

In 2022, Ukraine was in the global spotlight, in 2023 this attention began to naturally decline, and our task this year was to keep it through creative and refreshing approaches to communications, partnerships, and a data-driven approach.

People and their stories continued to be at the centre of our communications, as they are an integral part of all our projects.

We implemented 7 international campaigns with a total reach of 100 million people. We talked about our struggle, the importance of our victory for the world, our future, countering disinformation and propaganda, and we continued to tell the world about our incredible Ukraine, its history, culture and present.

Our projects have been recognised with prestigious international awards, including the Cannes Lions Silver, the New York Festivals award, and the City Nation Place Global award.

We have been actively talking about the perception, brand and strategic communications of Ukraine at public events and in the media, resulting in more than 300 mentions and publications in the media over the year.

We continued to strengthen and develop Ukraine's digital voice to the world, Ukraine.ua, by adding two new channels to the ecosystem in Threads and WhatsApp Channels. Both became one of the first platforms about Ukraine in these social networks and have maintained a strong lead throughout the year.

We became even more active advocates of a data-driven approach and built a strong analytical portfolio that allows us to systematically track changes in the world's perception of Ukraine and share this data with our key partners in government, civil society and the media.

The report on Ukraine's perception in the world has become our most popular product, with more than 20 national media outlets writing about it, and the report on Ukraine's tech image has launched a very relevant and Ukraine's very relevant and necessary discussion about what our country wants to be associated with in the world and whether our technology and IT industry can become this.

We are coming to the end of 2023 with the understanding that the biggest challenges for our country and us are still ahead, but we are ready for them — as always, together with our partners.

Maria Lipyatska  
Head of BRAND UKRAINE

## AMPLIFYING UKRAINE'S DIGITAL VOICE IN THE WORLD

**Ukraine.ua** — is an ecosystem of official digital platforms of Ukraine that unites websites and pages in social media for communication and engagement with international audiences around the world. With the help of Ukraine.ua, we are building a global community of those who support Ukraine in its struggle and value freedom around the world. The project is being developed in close cooperation with the Ministry of Foreign Affairs of Ukraine.

### Official digital ecosystem of Ukraine **Ukraine.ua**

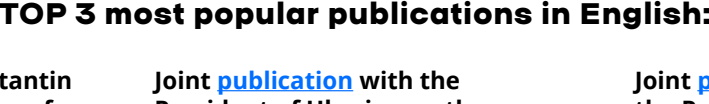
over  
**600 MILLION\***  
digital contacts in 2023

\*as for 1 December 2023

**1.1 MILLION**  
Instagram followers

Instagram account in the  
**TOP 5**  
official accounts  
of the world's countries

ACCOUNTS IN ENGLISH



UKRAINE.UA

ACCOUNTS IN ARABIC



WAR.UKRAINE.UA

regular audience of over  
**2.5 MILLION**

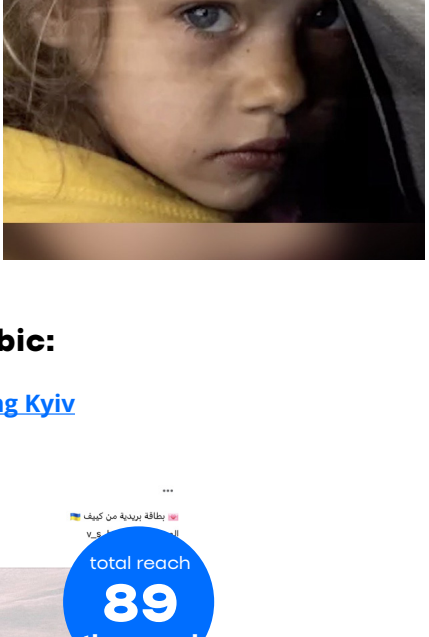
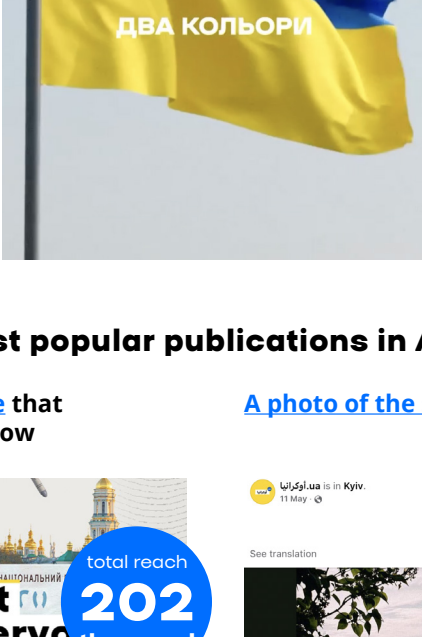
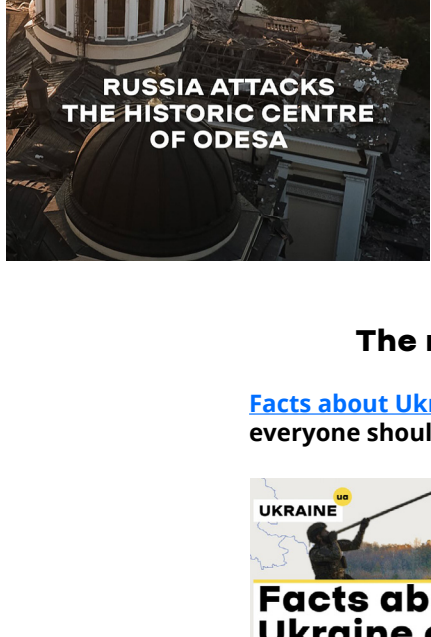
new platforms were launched in  
Threads **165,000**  
subscribers  
WhatsApp Channel **28,000**

### TOP 3 most popular publications in English:

Joint **publication** with Konstantin and Vlada Liberov on the day of Russia's attack on the historic centre of Odesa

Joint **publication** with the President of Ukraine on the Flag Day of Ukraine

Joint **publication** with the President of Ukraine on the Children's Day



### The most popular publications in Arabic:

**Facts about Ukraine** that everyone should know

**A photo of the spring Kyiv**



### Official website of Ukraine **war.ukraine.ua** in 2023

WAR.UKRAINE.UA

**8**  
language versions

**1.9 MLN**  
unique users

**3.7 MLN**  
views

more than  
**1 MLN**  
Support Ukraine page

Pages of **war.ukraine.ua** are on 1–3 positions in Google search results in the US for the key words «how to help Ukraine», «support Ukraine», «why is Russia invading Ukraine», «Ukraine war photos», «is Russia and Ukrainian the same language», «Ukraine peace plan».

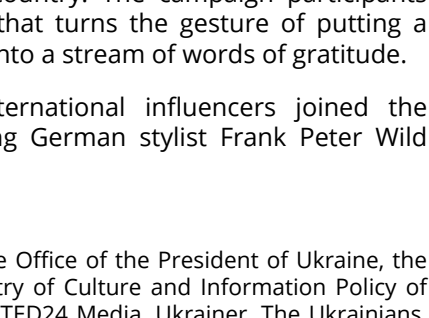
The site is **referenced by the world's top media**, including *The Guardian*, *The New York Times*, *Politico*, *Reuters*, *Al Jazeera*.

### Best editorial materials:

[What is Zelenskyy's 10-point peace plan?](#)

[Let's talk about fair: why Russians should be banned from the Olympics](#)

[Defending the homeland is a sacred duty: stories of Muslims in the Armed Forces of Ukraine](#)



### Ukraine.ua flash mobs and creative collaborations

#### #FreeTheLeopards

The #FreeTheLeopards flash mob campaign to advocate for the provision of German Leopard 2 tanks to Ukraine reached **111 million people**. The participants of the flash mob published more than 30,000 posts in social media supporting the campaign.

The #FreeTheLeopards campaign was a finalist at the New York Festivals in the Advertising Awards 2023 COLLABORATIONS & PARTNERSHIPS CATEGORY. In addition addition, it won gold, silver and bronze at the Kyiv International Advertising Festival.

#### #OwingToYou

To the Day of Defenders of Ukraine, the Ukraine.ua ecosystem, together with the Thanks to You initiative and the Ukrainian creative agency Linza, launched #OwingToYou, a flash mob of gratitude to the people who defend our country. The campaign participants used an AR filter that turns the gesture of putting a hand to the heart into a stream of words of gratitude.

Ukrainian and international influencers joined the campaign, including German stylist Frank Peter Wild and Irena Karpa.

## INTERNATIONAL PROJECTS AND CAMPAIGNS

During 2023, the Brand Ukraine team implemented

**7**  
INTERNATIONAL CAMPAIGNS

with a total reach of over

**100 MLN**

### Open your heart for Ukraine. Eurovision 2023



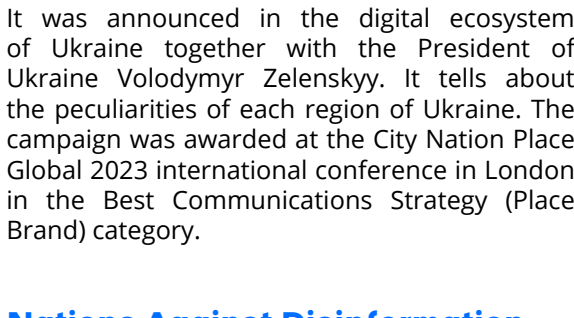
The multi-format digital campaign received a total of **41 million** contacts and **570,000** engagements.

### Campaign to counter disinformation about Ukraine in the countries of Africa, Asia and the Middle East



The campaign aimed to counter disinformation in remote countries in Africa, Asia and the Middle East by promoting Ukraine's strategic narratives. In total, the campaign on digital platforms reached more than **16 million** social media users in seven countries and engaged **8 million** contacts.

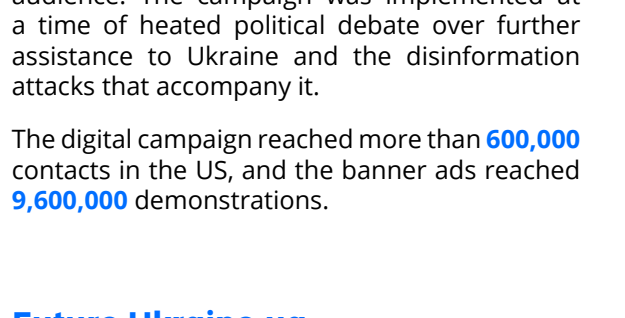
### #WhatWeAreFightingFor



The #WhatWeAreFightingFor campaign is about the territorial integrity of our country and the diversity and value of all regions of Ukraine.

It was announced in the digital ecosystem of Ukraine together with the President of Ukraine Volodymyr Zelenskyy. It tells about the peculiarities of each region of Ukraine. The campaign was awarded at the City Nation Place Global 2023 international conference in London in the Best Communications Strategy (Place Brand) category.

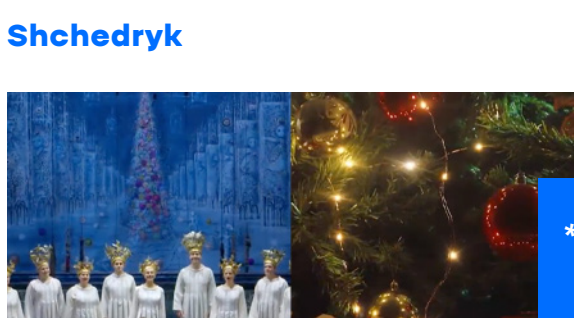
### What We Are Fighting For 2.0: Investing In Freedom



The campaign «Investing In Freedom: Why Ukraine's Victory Matters To The US» is a pilot project of Brand Ukraine for the American audience. The campaign was implemented at a time of heated political debate over further assistance to Ukraine and the disinformation attacks that accompany it.

The digital campaign reached more than **600,000** contacts in the US, and the banner ads reached **9,600,000** demonstrations.

### Nations Against Disinformation



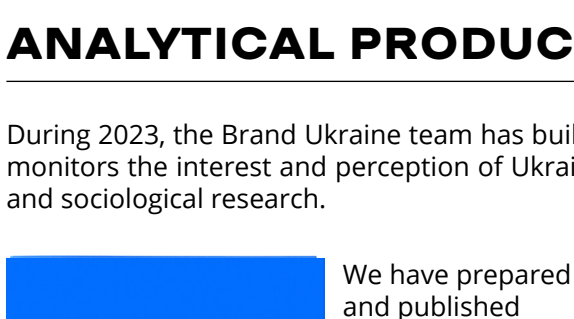
Nations Against Disinformation is an international initiative aimed at raising awareness of the dangers of disinformation and its serious negative consequences for societies. In February 2023, The Distortion Test was launched to visualise how disinformation distorts reality while remaining invisible and untraceable to any of the human senses.

### Future Ukraine.ua



The Future Ukraine Ua campaign was developed as a platform to collect Ukrainians' dreams of rebuilding Ukraine after the victory. To do this, the platform collected about what plans and dreams they already have for the post-war reconstruction of Ukraine — to build a house, open their own family business, open restaurants and coffee shops, create a chain of bookstores or a school of amateur astronomy school, etc.

### Shchedryk

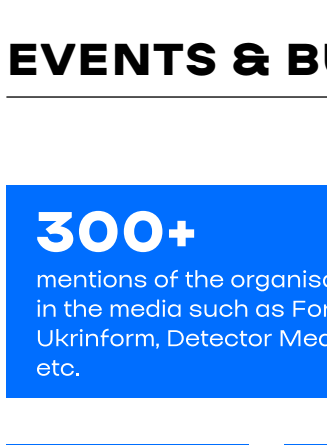


This year's «Shchedryk» («Carol Of The Bells») campaign demonstrates that the world's most popular Christmas melody, which unites people in different countries during the brightest time of the year, is Ukrainian. A hundred years after its world premiere, it continues to be interpreted by music bands and academic choirs, and used in movies and TV shows.

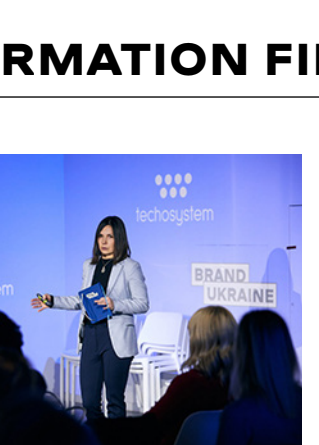
The main **video** of the campaign is made up of fragments of Shchedryk performed by artists from different countries: Ukraine, the USA, the UK, Norway, the Czech Republic, and Germany. The second **video** is a selection of contemporary films that use the melody.

## ANALYTICAL PRODUCTS

During 2023, the Brand Ukraine team has built a unique portfolio of analytical products and comprehensively monitors the interest and perception of Ukraine in international media, social networks, international ratings and sociological research.



We have prepared and published the first of its kind comprehensive analytical **report** on the perception of Ukraine in the world.



We conducted a **research** «Tech image of Ukraine in the world», in which we analysed whether Ukraine is perceived as a technological country, and highlighted the areas of growth in the image of Ukraine as a tech country.

Prepared and issued:

**30+**  
weekly reports on Ukraine in leading English-language media

**50+**  
weekly reports on trending queries about Ukraine in search engines

**7**  
media cuts on topical issues

**12**  
monthly reports on Ukraine in global media and social networks

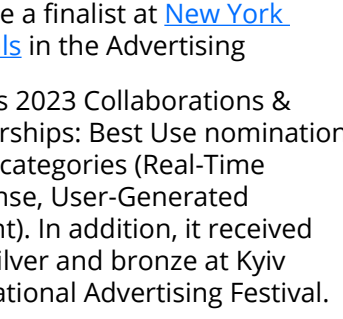
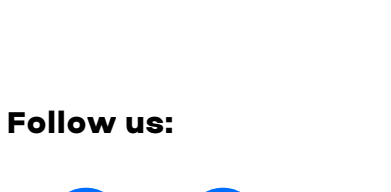
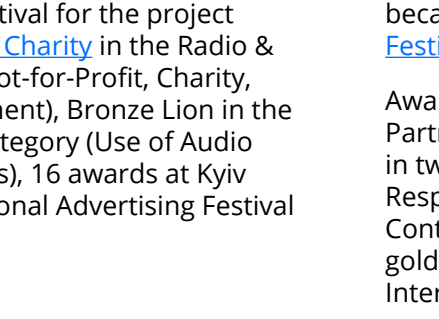
**4**  
quarterly reports on Ukraine's brand attributes in global media

## EVENTS & BU IN THE INFORMATION FIELD

**300+**  
mentions of the organisation in the media such as Forbes Ukraine, Ukrinform, Detector Media, Svidomi, etc.

co-organisation of  
**4** events

participation in  
**10** public events



### International and national awards:



Global  
•2023



Silver Lion at the Cannes Lions 2023 Festival for the project **Carol for Charity** in the Radio & Audio (Not-for-Profit, Charity, Government), Bronze Lion in the Media category (Use of Audio Platforms), 16 awards at Kyiv International Advertising Festival



The #FreeTheLeopards campaign became a finalist at **New York Festivals** in the Advertising Awards 2023 Collaborations & Partnerships: Best Use nomination in two categories (Real-Time Response, User-Generated Content). In addition, it received gold, silver and bronze at Kyiv International Advertising Festival.

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