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Jul 08, 2022 by [Nicholas J. Cull](#), [Simon Anholt](#)

## **People, Places, Power | Season 2, Episode 34: The Power of “From:” The Country-of-Origin Effect** <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](#) and features their weekly discussions on international reputation, foreign policy and related issues along the way.

Season 2 launched in May 2022 and covers nation-ranking indices, the impact of COVID-19 on national images, branding indices, transnational issues and much more.

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## **Episode 34: The Power of “From:” The Country-of-Origin Effect**

This episode revisits a key concept in the study of international image: the ‘country-of-origin effect’ by which countries can enhance the value of products made there and vice versa. Simon notes that an estimated one-third of all value in the world is locked in brand value and the desire of some developing countries to develop international brands. He recalls the successful case of Dilmah tea as a Sri Lankan brand. Nick recalls the success of Germany in repositioning its country-of-origin narrative from inexpensive manufactured goods in the late 19th century to its high-quality, well-designed products in the early 20th century and since—a trajectory followed by Japan and now by China. They discuss brands that imply a false origin and recent attempts to protect an image, as when Jamaica objected to Adidas using its national colors on shoes.