

# Ukraine's Brand Attributes Tracker

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01/07/2023 – 30/09/2023



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# Methodology

To create this report, BRAND UKRAINE, together with the Looqme media monitoring agency has analysed articles about Ukraine published in world media in July-September 2023 in English, German, French, Spanish, and Italian languages. The number of analyzed sources amounted to 13.6 thousand, and the potential coverage of articles about Ukraine - 4 billion contacts.

We began our analysis by filtering articles published in English to include only those that featured Ukraine's predefined brand attributes. This filtering process was automated through machine coding. Subsequently, we investigated the events and circumstances that led to the mention of Ukraine's brand characteristics in media. ([slides 5-9](#))

Our semantic analysis highlights the most frequently used words in articles about Ukraine, across different languages. ([slides 10-15](#))

The list of the predefined attributes of Ukraine, including words and phrases for coding, can be found in [Appendix](#).

## Highlights

- The general amount of articles about Ukraine kept declining for a second quarter in a row (-16% compared to the 2<sup>nd</sup> quarter of 2023).
- The number of articles mentioning Ukraine's brand attributes dropped by 49%, totaling 64.8 thousand publications.
- Nearly **9% of publications** in English mentioned at least one of the pre-defined **Ukraine's brand attributes** (compared to 14% in the 2<sup>nd</sup> quarter).
- The significant events that brought Ukraine's brand attributes into the media spotlight were the **NATO Vilnius Summit and Ukraine's Independence Day**.
- The "**Nation of Heroes**" **continued to be the most popular brand attribute** from the predefined list, accounting for 32% of all articles featuring brand attributes.
- The attribute related to "**1000-year old history & culture**" experienced **the least decline**. Events that sustained the presence of this attribute in the media encompassed the transition from the Soviet coat of arms to the Ukrainian trident on the Kyiv Motherland monument, the official change of the Christmas celebration date to December 25, and the death of Ukrainian writer Victoria Amelina in a Russian missile attack.

Total number of articles about Ukraine in the world news media:

# 1 033 953

-16,1% (compared to the previous quarter)

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Chart 1: Weekly dynamics of the number of published articles about Ukraine

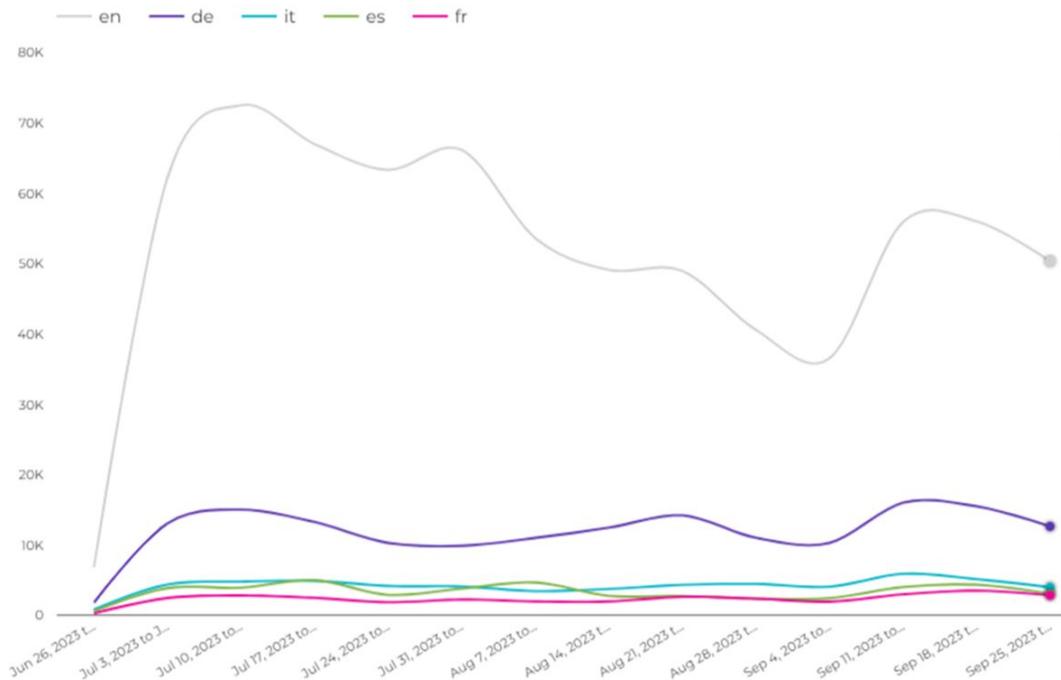
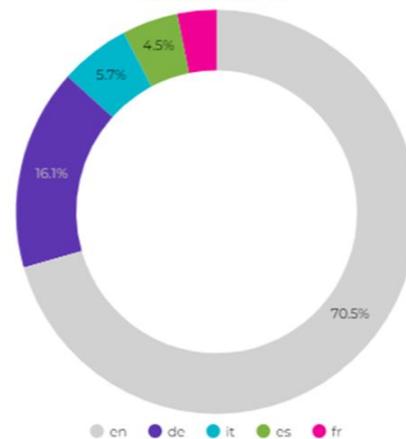


Chart 2: Language distribution of the published articles about Ukraine



● en ● de ● it ● es ● fr

en	729,420	-17.2% ↓
de	166,738	-15.5% ↓
it	58,483	-19.2% ↓
es	46,732	5.9% ↑
fr	32,580	-14.9% ↓

**1,033,953** -16.1% ↓

# + Brand attributes in English texts

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## Brand attributes

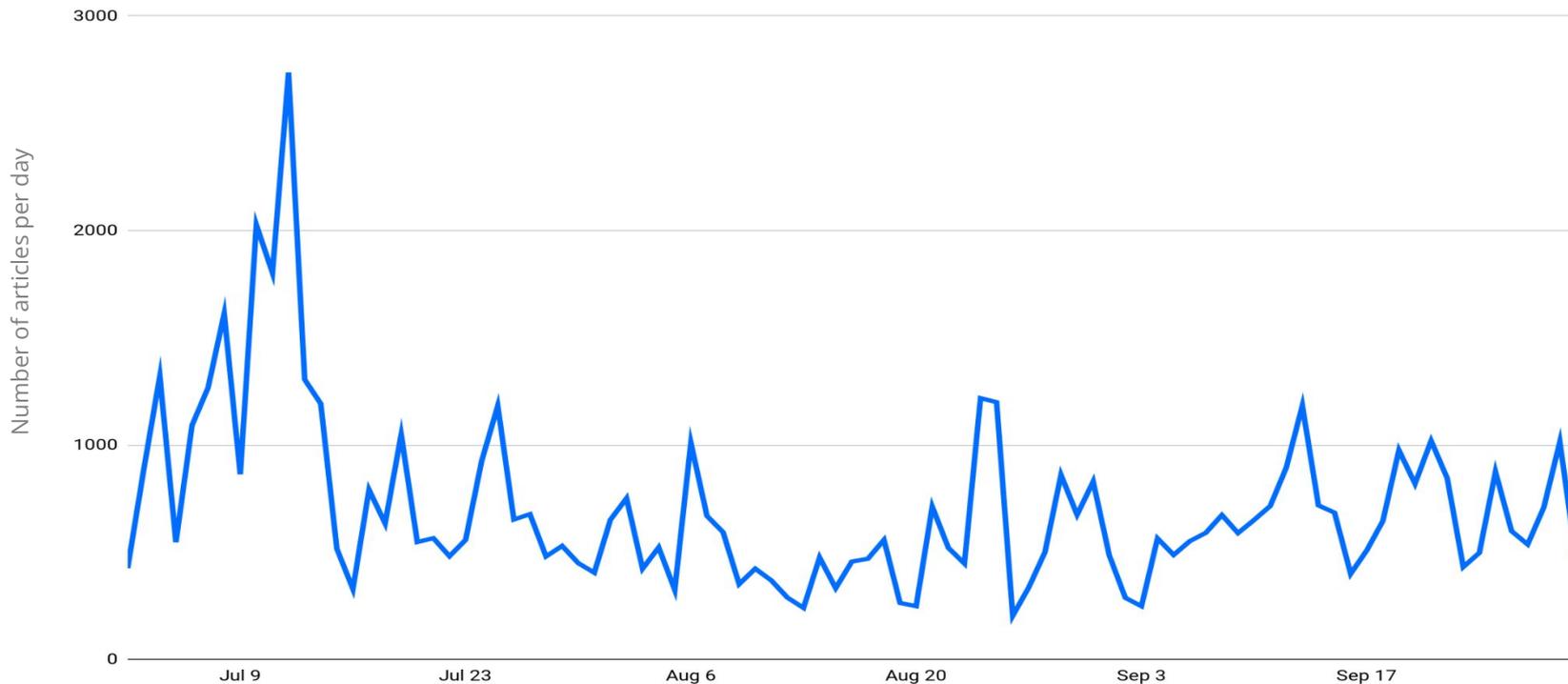
Share of voice %  
3<sup>rd</sup> quarter 2023  
(among all English articles)

Share of voice %  
2<sup>nd</sup> quarter 2023  
(among all English articles)

1. Ukraine is a <b>nation of heroes</b>	2.79%	↓	5.12%
2. Ukraine is a <b>democratic country</b>	1.68%	↓	2.96%
3. Ukraine is a <b>member of the European family</b>	1.28%	↓	1.59%
4. Ukraine is a <b>free nation</b>	1.04%	↓	1.41%
5. Ukraine has <b>thousand-year-old history and culture</b>	1.11%	↓	1.27%
6. Ukrainians are <b>creative people</b>	0.54%	↓	1.31%
7. Ukraine is a <b>tech (IT) country</b>	0.33%	↓	0.77%
8. Ukraine has <b>beautiful nature</b>	0.04%	↓	0.07%
<b>ALL ATTRIBUTES IN TOTAL</b>	<b>8.9%</b>	<b>↓</b>	<b>14.5%</b>

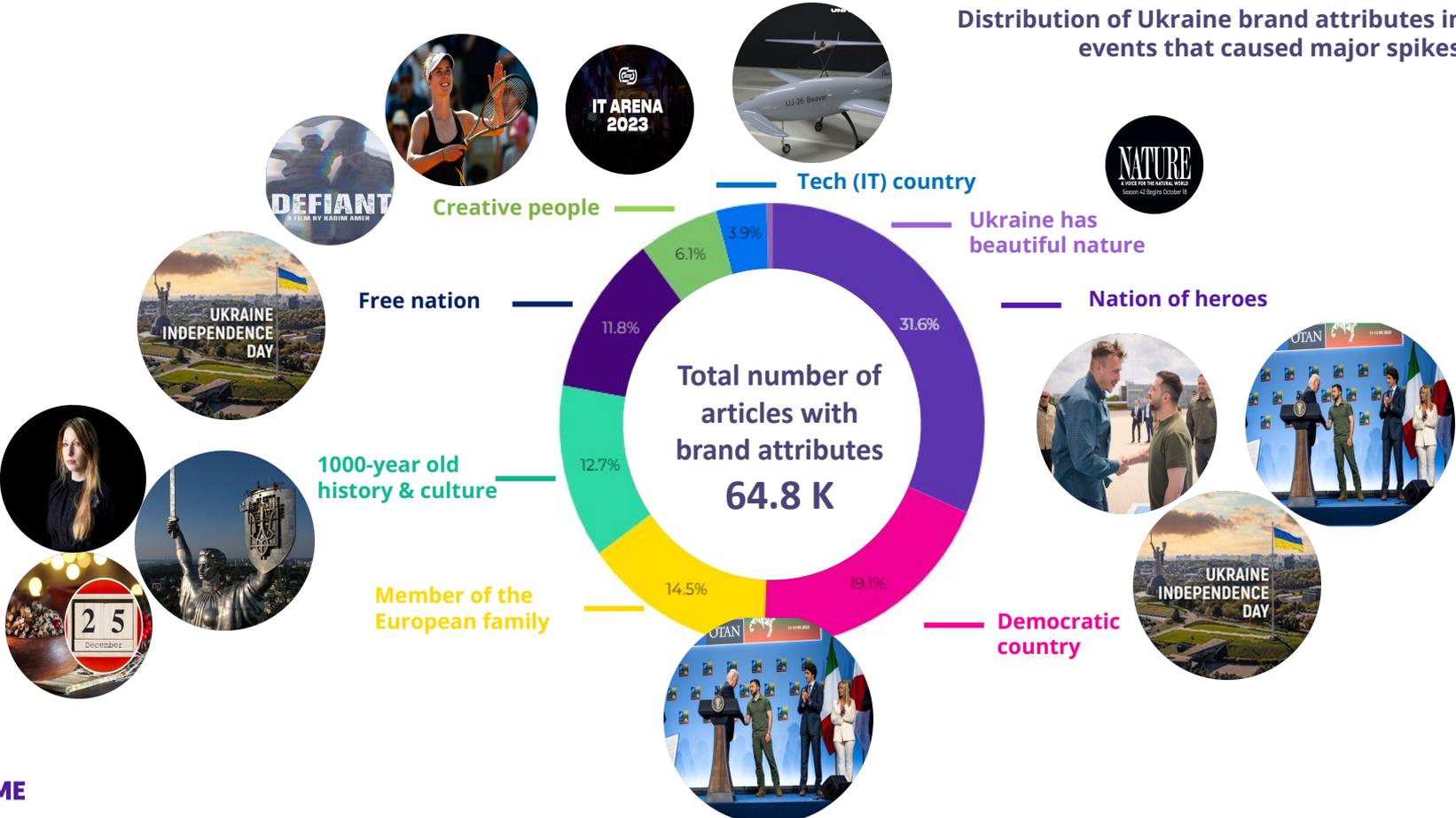
The NATO Vilnius Summit resulted in a significant increase in articles featuring brand attributes

The daily dynamics of the number of articles which contain Ukraine's brand attributes



Major spikes in brand attributes were event-driven

Distribution of Ukraine brand attributes in articles & events that caused major spikes



The events that caused spikes in brand attributes mentions in media

**Nation of heroes**

- Return of Azovstal commanders home
- NATO Vilnius Summit & the question of Ukraine's rightful membership given its courage and sacrifice over the last 18 months
- Ukraine's Independence Day

**Creative people**

- Elina Svitolina's tennis return
- Unveiling IT Arena 2023
- The premiere of the "Defiant" movie at the 2023 Toronto International Film Festival

**Democratic country**

- NATO Vilnius Summit & Ukraine's membership
- Ukraine's Independence Day
- Wavering support for Ukraine among Republicans in US that is dangerous to Ukraine's fight for democracy

**Tech (IT) country**

- Intensifying Ukraine's drone attacks on Russia
- The interview of Mykhailo Fedorov, the Minister of Digital Transformation of Ukraine, to Reuters
- Unveiling IT Arena 2023

**Member of the European family**

- NATO Vilnius Summit & the question of Ukraine's membership

**1000-year old history & culture**

- Olaf Scholz mentioning during the interview that Ukraine already had statehood under USSR
- The Day of Ukrainian Statehood (July 28)
- Ukraine moved the official Christmas holiday to 25 December
- Victoria Amelina, a Ukrainian writer, dies in a Russian missile strike
- The change of a soviet coat of arms for a trident on the Motherland Monument in Kyiv
- Pope Francis' extolling comments about the Russian empire

**Free nation**

- NATO Vilnius Summit & the question of Ukraine's membership
- Ukraine's Independence Day
- Antony Blinken says that the Ukraine military had "already taken back about 50% of what was initially seized"

**Ukraine has beautiful nature**

- Anton Ptushkin's documentary at Nature's 42nd Season on PBS

# Semantic analysis of Ukraine's topic in the world media

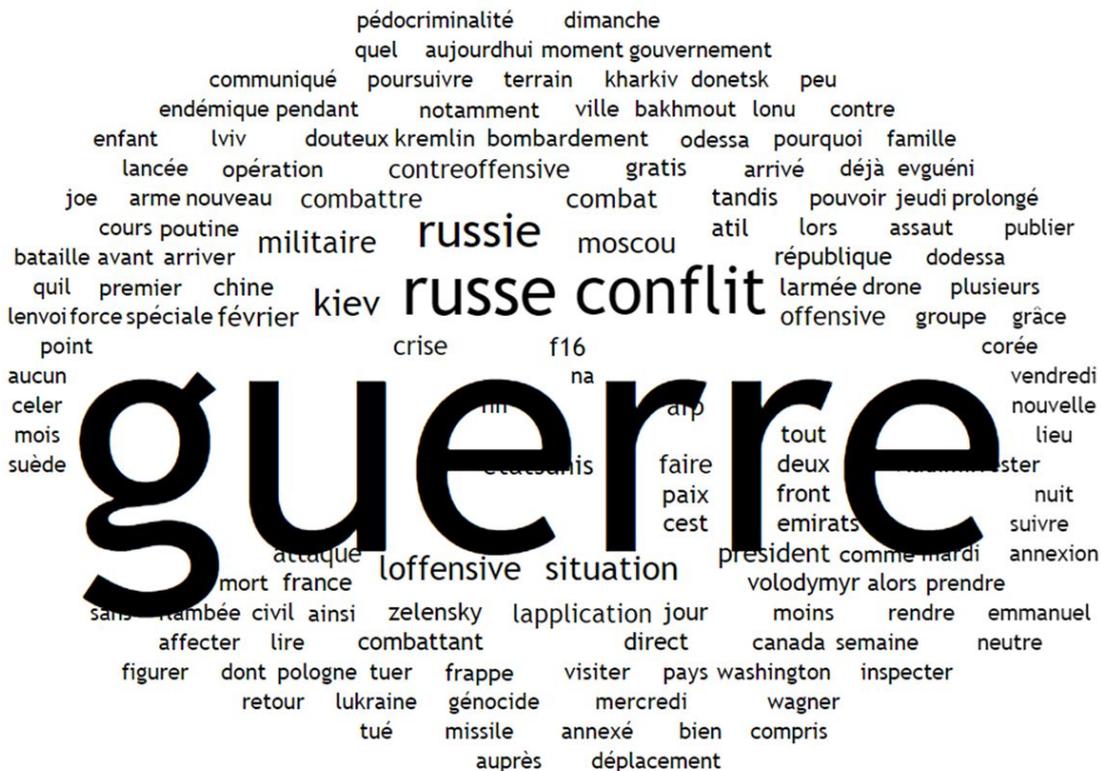
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# French | The most common words in articles about Ukraine



	word	value ▾
1.	guerre	27.97%
2.	russe	4.32%
3.	conflit	4.13%
4.	russe	2.54%
5.	kiev	1.45%
6.	situation	1.2%
7.	l'offensive	1.05%
8.	militaire	0.93%
9.	moscou	0.78%
10.	combat	0.59%
11.	étatsunis	0.58%
12.	février	0.55%
13.	président	0.52%
14.	l'application	0.49%
15.	f16	0.48%
16.	combattre	0.46%
17.	afp	0.46%





# Appendix

The list of the predefined attributes of Ukraine,  
including words and phrases for coding

## Ukraine is nation of heroes

ukraine brave  
 ukraine glory  
 ukraine great  
 powerful country  
 extraordinary courage  
 fight evil  
 inspire ukrainians  
 country brave  
 country powerful  
 ukraine bravely  
 brave country  
 ukraine stand  
 independent sovereign  
 bravery people  
 courage resilience  
 brave people  
 spirit ukraine  
 determine defend  
 bravery defender  
 sovereign nation

ukraine encourage  
 ukraine hero  
 warrior fight  
 beloved country  
 ukraine deserve  
 ukrainian unity  
 heroic defender  
 brave army  
 strong people  
 ukraine survive  
 ukraine facing  
 ukraine inspire  
 fight neonazis  
 ukraine spirit  
 courageous people  
 courageous brave  
 fight protect  
 courage bravery  
 ukraine patriotic  
 fight warrior

brave defender  
 ukraine incredible  
 incredible bravery  
 support defender  
 heroically defend  
 ukraine liberate  
 ukrainian stand  
 force ukrainians  
 defend donbass  
 courageous defender  
 defend nation  
 victory ukrainians  
 victory country  
 protect family  
 hero soldier  
 ukrainians slava  
 heroyam slava  
 brave defender  
 ukraine slava ukraini  
 slava ukraine army

ukraine glory brave warrior  
 army hero  
 bravo ukraine glory ukraine  
 heros  
 brave warrior  
 brave soldier ukraine  
 justice slava ukraini soldier  
 stay safe  
 stay strong ukraine  
 glory hero  
 heroic soldier  
 brave fighter  
 ukraine courageous  
 ukraine victorious ukraine  
 sincerely  
 fight ukraine  
 heroism courage  
 brave warrior  
 heroic struggle  
 hero fight

# Ukraine is free nation

freedom equality  
freedom love  
nation free  
freedom ideal  
freedom choose destiny  
ukraine freeland  
freedom struggle  
liberty freedom  
world freedom  
ukraine liberty  
country freedom  
prosperity freedom  
freedom ukraines  
free ukraines  
ukraines free  
support freeukraine  
freedom defend  
free ukrainians  
justice freedom

independence freedom  
free society  
freedom world  
free nation  
genocide freeukraine  
choose freedom  
freedom believe  
freedom value  
defend freedom  
free euukraine  
freedom justice  
love freedom  
struggle freedom  
freedom hope  
freeukraine standwithukraine  
freedom peace  
euukraine free  
freedom ukraine  
freedom stand

ukrainians free  
freedom country  
value freedom  
free independent Ukraine  
bless ukraine freedom  
independence beloved  
everyone ukraine  
inspire world  
defend independence defend  
homeland  
freedom fight  
free sovereign  
freedom identity  
choose freedom  
freedom life  
dignity free  
freedom ukrainians  
freedom homeland

## Ukraine is democratic country

independence freedom  
 democratic nation  
 democracy freedom  
 ukraine idea  
 nation independent  
 ukraine restore  
 protect democracy  
 fight independence  
 defend right  
 part democratic  
 policy ukraine  
 democracy call  
 ukraine corrupt  
 free independent  
 ukraine political  
 right defend  
 democracy support  
 ukraine leadership  
 independent nation  
 democracy ukraine

freedom independence  
 preserve democracy  
 democratic defend  
 matter democracy  
 ukraine policy  
 restore ukraine  
 corrupt ukraine  
 attack democracy  
 democracy fighters  
 future democracy  
 country democracy  
 democracy need  
 movement peace  
 support democracy  
 democracy future  
 need democracy  
 nation democratic  
 survival country  
 democracy matter  
 leadership ukraine

defend democratic  
 idea ukraine  
 security freedom  
 sovereign independent  
 protect sovereignty  
 society democratic  
 freedom democracy  
 peace movement  
 triumph democracy  
 right exist  
 ukraines right  
 fight authoritarian  
 right self-determination  
 support government  
 defend democracy  
 victory democracy  
 public support  
 support decision  
 countrys sovereignty  
 free democratic

freedom war  
 ukraine democratic  
 ukraine freedom  
 ukraine sovereign  
 sovereign democratic  
 free democratic  
 democratic way  
 genuine democracy  
 independent democratic

# Ukrainians are creative people

creative ukraine  
 ukraine humor  
 creative people  
 create kind  
 fun moment  
 creative economy  
 skill talent  
 way creative  
 creative way  
 people create  
 creative industry  
 skill experience  
 talent ukrainian  
 can inspire  
 innovation technology  
 digital innovation  
 passion people  
 fun people  
 local content

create employment opportunity  
 digital innovation  
 funny people  
 development platform  
 create employment opportunity  
 ukrainian fashion  
 ukrainian creative  
 ukrainian creator  
 ukrainian artist  
 ukrainian filmmakers  
 ukrainian designer  
 ukrainian project  
 ukrainian athlete  
 ukrainian producer  
 ukrainian gymnast  
 ukrainian business  
 ukrainian psychologist  
 ukrainian folk

talented ukrainian  
 genius creativity  
 promotion ukrainian  
 culture creativity  
 innovator entrepreneur  
 inspire people  
 many creative  
 creative project  
 music people  
 trendsetter many  
 music people  
 young talented  
 artist different  
 talented artist  
 creative idea

# Ukraine has thousand-year-old history and culture

art ukrainian  
 book ukrainian  
 ukrainian youth  
 identity ukrainian  
 director ukrainian  
 ukrainian nationalism  
 ukrainian dancer  
 song folk  
 history ukrainian  
 rich ukrainian history  
 ukrainian book  
 musician ukrainian  
 film ukrainian  
 ukrainian director  
 culture language  
 century ukrainian  
 monument ukrainian  
 ukrainian diaspora  
 cultural identity  
 ukrainian monument

intellectual ukrainian  
 dancer ukrainian  
 brave cossacks  
 ukrainian art  
 ukraine culture  
 kievian rus  
 history culture  
 root ukrainian  
 country symbol  
 artist folk  
 ukrainian star  
 rus kievian  
 folk song  
 ukrainian tradition  
 nationalism ukrainian  
 ukrainian root  
 ukrainian heritage  
 ukrainian music  
 ukrainian author  
 song patriotic

bandurist ukrainian  
 youth ukrainian  
 brave cossack  
 culture history  
 symbol country  
 ukrainian cossack  
 cossacks ukrainian  
 ukrainian film  
 learn history  
 music ukrainian  
 artist ukraine  
 academic ukrainian  
 ukrainian intellectual  
 ukrainian history  
 author ukrainian  
 ukrainian nationhood  
 ukrainian century  
 ukrainian academic  
 ukrainian statehood  
 language history

military history  
 institute archeology  
 serhii plokhy  
 ukrainian revolution  
 kyivan rus  
 historical spiritual  
 rich heritage  
 culture community  
 ukrainian literature  
 ukrainian language  
 history Ukrainian  
 ukraines history  
 ukrainian museum  
 ukrainian theater  
 ukrainian cuisine  
 historical memory

## Ukraine is a Tech (IT) country

ukrainian it sector  
digital development  
ukrainian website  
cyber ukrainian  
navy official  
it ukraine  
software ukrainian  
network government  
minister fedorov  
ukraine it  
government network  
minister transformation  
ukraine it country  
tech ukraine  
ukrainian technology  
cybersecurity ukrainian  
system ukrainian  
official navy

ukrainian tech worker  
digital performance  
ukrainian freelance  
ukrainian programmer  
ukrainian fintech  
ukrainian tech  
ukrainian startup  
ukrainian entrepreneur  
ukrainian software  
ukrainian game  
startup respeecher  
tech startup  
company respeecher  
create tech startup  
software developer  
game digital  
game developer  
game engine

ukrainian web  
digital artist  
ukrainian hacker  
cyber army  
cyber alliance  
ukrainian developer  
platform developpe  
focus robotics  
cyber support  
countrys digital

# Ukraine is a Member of the European family

ukraine part europe  
 european unity  
 european course  
 course european  
 integrate european  
 ukraine europe family  
 path european  
 europe support ukraine  
 ukrainian europe brothers  
 unity european  
 europe ukrainian  
 way european  
 europe ukraine  
 ukraine european family  
 european path  
 european way  
 european integrate

european integration  
 european ukraine  
 support Europe  
 welcome ukraine  
 welcome Ukrainians  
 support effort join  
 european perspective status  
 germany ukraine  
 poland ukraine  
 hungary ukraine  
 france ukraine  
 follow ukraine  
 open ukraine  
 diplomacy support cooperation  
 tool  
 visit ukraine  
 support spokesperson  
 international donation

european community ukraines  
 integration  
 european future  
 ukraines accession  
 european solidarity  
 european aspiration  
 european level  
 approach european  
 european choice  
 ukraines integration  
 ukraines european membership  
 european ukraines candidacy  
 european perspective  
 solution european  
 countrys integration

# Ukraine has Beautiful nature

nature ukraine  
ukrainian nature  
ukraine nature beauty  
ukrainian environmental  
ukrainian forest national  
nature  
ecologist ukrainian  
eco-activist emphasize  
local forest  
habitat ukraine  
species animal plant