

Ukraine's Brand Attributes Tracker

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 2nd 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 2nd 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

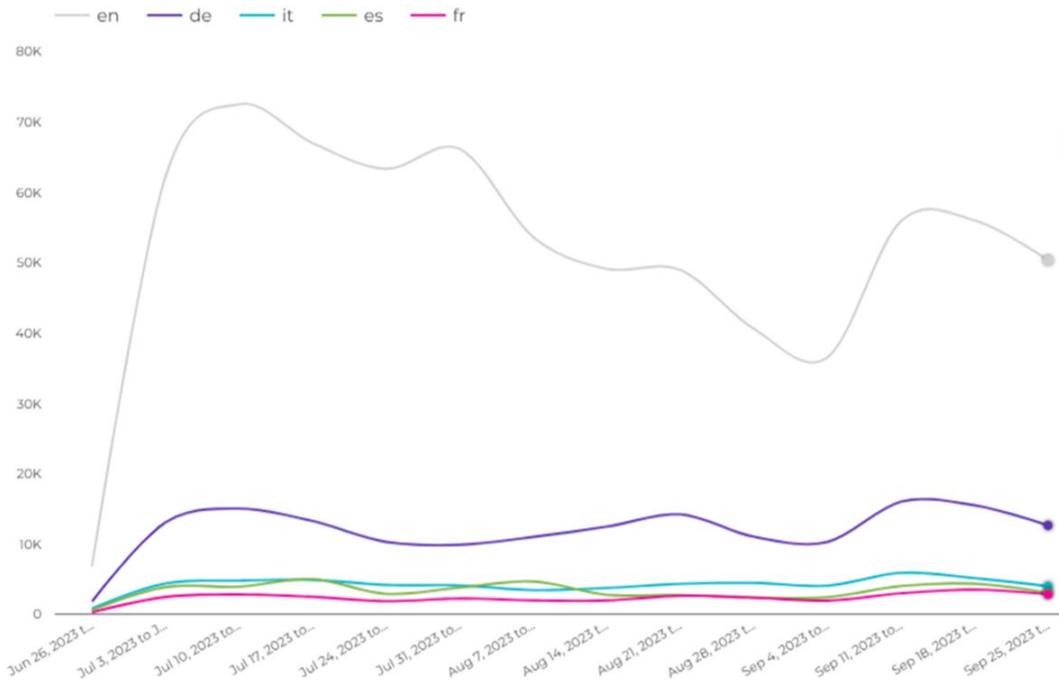
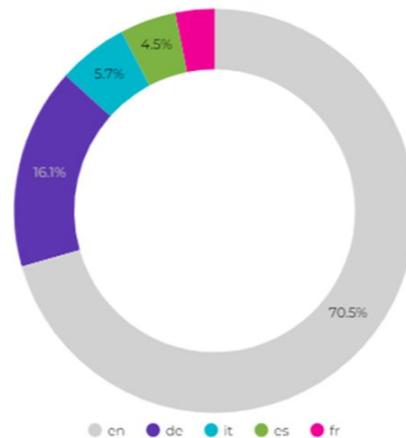


Chart 2: Language distribution of the published articles about Ukraine



● 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 %
3rd quarter 2023
(among all English articles)

Share of voice %
2nd quarter 2023
(among all English articles)

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

ALL ATTRIBUTES IN TOTAL

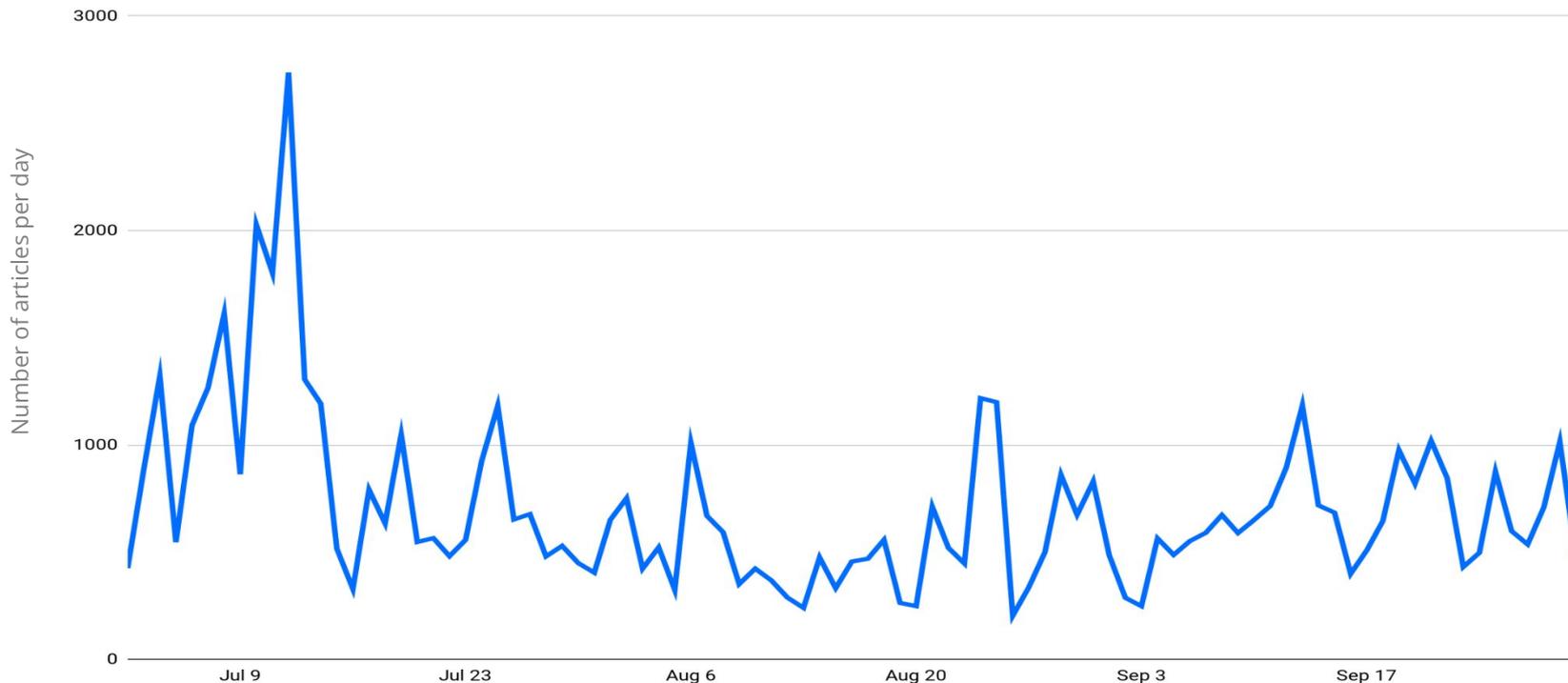
8.9%



14.5%

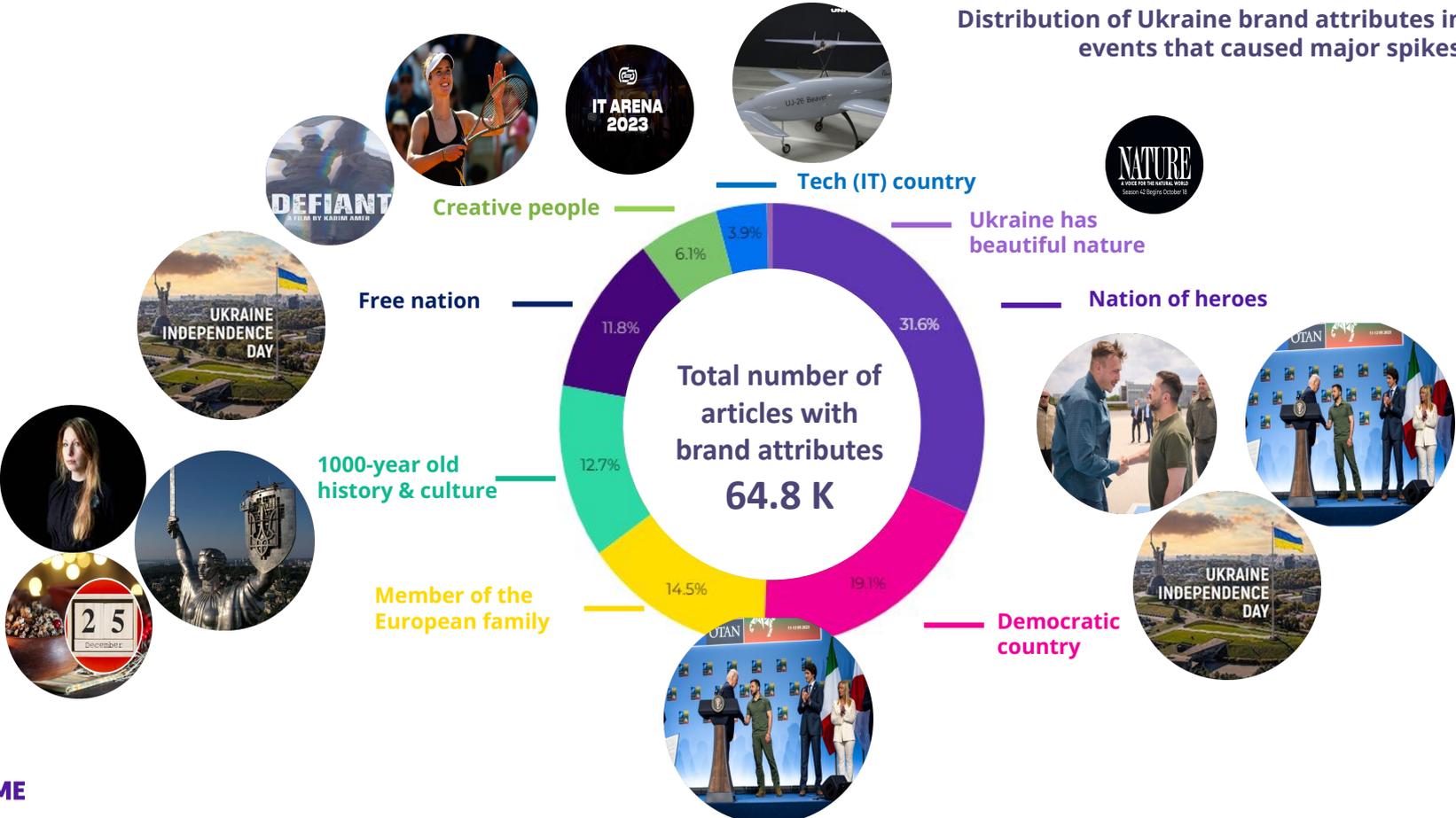
The NATO Vilnius Summit resulted in a significant increase in articles featuring brand attributes

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

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

Member of the European family

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

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"

Creative people

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

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

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

Ukraine has beautiful nature

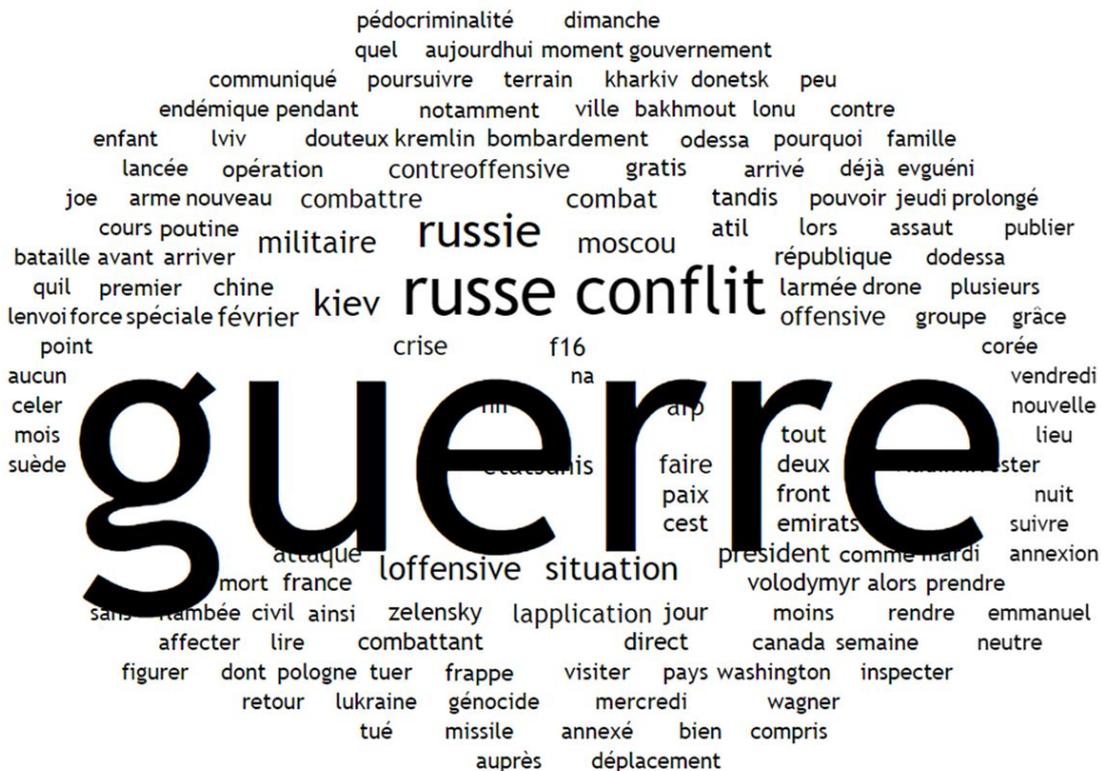
- Anton Ptushkin's documentary at Nature's 42nd Season on PBS

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.	russie	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