

Thumbnail Image:



Jan 10, 2023 by [Nicholas J. Cull](#), [Simon Anholt](#)

People, Places, Power | Season 2, Episode 48: The Nation Brands Index 2022 and Russia's Fall from Grace ^[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. This episode is the season finale.

Season 1: [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](#) | [Ep. 15: Oh, Canada!](#) | [Ep. 16: Digital Disruption: New Technology & Soft Power](#) | [Ep. 17: Japan at the Crossroads](#) | [Ep. 18: Scotland's Next Step](#) | [Ep. 19 Public Diplomacy and Place Branding](#) | [Ep. 20: The Talent Trade: Who's Looking for Einstein?](#) | [Ep. 21: France: Trouble at the Top?](#) | [Ep. 22: Systems and Structures: Organizing Public Diplomacy](#) | [Ep. 23: Trust: The Linchpin of Reputation](#) | [Ep. 24: Nordics: The Saga of Success?](#) | [Ep. 25: The Media: Friends or Foes of Country Image?](#) | [Ep. 26: Israel: Branded by Conflict?](#) | [Ep. 27: Afghanistan](#)

Season 2: [Ep. 28: War in Ukraine](#) | [Ep. 29: Meet the Goodest: The Good Country Index for 2022](#) | [Ep. 30: Issues in the Index: The Nation Brands Index, 2021](#) | [Episode 31: Honest to God: The Image of Religions and other Transnational Groups](#) | [Episode 32: COVID-19, Image, Media and Communication](#) | [Ep. 33: What's in a Name? Renaming Places as a Strategic Gambit](#) | [Ep. 34: The Power of "From:" The Country-of-Origin Effect](#) | [Ep. 35: Northern Ireland Peace and the Challenge of 'Relevance'](#) | [Ep. 36: The Power of Language](#) | [Ep. 37: For the Love of Mexico](#) | [Ep. 38: Of Greenwashing and 'Hipster Nations'](#) | [Ep. 39: Italy: Rising or Falling?](#) | [Ep. 40: Nations and Truth: International Reputation in an Age of Disinformation](#) | [Ep. 41: Visions of Progress and Country Image](#) | [Ep. 42: All About Me? National Images and Personal Identity](#) | [Ep. 43: Britain in Transition: The UK's Image and the New King and Prime Minister](#) | [Ep. 44: Weighing Image Strategies for Low-Income Countries](#) | [Ep. 45: Bridging the Gulf: Reputation and the Gulf States](#) | [Ep. 46: Small is Beautiful? Subnational Places and Image Promotion](#) | [Ep. 47: Africa on the Move? The Prospects for a Better Image](#)

Episode 48: The Verdict? The Nation Brands Index 2022 and Russia's Fall from Grace

In this season finale, Simon and Nick discuss the recently published findings of the 2022 version of the Anholt-Ipsos Nation Brands Index. The most noticeable result is that Russia has fallen from 27th place in 2021 to 58th, a dive unlike any other in the history of the index reflecting the international community's alarm at the invasion of Ukraine. They note that Ukraine has not jumped forward in an analogous way but merely continues to show a gradual improvement in its standing. Simon and Nick discuss these and other features of the new index including the UK dropping out of the top 5, the continuation of Germany in the top spot and the US remaining 8th. Other issues include a decline of interest in traveling to other places in general and an improvement in the image of Israel.