three; U.S. sees reputational gains from 2020

New York, October 19, 2021 – 2021 is marked by overall more positive perceptions, and some top-10 NBI nations are benefiting from the movement, as the softening of Anholt-Ipsos Nation Brands IndexSM (NBI) scores across all countries witnessed in 2020 is reversed. Germany retains its top position in the 2021 Anholt-Ipsos Nation Brands IndexSM (NBI) for the fifth year in a row, but there have been some gains and losses among the top-10 rankings:

- Italy’s ranking jumps from sixth to fourth, and the United States advances from 10th to eighth.
- The United Kingdom, which was ranked in second place last year, drops to fifth; France, Sweden, and Australia all drop one spot.



Germany Preserves its Top Ranking in Overall NBI

Germany ranks in first place out of 60 countries on the Nation Brands Index, for the seventh time overall and fifth year in a row. Germany is the highest ranked NBI nation in 2008, 2014, 2017, 2018, 2019, 2020, and 2021. With another first place ranking this year, Germany has now tied the United States’ record of seven years as the top NBI nation. Germany’s reputational strengths lie on the Exports, Immigration and Investment, Governance, and Culture categories. Global respondents feel particularly positive about buying German products, the appeal of investing in German businesses, the employability of German

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people, the German government's work to fight poverty, and exceling in sports, placing Germany in the top-two in all five categories in 2021.

Canada's Top Marks on Governance, People, and Immigration and Investment

For the past couple of years, Canada has rounded out the top three, landing in third place. NBI 2021 is the first time that Canada has moved up to second place. First place rankings on the Governance, People, and Immigration and Investment indices, as well as relatively steady rankings on Exports, Tourism, and Culture contributed to Canada's record ranking in 2021.

The United Kingdom's Ranking Declines

The United Kingdom's reputation remains positive overall, even though its ranking fell from second to fifth in 2021. The United Kingdom's reputational strengths are on Exports, Culture, and Immigration and Investment – largely driven by positive perceptions of the UK's contributions to science and technology, its sports and contemporary culture, and strong educational qualifications. Conversely, the United Kingdom's relative reputation weaknesses are on People and Governance – notably on the perceptions of the welcoming nature of its people and protecting the environment.

The United States Reputation Slowly Recovers

The United States had one of the most notable declines on overall NBI in 2020, dropping from sixth in 2019 to 10th. Its fall was triggered by sharp decreases on Governance, Tourism, and Immigration and Investment. A year later, despite the pandemic still being very much prevalent in the U.S., a wide political divide in society, and persistent vaccine hesitancy, the United States reputation has begun to rebound and improved on each of these categories.

Japan and Italy Climb in Ranking

Japan and Italy are two nations in the top 10 with noteworthy improvements on the overall NBI rank. Japan makes its debut in the top three for the first time since 2018 and has climbed from fourth in 2020 to third this year with positive perceptions on Exports, Tourism, Culture, and People. Italy advances from sixth to fourth place with strong opinions on its Culture, Tourism, and People.

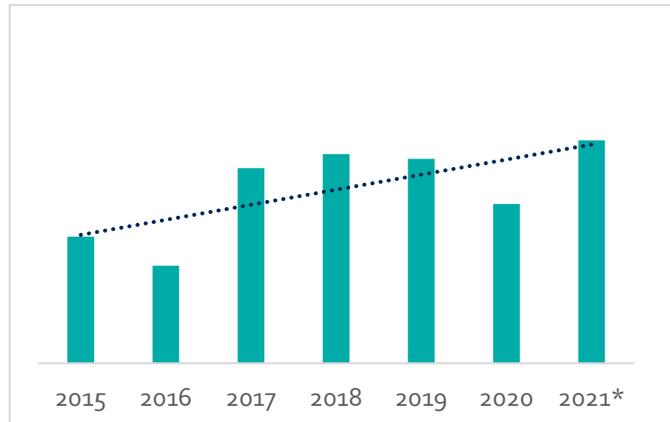
Desire to Visit Increases

The overall intensity in desire to visit countries around the world – if money was no object – has grown over time. A longitudinal analysis of 50 Nation Brands Index (NBI) countries between 2015 and 2020, and 60 measured nations in 2021, demonstrates how desire to travel declined between 2015-2016, increased between 2016-2018, only to decline again between 2018-2020. However, in 2021, levels of desire to visit have increased to its highest point.





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*2021 Average includes 60 nations

All 60 NBI Nations Scores and Rankings

For the first time in Nation Brands Index history, the full list of nations rankings and scores is published to provide sufficient context for potential movement with the addition of 10 new countries. The global sample size has expanded from 20,000 interviews per year to 60,000 interviews per year. Within each panel country, this corresponds to an increased sample from 1,000 interviews to 3,000 interviews. The number of measured nations has also expanded, with 60 nations being measured in 2021, up from 50 in previous years. Even with these improvements, we retained methodological consistency with previous years to allow for consistent trending capabilities, new opportunities for comparative assessments, and depth of analysis.

How did your country rank?

2020 Rank*	2021 Rank	NBI	2020 Score*	2021 Score
1	1	Germany	69.12	71.06
3	2	Canada	67.86	70.64
4	3	Japan	67.81	70.52
6	4	Italy	67.11	70.23
2	5	United Kingdom	68.15	70.08
5	6	France	67.59	70.00
7	7	Switzerland	66.68	69.76
10	8	United States	65.67	69.67
8	9	Sweden	65.83	69.04
9	10	Australia	65.76	68.55
11	11	Spain	64.91	67.87
14	12	Norway	64.06	67.50
13	13	Netherlands	64.09	66.61

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12	14	New Zealand	64.13	66.58
16	15	Finland	62.62	66.15
15	16	Austria	62.62	66.11
17	17	Scotland	62.60	65.79
19	18	Belgium	61.52	64.85
18	19	Ireland	61.70	64.79
-	20	Iceland	-	63.92
20	21	Greece	60.42	63.88
21	22	Wales	59.78	62.50
23	23	South Korea	58.51	61.50
22	24	Northern Ireland	59.16	61.27
24	25	Singapore	58.07	60.82
25	26	Poland	57.27	59.50
26	27	Russia	56.80	59.06
29	28	Brazil	56.16	58.88
28	29	Argentina	56.37	58.84
27	30	Czech Republic	56.52	58.72
35	31	China	54.00	57.93
30	32	Hungary	55.82	57.79
32	33	Taiwan	55.14	57.78
31	34	Thailand	55.34	57.46
33	35	Mexico	54.90	57.45
36	36	Egypt	53.92	56.88
-	37	Slovakia	-	56.83
37	38	Turkey	53.87	56.38
39	39	Chile	53.32	55.90
34	40	India	54.03	55.57
38	40	Peru	53.44	55.57
-	42	Morocco	-	55.13
41	43	Indonesia	52.70	54.87
40	44	South Africa	53.18	54.84
42	45	United Arab Emirates	52.30	54.77
-	45	Latvia	-	54.77
-	47	Israel	-	54.11
43	48	Ukraine	52.14	54.00
-	49	Dominican Republic	-	53.82
46	50	Qatar	50.25	53.52
44	51	Panama	51.21	53.17

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45	52	Colombia	51.15	52.91
-	53	Ecuador	-	52.83
-	54	Mongolia	-	52.23
47	55	Saudi Arabia	49.19	51.74
48	56	Kenya	49.11	51.52
-	57	Tanzania	-	50.99
49	58	Botswana	48.26	49.86
50	59	Nigeria	47.37	48.23
-	60	Palestine	-	46.73

**2020 NBI Index Scores and Ranks reflect a correction to the scores released in the 2020 Anholt-Ipsos NBI press release. 2020 scores and ranks were erroneously calculated using 22 panel country results as opposed to 20 panel countries for consistency in tracking. This correction results in minor score changes of less than 1 point, as well as select ranking adjustments.*

For more information on this news release, please contact:

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About the Study

The Anholt-Ipsos Nation Brands Index (NBI), collects over 60,000 interviews online in 20 panel countries with adults aged 18 or over each year. Data are weighted to reflect key demographic characteristics including age and gender. Fieldwork was conducted from July through August.

The nations measured in 2021 are as follows, listed by region:

North America: Canada, the United States

Western Europe: Austria, Belgium, Finland, France, Germany, Greece, Iceland, Ireland, Italy, the Netherlands, Northern Ireland, Norway, Scotland, Spain, Sweden, Switzerland, the United Kingdom, Wales

Central/Eastern Europe: Czech Republic, Hungary, Latvia, Poland, Russia, Slovakia, Turkey, Ukraine

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





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Latin America and the Caribbean: Argentina, Brazil, Chile, Colombia, Dominican Republic, Ecuador, Mexico, Panama, Peru

Middle East/Africa: Botswana, Egypt, Israel, Kenya, Morocco, Nigeria, Palestine, Qatar, Saudi Arabia, South Africa, Tanzania, United Arab Emirates

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About Simon Anholt

Simon Anholt designed and launched the Nation Brands Index in 2005. Since 1998, he has advised the presidents, prime ministers and governments of 63 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. Professor Anholt also publishes the Good Country Index, a survey that ranks countries on their contribution to humanity and the planet, and is Founder-Editor Emeritus of the Journal of Place Branding and Public Diplomacy. He was previously Vice-Chair of the UK Foreign Office Public Diplomacy Board. Anholt's TED talk launching the Good Country Index has received 12 million views, and is the all-time most viewed TED talk on 'governance'. He has written six books about countries, cultures and globalization and is an honorary Professor of Political Science at the University of East Anglia. His latest book, The Good Country Equation, was published in August 2020.

