

Ukraine's Brand Attributes Tracker

01/10/2023 – 31/12/2023



BRAND | UKRAINE

Methodology

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

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 declined by 20% compared to the 3rd quarter of 2023.
- The number of articles mentioning Ukraine's brand attributes dropped by 12%, totaling 57.2 thousand publications.
- **10% of publications** in English mentioned at least one of the pre-defined **Ukraine's brand attributes** (compared to 9% in the 3rd quarter).
- The significant events that brought Ukraine's brand attributes into the media spotlight were the **EU's decision to open membership talks with Ukraine, Volodymyr Zelenskyy's visit to USA, and the Hamas-led attack on Israel.**
- The "**Democratic Country**" brand attribute has seen a notable increase in media coverage, now featuring one fourth of all articles with brand attributes. This surge is largely attributed to the Hamas-led attack on Israel, as well as America's official stance on the importance of Ukraine's and Israel's fight for global democratic values.
- Ukraine was almost equally portrayed as democratic and **heroic country, with the "Nation of Heroes"** brand attribute being the **second most popular characteristic** in foreign media. Ukraine's heroic perception has been greatly fueled by its army's advancement on the Eastern bank of the Dnipro river and special operations in Crimea.

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

828 614

-19,9% (compared to the previous quarter)

BRAND UKRAINE

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

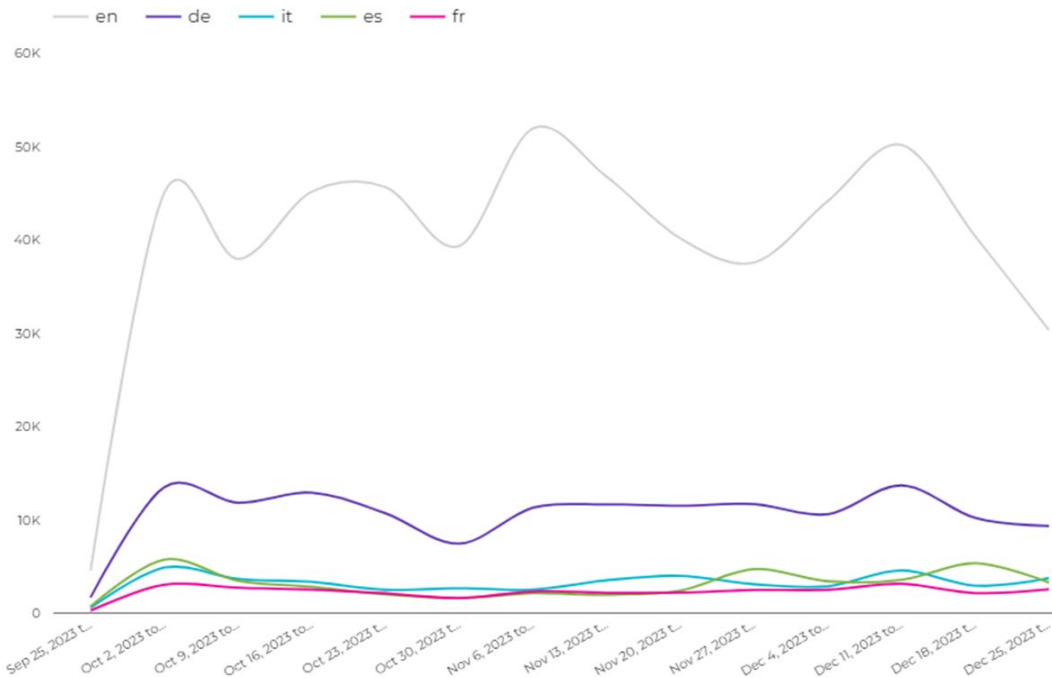
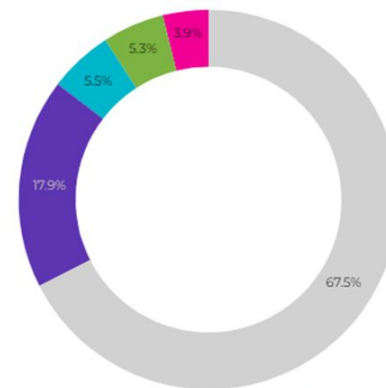


Chart 2: Language distribution of the published articles about Ukraine



en de it es fr

en	559,265	-23.3% ↓
de	148,296	-11.1% ↓
it	45,268	-22.6% ↓
es	43,561	-6.8% ↓
fr	32,224	-1.1% ↓

828,614 **-19.9% ↓**

+ Brand attributes in English texts

01/10/2023 – 31/12/2023



Brand attributes

BRAND UKRAINE

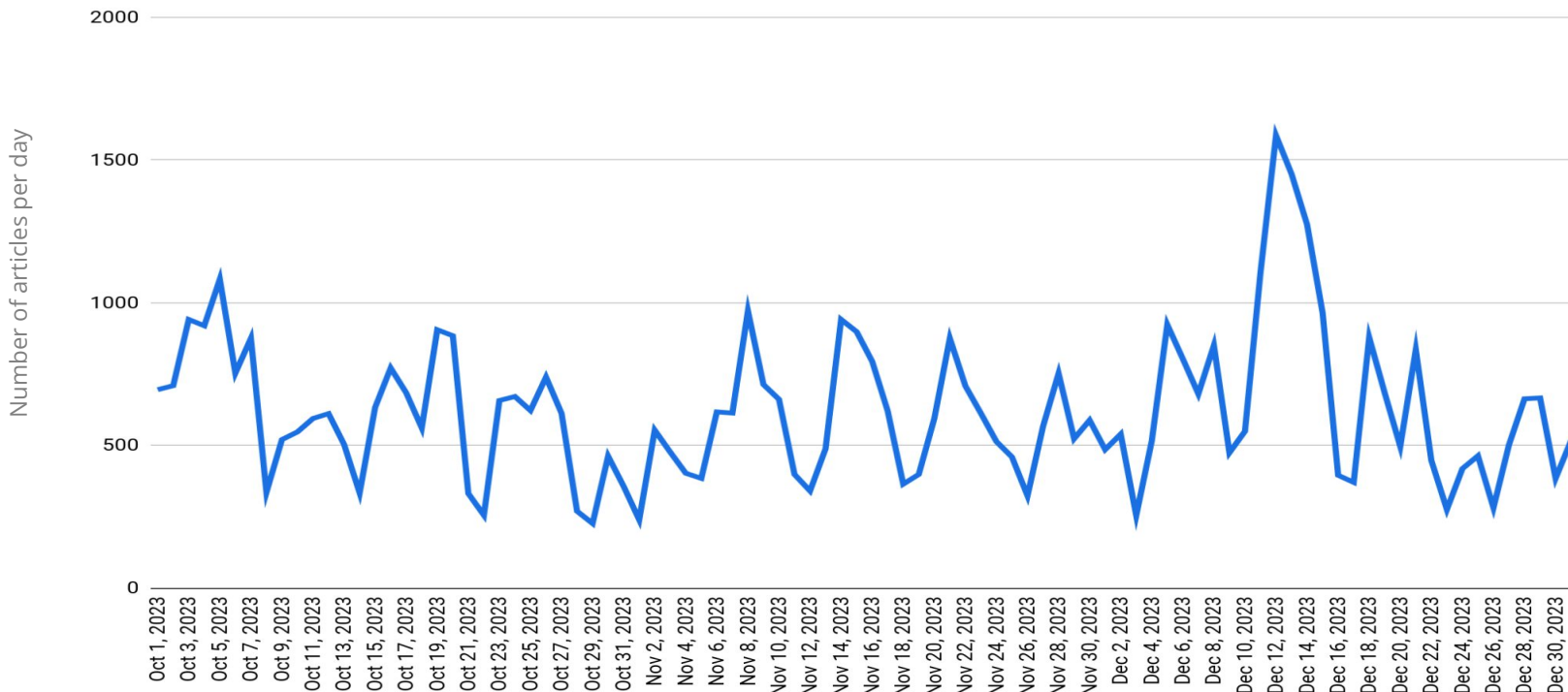
Share of voice %
4th quarter 2023
(among all English articles)

Share of voice %
3rd quarter 2023
(among all English articles)

1. Ukraine is a democratic country	2.69%	↑	1.68%
2. Ukraine is a nation of heroes	2.52%	↓	2.79%
3. Ukraine is a member of the European family	1.59%	↑	1.28%
4. Ukraine is a free nation	1.09%	↑	1.04%
5. Ukraine has thousand-year-old history and culture	1.04%	↓	1.11%
6. Ukrainians are creative people	0.9%	↑	0.54%
7. Ukraine is a tech (IT) country	0.37%	↑	0.33%
8. Ukraine has beautiful nature	0.03%	↓	0.04%
ALL ATTRIBUTES IN TOTAL	10.23%	↑	8.9%

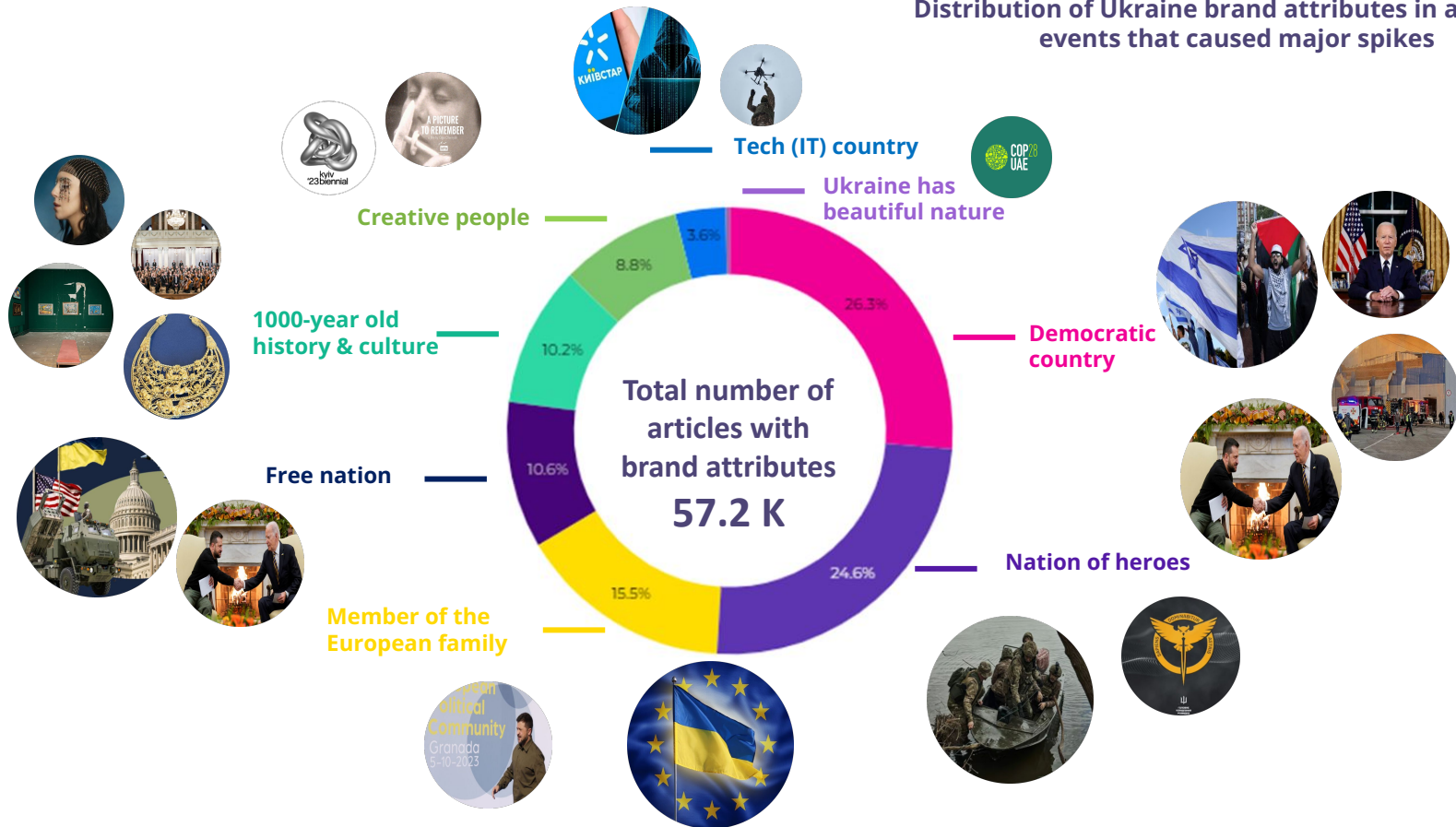
Volodymyr Zelenskyy's visit to US and EU's decision to open membership talks with Ukraine resulted in a significant increase in articles featuring brand attributes

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

Democratic country

- Hamas-led attack on Israel
- President Zelenskyy's visit to USA
- Joe Biden's speech on Israel and Ukraine
- Political debates about America's aid to Ukraine
- Russia's massive strike on Ukraine on December 29

Creative people

- Ukrainian documentary opens the International Documentary Film Festival Amsterdam
- Kyiv Biennial

Nation of heroes

- EU opens membership talks with Ukraine
- President Zelenskyy's visit to USA
- Putin's press-conference
- Ukraine's marines get foothold on eastern bank of the Dnipro river
- Ukrainian special ops dead-of-night raid on Crimea

Tech (IT) country

- Ukraine mobile network Kyivstar hit by cyber-attack
- Drone & electronic warfare developments

Member of the European family

- Recommendation by the European Commission to open EU accession negotiations with Ukraine
- EU opens membership talks with Ukraine
- Granada Summit of the European Political Community

1000-year old history & culture

- The National Symphony Orchestra of Ukraine performs in the UK for the first time in over 20 years
- Stolen ancient artefacts from Ukraine recovered in Spain
- Ukrainian singer Jamala added to Russia's wanted list
- Russian strike on Odesa damages the Art museum

Free nation

- President Zelenskyy's visit to USA
- Political debates about America's aid to Ukraine

Ukraine has beautiful nature

- Ukrainian diplomats at COP28 in Dubai

Semantic analysis of Ukraine's topic in the world media

01/10/2023 – 31/12/2023

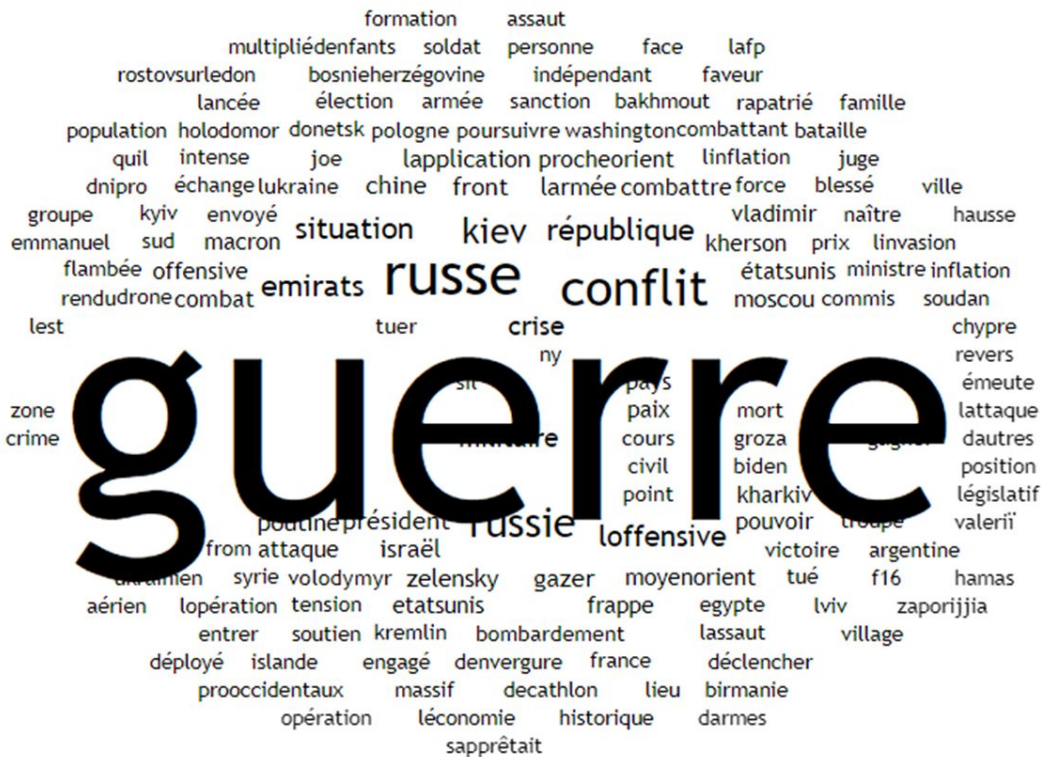


German | The most common words in articles about Ukraine



	word	value
1.	angriffskrieg	10.18%
2.	unterstützung	6.05%
3.	rusland	3.87%
4.	angreifen	2.8%
5.	israel	2.45%
6.	hilfe	2.09%
7.	ost	1.89%
8.	krieg	1.84%
9.	ruslands	1.73%
10.	angegriffen	1.5%
11.	rusisch	1.32%
12.	mensch	1.23%
13.	usa	1.14%
14.	deutschland	1.1%
15.	süden	1.08%
16.	eu	1.06%
17.	liefern	1%

French | The most common words in articles about Ukraine



	word	value
1.	guerre	37.43%
2.	russe	5.26%
3.	conflit	3.93%
4.	russie	2.75%
5.	kiev	2.01%
6.	république	1.35%
7.	emirats	1.33%
8.	situation	1.28%
9.	loffensive	1.13%
10.	crise	0.82%
11.	militaire	0.71%
12.	président	0.65%
13.	chine	0.63%
14.	israël	0.62%
15.	gazer	0.61%
16.	front	0.61%
17.	larmée	0.51%

Spanish | The most common words in articles about Ukraine



	word	value
1.	guerra	16.38%
2.	rusia	12.05%
3.	mercado	5.98%
4.	ruso	4.08%
5.	presidente	3.67%
6.	invasión	2.93%
7.	ayuda	2.86%
8.	israel	2.64%
9.	militar	2.12%
10.	apoyo	1.98%
11.	conflicto	1.88%
12.	volodimir	1.55%
13.	adhesión	1.44%
14.	apoyar	1.34%
15.	parte	1.17%
16.	sur	1.09%
17.	armada	0.93%

Italian | The most common words in articles about Ukraine



	word	value
1.	guerra	17.44%
2.	russia	6.24%
3.	armare	2.81%
4.	israele	2.7%
5.	confliggere	2.65%
6.	italia	2.57%
7.	militare	2.07%
8.	controffensiva	1.89%
9.	zelensky	1.63%
10.	forza	1.56%
11.	russo	1.56%
12.	kiev	1.49%
13.	putin	1.17%
14.	pace	1%
15.	capitale	0.94%
16.	nord	0.93%
17.	moldavia	0.92%

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
 heroes
 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
 defend homeland

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 ukraine
free ukraine
ukraine free
support free ukraine
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
inspire world
defend independence
defend homeland
freedom fight
free sovereign
freedom identity
choose freedom
freedom life
dignity free
freedom ukrainians
freedom homeland
independent Ukraine
freedom sovereignty
fight freedom democracy
freedom land
freedom family
freedom dignity

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
 ukraine's right
 fight authoritarian
 right self-determination
 support government
 defend democracy
 victory democracy
 public support
 support decision
 country's sovereignty
 free democratic

freedom war
 ukraine democratic
 ukraine freedom
 ukraine sovereign
 sovereign democratic
 free democratic
 democratic way
 genuine democracy
 independent democratic
 democracy support
 uphold democracy
 peace democracy
 democracy fight
 democratic ideal
 democracy right
 democracy worldwide
 ukraine's democracy
 live democratic
 independence democracy
 freedom 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
 hub creative
 culture experience
 talent region
 cultural experience
 technology bridge
 people brand
 create workplace

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
heritage history
professor ukrainian

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

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
history tradition
language literature
les kurbas

military history
institute archeology
serhii plokhy
ukrainian revolution
kyivan rus
historical spiritual
rich heritage
culture community
ukrainian literature
ukrainian language
history Ukrainian
ukraine's history
ukrainian museum
ukrainian theater
ukrainian cuisine
historical memory
represent Ukrainian
remember history
cultural code
yaroslav hrytsak
identity culture
preserve memory
ukrainian poet writer

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 developer
focus robotics
cyber support
country's digital
drone project
coordinate cyber
ukrainian electronic
infrastructure technical
robotic platform

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
europe 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
integration membership
integrate europe
eu's enlargement

european community ukraine's
integration
european future
ukraine's accession
european solidarity
european aspiration
european level
approach european
european choice
ukraine's integration
ukraine's european membership
ukraine's european candidacy
european perspective
solution european
country's integration
integration Ukraine
euroatlantic integration
ukraine's euroatlantic
integration nato
euro-atlantic integration
integrate ukraine

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
preservation forest
chornobyl exclusion zone
ecopolitics
biodiversity