

## The Anholt Nation Brands Index Q2 2007

### SPECIAL REPORT



Appeal and visibility tend to go together in national image. Countries that are not well known are not usually viewed very positively. Ireland and Norway, for example, may be two of the world's richest and most successful nations per capita – richer than the UK – but few people know enough about them to see them in very positive brand terms. In the second quarter of 2007, Ireland and Norway were ranked 16th and 14th respectively, compared with the UK's pole position, as the results table reveals.

The opposite is not always true: large, powerful nations such as the USA and China can attract negative perceptions, but the better known a country is, the more people are able to differentiate between the positive and negative aspects of its brand image.

On the whole, people are most attracted to countries that project themselves strongly with clear, consistent messages about qualities that people value, such as competent government, friendly people and economic opportunity.

### Overall Q2 2007 Ranking

Rank	Country
1	UK
2	Germany
3	France
4	Canada
5	Switzerland
6	Sweden
7	Italy
8	Australia
9	Japan
10	United States
11	Netherlands
12	Spain
13	Denmark
14	Norway
15	New Zealand
16	Ireland
17	Greece
18	Belgium
19	Wales
20	Portugal
21	Brazil
22	Russia
23	China
24	Argentina
25	Hungary
26	Czech Republic
27	Singapore
28	Poland
29	Mexico
30	Egypt
31	India
32	South Korea
33	South Africa
34	Turkey
35	Malaysia
36	Estonia
37	Israel
38	Indonesia