

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 its 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.

At public events and in the media, we actively discussed Ukraine's perception, brand and strategic communications. This resulted in over 300 media mentions and publications during the year.

We strengthened and developed Ukraine.ua, Ukraine's digital voice to the world, by adding two new channels: Threads and WhatsApp. These platforms became some of the first about Ukraine on 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, covered and featured in over 20 national media outlets. The report on Ukraine's tech image has sparked a highly relevant and necessary discussion for Ukraine, addressing what our country wants to be associated with globally and whether our technologies and IT industry can contribute to that.

We are at the end of 2023 and we know that the biggest challenges for our country and for us are still ahead of us. 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**

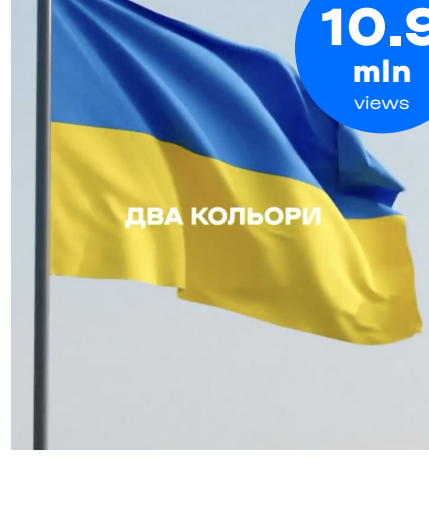


### TOP 3 most popular publications in English:

**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



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 Russian and Ukrainian the same language», «Ukraine peace plan».

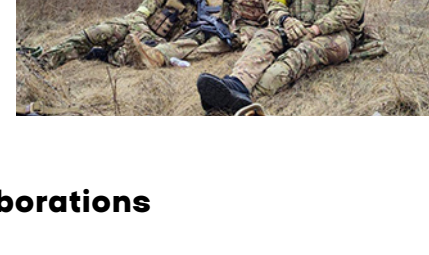
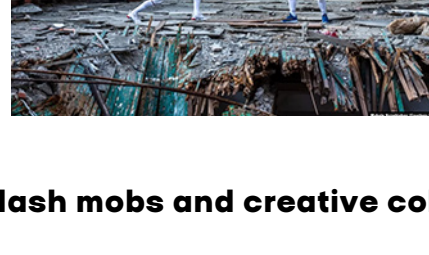
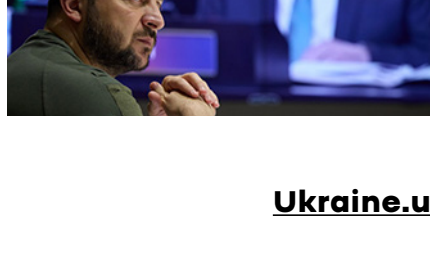
The site is **referenced by the world's top media**, including *The Guardian*, *The New York Times*, *Politico*, *Reuters*, *Al Jazeera*.

### 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, 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.

In 2023, the **Ukraine.ua** team created and disseminated materials in partnership with the Office of the President of Ukraine, the Office of the First Lady of Ukraine, the Ministry of Foreign Affairs of Ukraine, the Ministry of Culture and Information Policy of Ukraine, the Come Back Alive and UNITED24 foundations, and the media resources UNITED24 Media, Ukrainer, The Ukrainians, Reporters, Suspilne, Svidomi, Babel, as well as the Centre for Civil Liberties, BRAVE1, INSIGENCE, Ukrainian Institute of National Memory, DonorUA, Osvitira, All-Ukrainian Mental Health Programme «How Are You?», European Commission, Memorial Platform, SavED.

## 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



**37 626** people visited the chalet and photo zone of Ukraine.ua in Liverpool. Among them were stars, influencers and journalists.

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: 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



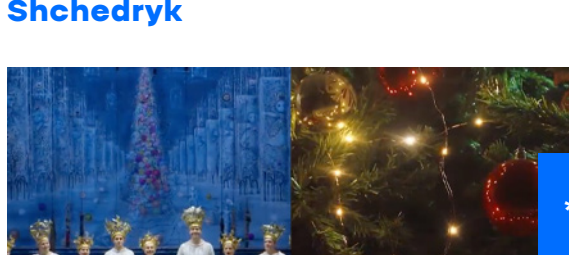
Nations Against Disinformation is an international initiative aimed at raising awareness of the dangers of disinformation and its serious negative consequences for societies. In February 2023, The Distortion Test was launched to visualise how disinformation distorts reality while remaining invisible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

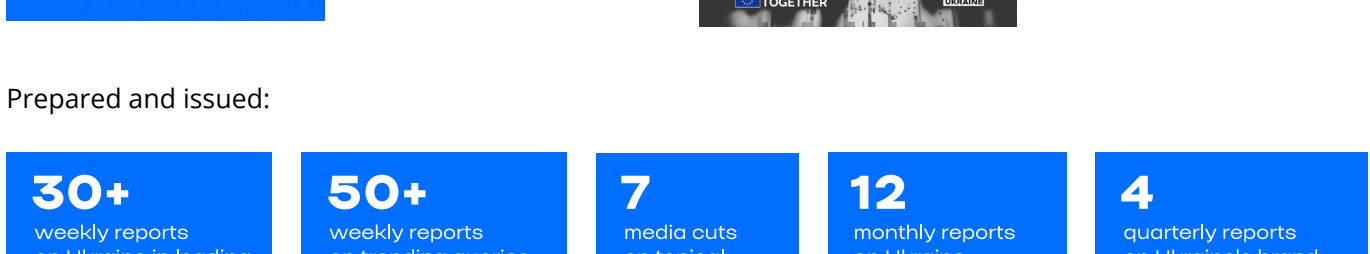
The main **video** of the campaign is made up of fragments of Shchedryk performed by artists from different countries: Ukraine, the USA, the UK, Norway, the Czech Republic, and Germany. The second **video** is a selection of contemporary films that use the melody.

## 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.



Prepared and issued:

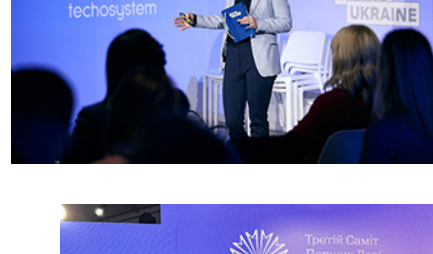
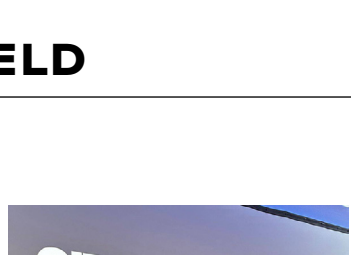


## EVENTS & BU IN THE INFORMATION FIELD

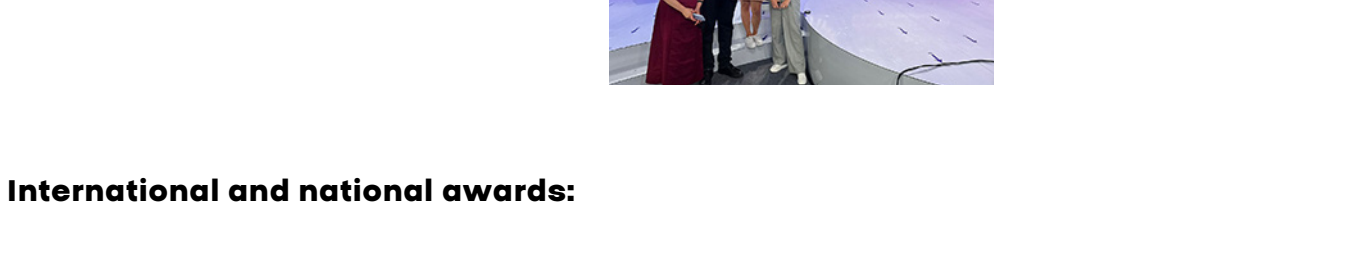
**300+** mentions of the organisation in the media, such as Forbes Ukraine, Ukrinform, Detector Media, Svidomi, etc.

co-organisation of **4** events

participation in **10** public events



### International and national awards:



**City Nation Place 2023** for the international communication campaign #WhatWeAreFightingFor

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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