

**Thumbnail Image:**



Oct 21, 2021 by [Nicholas J. Cull](#), [Simon Anholt](#)

## People, Places, Power - Episode 15: Oh, Canada! <sup>[1]</sup>

**Note from the CPD Blog Manager:** *This post features the podcast People, Places, Power co-hosted by CPD Faculty Fellow [Nicholas J. Cull](#) and Good Country Index founder [Simon Anholt](#). The podcast is produced by Elizabeth Islas USC M.A. Candidate of Specialized Journalism (2021), and features Cull and Anholt in weekly discussion on international reputation, foreign policy and related issues along the way. Future episodes will cover technology, place branding, specific nations and more.*

*Previously: [Ep. 1: Biden's America](#) | [Ep. 2: Brexit Britain](#) | [Ep. 3: In Search of the Good Leader](#) | [Ep. 4: The European Union](#) | [Ep. 5: What Price Monarchy?](#) | [Ep. 6: Cities and International Image](#) | [Ep. 7: Mega Events? Buyer Beware.](#) | [Ep. 8: Germany: From Pariah to Paragon](#) | [Ep. 9: Culture: Decorative or Useful?](#) | [Ep. 10: Can Individuals Make a Difference?](#) | [Ep. 11: Migration Nations](#) | [Ep. 12: Credible India?](#) | [Ep. 13: The Bad Image](#) | [Ep. 14: Populism](#)*

## **Episode 15: Oh, Canada!**

This episode probes the realities behind the excellent image of Canada and finds some worrying trends including a tendency for the image to be inversely linked to that of the U.S., to be based on behavior from the past, and to exaggerate strengths in areas where the country could do more. Simon compares the image in the Nation Brands Index with the reality-focused Good Country index where weaknesses are highlighted. Other issues include Canadian city image, indigenous issues and the contribution of Quebec. The result is a reminder that Canada needs to keep focused on delivering on its promise. It can't rest on laurels.