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Sep 23, 2022 by [Nicholas J. Cull](#), [Simon Anholt](#)

People, Places, Power | Season 2, Episode 44: Weighing Image Strategies for Low-Income Countries ^[1]

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 44: Weighing Image Strategies for Low-Income Countries

This episode considers the utility of place branding and soft power strategies for countries least developed in these areas. The conversation begins by separating the value of a focused tourism promotion campaign from more general promotion strategies. Simon notes that even a successful tourism campaign can be a liability later, citing the difficulty that Jamaica has had being seen as anything other than a holiday place. Simon and Nick concur that the first step to develop an image must be grounded in research/listening to audiences to discover exactly what the image is. They note the success of some smaller countries in developing specializations that are relevant to international audiences, with the digital work seen in Estonia and Rwanda as good examples. Simon sums up the situation by saying that 'grand strategy is more important than brand strategy' and that the best way to a good image is through a good reality in a relevant field.