



# THE SUNDAY TIMES

## **Terrorists ahead of Vatican in ‘brand recognition’**

The terrorist group Isis has managed to achieve greater prominence than the Vatican, according to a global survey of the brand recognition of countries and organisations, *writes Dipesh Gadhher*.

The organisation, also known as the Islamic State, is ranked 163<sup>rd</sup> out of 212 entries in the WorldPR Global Leadership Ranking 2015. The Vatican is placed at 192. Isis also ranks above Sudan, Kosovo and the British Virgin Islands. France tops the survey, with the UK in 11<sup>th</sup> place.

The rankings are based in part on the number of Google hits, positive and negative, that each entrant garnered in 16 Western countries over a 12-month period. It was based on mentions of “Islamic State”. The inclusion of other names, such as Isis, Isil and Daesh, might result in a higher ranking.

Colleen Graffy, a former US deputy assistant secretary of state for public diplomacy, said it would be better to refer to Isis as Daesh, an Arabic term that the group regards as pejorative.