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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.

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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.