

2008 Anholt-GfK Roper Nation Brands IndexSM Report Highlights

INTRODUCTION

The way a country is perceived can make a critical difference to the success of its business, trade and tourism efforts, as well as its diplomatic and cultural relations with other nations.

Simon Anholt and GfK Roper Public Affairs and Media are pleased to bring you The 2008 Anholt-GfK Roper Nation Brands IndexSM (NBISM) Report Highlights. The Anholt-GfK Roper Nation Brands IndexSM represents a unique collaboration combining the heritage and authority of GfK Roper's three-quarters of a century of experience in public affairs research with the expertise of Simon Anholt to offer a unique barometer of global opinion.

Since 1996, when he coined the term 'nation branding' and gave birth to this important new field, Simon Anholt has been helping governments plan the policies, strategies, investments and innovations which lead their country towards an improved profile and reputation. Anholt developed the Nation Brands Index[®] in 2005 as a way to measure the image and reputation of the world's nations, and to track their profiles as they rise or fall. In 2008, Simon Anholt entered a partnership with GfK Roper Public Affairs & Media to offer the Anholt-GfK Roper Nation Brands IndexSM – an expanded Nation Brands Index[®] providing governments and their agencies with a one-of-a-kind resource for actionable insights needed to more effectively manage a country's reputation.

THE ANHOLT-GFK ROPER NATION BRANDS INDEXSM

Conducted annually with GfK Roper beginning spring 2008, the Anholt-GfK Roper Nation Brands IndexSM measures the image of 50 nations. Each year, a total of 20,000 adults ages 18 and up are interviewed in 20 core panel countries.

The Anholt-GfK Roper Nation Brands IndexSM 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, and whether a country has particular strengths in science and technology, and has creative energy. A perceived association with particular industries rounds 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 respondents to gauge their strongest image of a country's cultural "product".

People. The general assessment of a 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 one adjective out of a list to describe the predominant image 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, spiritual, etc.

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 3 and 5 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.



2008 NBISM SURVEY METHODOLOGY

The 2008 NBISM survey is conducted in 20 major developed and developing countries that play important and diverse roles in international relations, trade and the flow of business, cultural, and tourism activities. Given the increasing global role played by developing countries, the survey strives to represent regional balance as well as the balance between high-income and middle-income countries. The core 20 panel countries are:

Western Europe/North America: U.S., Canada, U.K., Germany, France, Italy, Sweden

Central and Eastern Europe: Russia, Poland, Turkey

Asia-Pacific: Japan, China, India, South Korea, Australia

Latin America: Argentina, Brazil, Mexico

Middle East/Africa: Egypt, South Africa

In all, 20,157 interviews have been conducted with approximately 1,000 interviews per country for the 2008 NBISM Survey. Adults age 18 or over who are online are interviewed in each country. Using the most up-to-date online population parameters, the achieved sample in each country has been weighted to reflect key demographic characteristics such as age, gender, and education of the 2008 online population in that country. Additionally, in the United States, South Africa, India and Brazil, race/ethnicity has been used for sample balancing. The report reflects the views and opinions of online populations in these 20 countries -- citizens who are connected to the world.

The NBISM measures the image of 50 nations. In each panel country except Egypt and Turkey, the list of 50 nations is randomly assigned to respondents, each of whom rates 25 nations, resulting in each nation getting approximately 500 ratings per panel country. In Egypt and Turkey, where respondents are not as familiar and experienced with online surveys, survey length was reduced, resulting in each nation getting approximately 250 and 400 ratings respectively.

The list of 50 nations is based on the political and economic importance of the nations in global geopolitics and the flow of trade, businesses, people, and tourism activities. Regional representation and, to some extent, the diversity of political and economic systems are taken into consideration to make the study truly global. NBISM subscription members' interests are also reflected in the selection of the countries.



The list of 50 nations is as follows, listed by region:

North America: U.S., Canada

Western Europe: U.K., Germany, France, Italy, Spain, Ireland, Scotland, Sweden, Denmark, Norway, Iceland, the Netherlands, Belgium, Switzerland, Finland, Austria

Central/Eastern Europe: Russia, Poland, Czech Republic, Estonia, Lithuania, Hungary, Turkey, Romania

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

Latin America: Argentina, Brazil, Mexico, Chile, Ecuador, Peru, Cuba

Middle East/Africa: United Arab Emirates, Iran, Egypt, Saudi Arabia, South Africa, Nigeria

2008 GLOBAL INDEX

According to the 2008 NBI global rankings, Germany is viewed as the best overall “brand”, receiving the highest ranking of the 50 nations measured. The United States ranks seventh overall behind Germany, France, U.K., Canada, Japan and Italy, respectively. Familiarity-wise, the U.S. comes out on top: a majority, (91%) have at least some knowledge of the U.S. in general.

Nation Brand Index Ranking			
1	Germany	26	Mexico
2	France	27	India
3	United Kingdom	28	Hungary (tie)
4	Canada	28	China (tie)
5	Japan	30	Poland
6	Italy	31	Czech Republic (tie)
7	United States	31	Egypt (tie)
8	Switzerland	33	South Korea
9	Australia	34	Thailand
10	Sweden	35	Taiwan
11	Spain	36	Turkey
12	Netherlands	37	South Africa
13	Norway (tie)	38	Chile (tie)



13	Austria (tie)	38	Malaysia (tie)
15	Denmark	40	Peru
16	Scotland	41	Romania
17	New Zealand	42	Lithuania
18	Finland	43	Indonesia
19	Ireland	44	Estonia (tie)
20	Belgium	44	United Arab Emirates (tie)
21	Brazil	46	Cuba (tie)
22	Russia	46	Ecuador (tie)
23	Iceland	48	Saudi Arabia
24	Singapore (tie)	49	Nigeria
24	Argentina (tie)	50	Iran

“The NBI is a report card for countries, measuring the world’s perception of each nation as if it were a public brand,” explains Simon Anholt, creator of the NBI. “Within the top 10 most positively perceived countries, the ranking reveals a strong correlation between a nation’s overall brand and its economic status.”

Adds Xiaoyan Zhao, Senior Vice President and director of the NBI study at GfK Roper Public Affairs and Media, “Much as a commercial brand relies on a favorable public opinion to sell products, countries depend on their reputation and image to bring in tourists, business, investment and other facets important to a nation’s financial strength and its international standing.”

Following are the top ranked countries in each category, as well as two additional countries with noteworthy positions on the list:

2008 EXPORTS INDEX

The world’s three largest economies, Japan, the United States, and Germany are comfortably situated in the top three spots for the exports dimension. These top countries constitute 1st-3rd place across each of the exports dimension concepts: contribution to science and



technology, “value-add” country of origin, and cutting edge ideas. The largest developing country China finds itself in the middle of the exports rankings despite having a top 10 Net GDP. China is seen both as having made major contributions to science and technology and as a place with new ways of thinking, but the widely reported consumer product defects last

Exports Brand Ranking	
1	Japan
2	United States
3	Germany
21	China
50	Nigeria

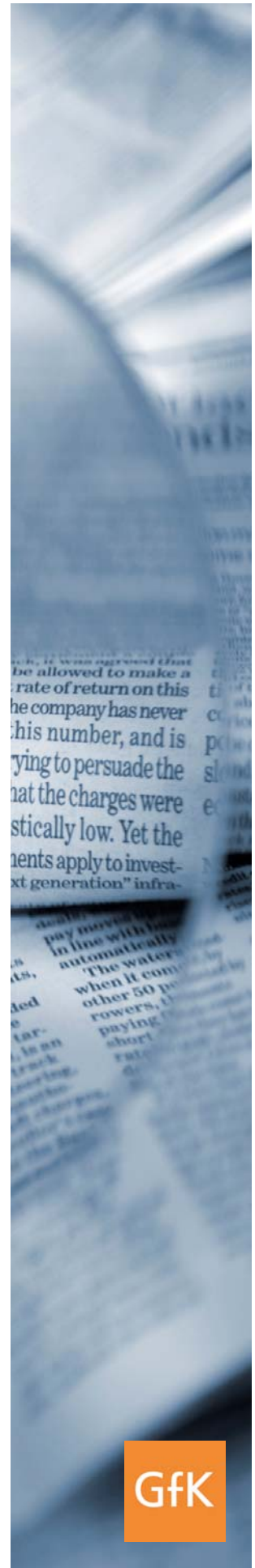
year have handed China a near last 47th place finish for the reputation of its exports. As a result, China only earns a 21st position in the exports dimension, albeit still one of the highest ranks among developing countries. Nigeria, a large oil producing country yet to be fully integrated in the global economy, ranks last for exports, just behind Iran.

2008 GOVERNANCE INDEX

For the Governance point of the hexagon, small and medium sized Western democracies such as Switzerland and Sweden perform very well. In contrast, the U.S., China, and Russia, global powerhouses championing competing political economic models and contentious world views, all have considerably lower ranks on the governance dimension, compared to their performance on other dimensions such as exports or culture. The United States for

Governance Brand Ranking	
1	Switzerland
2	Canada
3	Sweden
22	United States
50	Iran

example sits in the 22nd position, heavily weighted down by its performance in the international areas—ranking 32nd for behaving responsibly regarding international peace and security and ranking 37th for protecting the environment. Iran bottoms out the governance rankings, finishing just below Nigeria, China, and Cuba.



2008 CULTURE INDEX

The top countries on the culture index are large Western European countries that do well on all three questions. France, Italy, and the United Kingdom all have relatively balanced cultural brands that span sport, cultural heritage, and contemporary culture. Egypt and India, widely known for their ancient civilizations, get their best scores in this dimension, lifted primarily by the “rich cultural heritage” question in which they rank 1st and 6th respectively.

Culture Brand Ranking	
1	France
2	Italy
3	United Kingdom
18	Egypt
20	India

2008 PEOPLE INDEX

Canada, Australia, and Italy get the top three spots for the people ranking. Western European countries make up the remainder of the top spots. Russia places low on the people index relative to its overall NBISM rank due largely due to its ranking as 41st as a country where people “would feel welcome”. South Africa’s 34th place is one of its better showings (way of ahead of its governance ranking for example) and its people ranking puts it above all other African and Middle Eastern countries as well as several Latin American, Eastern European, and Asian countries.

People Brand Ranking	
1	Canada
2	Australia
3	Italy
31	Russia
34	South Africa

2008 TOURISM INDEX

The big three European Mediterranean countries, Italy, France, and Spain, do the best in the tourism dimension. These countries, which rank in the top ten for all four tourism questions, feature a variety of widely popular destinations. Aside from this top group, most countries get by with tourism industries that are characterized by one or two strong areas. Brazil, for example, is carried to a ranking in the top third of countries by very positive opinions of its natural beauty and vibrant city life. Another example, Turkey’s tourism brand rests primarily on the country’s reputation for having historic buildings and monuments.

Tourism Brand Ranking	
1	Italy
2	France
3	Spain
13	Brazil
31	Turkey



2008 IMMIGRATION/INVESTMENT INDEX

Canada gets the top spot in the immigration/investment Index, ranking in the top 4 for each of the component questions and first for quality of life. Canada’s leading status in the immigration/investment hexagon dimension is not surprising given that it has a relatively liberal immigration policy and the world’s highest rate of per capita immigration. Following Canada, the top three is rounded out

Immigration/Investment Brand Ranking	
1	Canada
2	United Kingdom*
2	United States*
10	Japan
29	United Arab Emirates
*tied	

by two more English speaking countries with strong economic opportunities. Japan, whose aging population makes the liberalization of immigration policy a necessity, ranks 10th for its immigration/investment brand, one of the lowest of its hexagon dimension rankings. The United Arab Emirates, which has been aggressively courting Western educators and experts, hits its highest mark of all six NBI hexagons ranking 29th for this dimension, led by its 22nd place ranking for quality of life and 20th place ranking for having promising businesses.

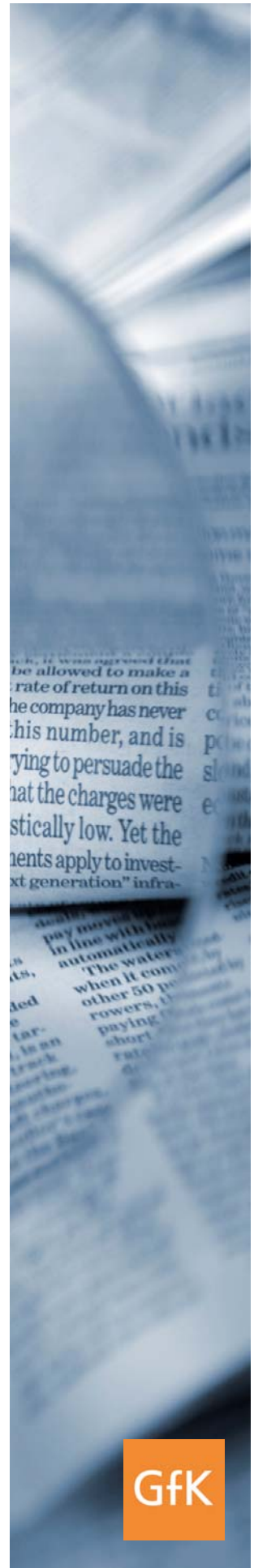
GfK and Anholt are currently conducting research for the Anholt-GfK Roper City Brands IndexSM which will be available winter 2008. For more information, please visit www.gfkamerica.com and/or www.simonanholt.com.

ABOUT GfK ROPER PUBLIC AFFAIRS & MEDIA

GfK Roper Public Affairs & Media is a division of GfK Custom Research North America. The division specializes in customized public opinion polling, media & communications research, and corporate reputation measurement -- in the US and globally. In addition to delivering a broad range of customized research studies, GfK Roper Public Affairs & Media draws from GfK’s syndicated consumer tracking services, GfK Roper Reports® US and GfK Roper Reports® Worldwide, which monitor consumer values, beliefs, attitudes and behaviors in the US and more than 25 other countries.

ABOUT GfK CUSTOM RESEARCH NORTH AMERICA

Headquartered in New York, GfK Custom Research North America is part of the GfK Group (www.gfk.com). The GfK Group is the No. 4 market research organization worldwide. Its



activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering over 100 countries. Of a total of 9,457 employees (as of June 30, 2008), 81.6% are based outside Germany. For further information, visit our website: www.gfkamerica.com

ABOUT SIMON ANHOLT

Simon Anholt is recognized as the world's leading authority on the branding of countries, regions and cities. He is a member of the UK Government's Public Diplomacy Board, and works as an independent advisor to around 20 other national, regional and city governments on brand strategy and public diplomacy. Anholt developed the concept of the Nation Brands Index in 2005. He is founding editor of the quarterly journal, *Place Branding and Public Diplomacy*, and the author of *Brand New Justice*, *Brand America* and *Competitive Identity - the New Brand Management for Nations, Cities and Regions*.

FOR MORE INFORMATION

Full copies of the 2008 Anholt-GfK Roper Nation Brands IndexSM (NBI) report, customized by country, are available for purchase through GfK Roper Public Affairs & Media. To order, contact Laura Latshaw at (610) 356-3033 or Laura.Latshaw@gfk.com.

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