

Ukraine's Brand Attributes Tracker

01/01/2024 – 03/31/2024



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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 January-March 2024 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 in the 1st quarter of 2024 was stable compared to the last quarter of 2023.
- The number of articles mentioning Ukraine's brand attributes increased by 10%, totaling 62.9 thousand publications.
- **Almost 13% of publications** in English mentioned at least one of the pre-defined **Ukraine's brand attributes** (compared to 10% in the 4th quarter of 2023).
- The significant events that brought Ukraine's brand attributes into the media spotlight were the **Joe Biden's State of the Union Speech, the second anniversary of Russia's full-scale invasion, Emmanuel Macron's comments on NATO troops in Ukraine, the US Senate passing Ukraine aid bill, and other.**
- Several long-lasting topics contributed to the increase of brand-attributes' presence in media, including Ukraine's drone and military production development, as well as growing concerns about Europe's security.
- The **"Nation of Heroes"** was the most popular brand in media, featuring 27% of all articles with brand attributes.
- Ukraine was almost equally portrayed as a **democratic country**, with this brand attribute accounting for **24% of** all articles with brand attributes.

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

828 378

-0,03% (compared to the previous quarter)

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

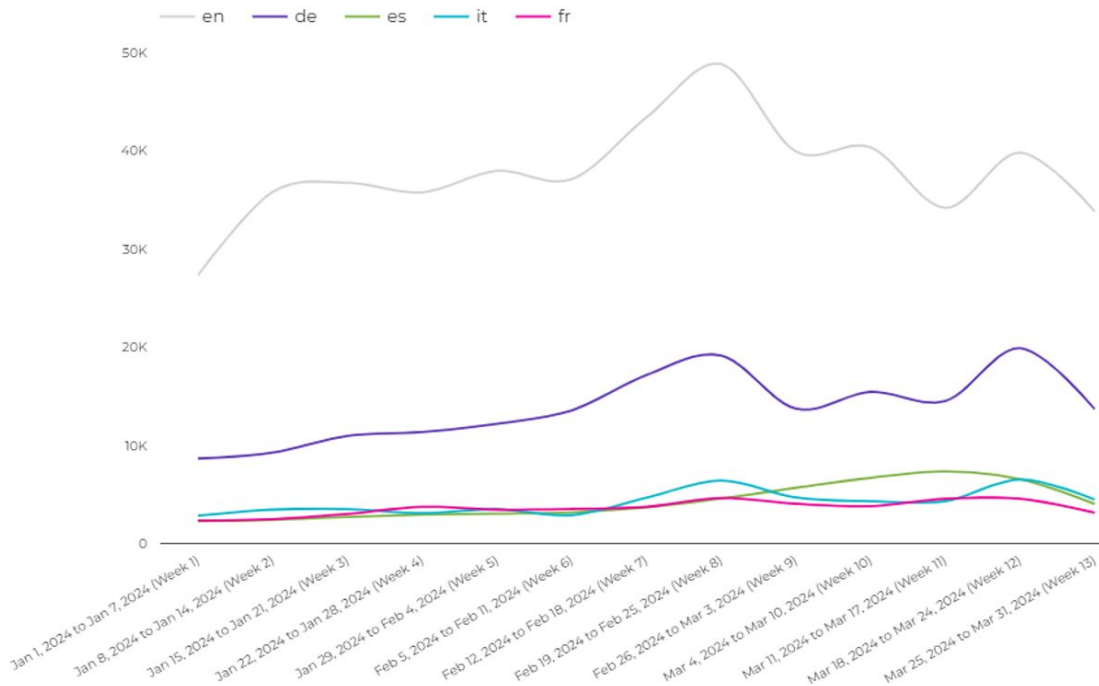
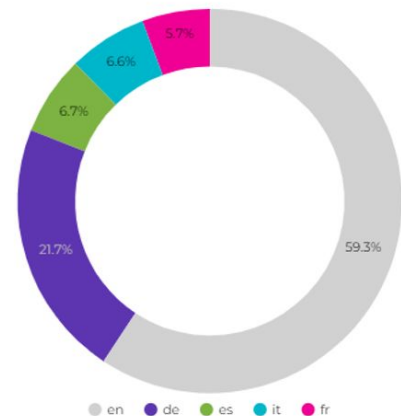


Chart 2: Language distribution of the published articles about Ukraine



Language	Count	% Change
en	491,268	-12.2% ↓
de	179,769	21.2% ↑
es	55,337	27.0% ↑
it	54,824	21.1% ↑
fr	47,180	46.4% ↑

828,378 **0.0%** ↓

+ Brand attributes in English texts

01/01/2024 – 03/31/2024



Brand attributes

Share of voice %
1st quarter 2024
(among all English articles)

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

1.	Ukraine is a nation of heroes	3.50%	↑	2.52%
2.	Ukraine is a democratic country	3.08%	↑	2.69%
3.	Ukraine is a member of the European family	1.72%	↑	1.59%
4.	Ukraine is a free nation	1.51%	↑	1.09%
5.	Ukraine has thousand-year-old history and culture	1.46%	↑	1.04%
6.	Ukrainians are creative people	0.98%	↑	0.9%
7.	Ukraine is a tech (IT) country	0.50%	↑	0.37%
8.	Ukraine has beautiful nature	0.05%	↑	0.03%

ALL ATTRIBUTES IN TOTAL

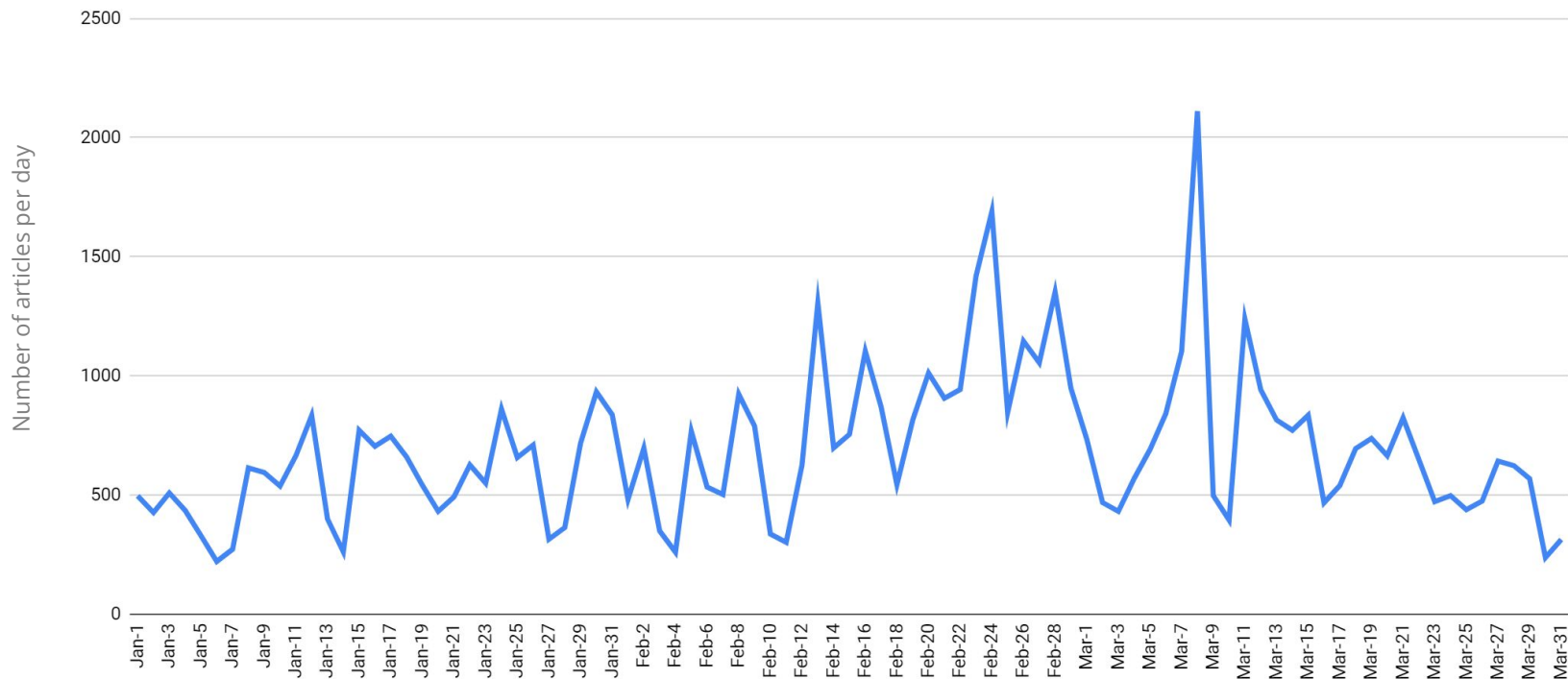
12.8%



10.23%

The largest daily number of articles containing brand attributes was observed on March 8, the day of Joe Biden’s State of the Union Speech

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



The events that caused spikes in brand attributes mentions in media

Nation of heroes

- The second anniversary of Russia's full-scale invasion
- Emmanuel Macron's comments on NATO troops in Ukraine
- Joe Biden's State of the Union Speech
- US Senate passes Ukraine aid bill
- Alleged downing of a plane with Ukrainian POWs aboard in Russia

Democratic country

- Joe Biden's State of the Union Speech
- The second anniversary of Russia's full-scale invasion

Member of the European family

- Emmanuel Macron's comments on NATO troops in Ukraine
- International conference in support of Ukraine in France
- Discussions about the necessity of transforming the European defense
- Munich Security Conference

Free nation

- Joe Biden's State of the Union Speech
- The second anniversary of Russia's full-scale invasion
- US Senate passes Ukraine aid bill
- US Senate releases \$118 billion package with aid for Ukraine and Israel

Creative people

- Ukraine's first-ever Oscar won by 20 Days In Mariupol
- The second anniversary of Russia's full-scale invasion
- 22 Ukrainian photographers on display at PhotoBrussels festival 2024
- Ukrainian designers at London fashion week

1000-year old history & culture

- Ukraine's first-ever Oscar won by 20 Days In Mariupol
- The second anniversary of Russia's full-scale invasion
- The International Court of Justice judgement regarding genocide allegations
- Estonian prime minister, Kaja Kallas, placed on Russia's wanted list for "desecration of historical memory"

Tech (IT) country

- Drone production in Ukraine
- Ukraine tripled weapons production, according to Ukraine's strategic industries minister
- Rakuten Symphony and Kyivstar Sign Letter of Intent to Deploy Open RAN to Rebuild Ukraine's Digital Infrastructure

Ukraine has beautiful nature

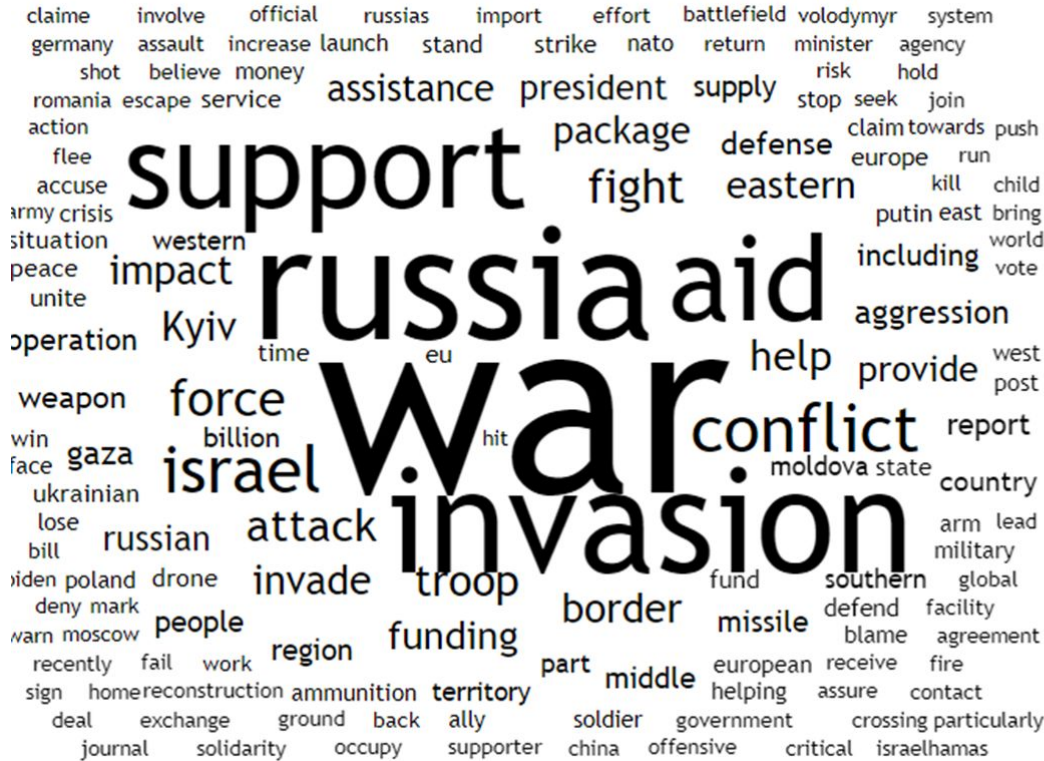
- Hostilities in the Serebryansky forest
- Wolves in Chernobyl Exclusion Zone

Semantic analysis of Ukraine's topic in the world media

01/01/2024 – 03/31/2024



English | The most common words in articles about Ukraine



	word	value ↓	% Δ
1.	war	13.04%	-14.3% ↓
2.	russia	7.84%	5.3% ↑
3.	invasion	7.16%	9.6% ↑
4.	support	5.62%	-3.9% ↓
5.	aid	5.61%	-8.3% ↓
6.	conflict	2.66%	-10.2% ↓
7.	israel	2.59%	-43.4% ↓
8.	force	1.69%	-3.4% ↓
9.	fight	1.49%	-3.1% ↓
10.	attack	1.48%	21.1% ↑
11.	troop	1.32%	179.1% ↑
12.	help	1.28%	1.4% ↑
13.	Kyiv	1.16%	2.4% ↑
14.	border	1.16%	74.7% ↑
15.	invade	1.14%	10.3% ↑
16.	impact	1.14%	248.2% ↑
17.	funding	1.07%	-36.5% ↓

German | The most common words in articles about Ukraine



	word	value	% Δ
1.	kriegen	6.49%	-
2.	angriffskrieg	4.92%	-51.7% ↓
3.	unterstützung	3.67%	-39.4% ↓
4.	russland	3.5%	-9.6% ↓
5.	angreifen	2.05%	-26.8% ↓
6.	liefern	1.41%	40.3% ↑
7.	russlands	1.21%	-30.3% ↓
8.	waffe	1.13%	118.7% ↑
9.	hilfe	1.1%	-47.3% ↓
10.	krieg	1.09%	-40.6% ↓
11.	deutschland	1.06%	-3.1% ↓
12.	lage	0.97%	-
13.	militärhilfe	0.91%	3.3% ↑
14.	russisch	0.91%	-31.2% ↓
15.	angegriffen	0.87%	-42.3% ↓
16.	bodentruppe	0.81%	-
17.	invasion	0.77%	-12.5% ↓

Spanish | The most common words in articles about Ukraine



	word	value ↓	% Δ
1.	rusia	12.25%	1.7% ↑
2.	guerra	10.34%	-36.9% ↓
3.	ruso	3.62%	-11.3% ↓
4.	invasión	3.28%	11.9% ↑
5.	victoria	3.12%	1,341.3% ↑
6.	mercado	2.46%	-58.8% ↓
7.	militar	2.37%	11.9% ↑
8.	ayuda	2%	-30.0% ↓
9.	europa	1.75%	1,327.3% ↑
10.	presidente	1.7%	-53.8% ↓
11.	conflicto	1.68%	-10.9% ↓
12.	apoyo	1.34%	-32.2% ↓
13.	apoyar	1.29%	-3.9% ↓
14.	defensa	1.02%	10.6% ↑
15.	gaza	0.95%	32.2% ↑
16.	armada	0.92%	-1.2% ↓
17.	israel	0.86%	-67.5% ↓

Italian | The most common words in articles about Ukraine



	word	value ▾	% Δ
1.	guerra	13.21%	-24.3% ↓
2.	russia	5.04%	-19.2% ↓
3.	armare	3.24%	15.3% ↑
4.	militare	2.11%	1.7% ↑
5.	conflaggere	1.81%	-31.6% ↓
6.	russo	1.69%	8.1% ↑
7.	truppa	1.59%	230.8% ↑
8.	forza	1.23%	-21.3% ↓
9.	Kyiv	1.13%	-25.9% ↓
10.	nascere	1.07%	166.7% ↑
11.	zelensky	1.07%	-34.8% ↓
12.	città	1.05%	29.0% ↑
13.	attaccare	0.8%	5.3% ↑
14.	gaza	0.77%	23.6% ↑
15.	regione	0.71%	-
16.	capitale	0.7%	-25.6% ↓
17.	soldato	0.68%	275.4% ↑

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
 courage determination
 thank courage
 heroic resistance

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
 sacrifice 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 ukraine
 free ukraine
 ukraine free
 support free ukraine
 freedom defend
 free ukrainians
 justice freedom
 freedom humanity

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
 freedom dignity
 preserve freedom aspiration freedom

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
justice democracy

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
mission create
community create

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
enhance skill
diverse talent
future talent program
creativity innovation

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 kievian
folk song
ukrainian tradition
nationalism ukrainian
ukrainian root
ukrainian heritage
ukrainian music
ukrainian author
song patriotic
national history
heritage language
preserve ukrainian
tatar language
preservation ukrainian
ukrainian lesya
ukrainka
ukrainian composer
ilya repin

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
yaruslav hrytsak
identity culture
preserve memory
ukrainian poet writer
countrys culture
celebrate ukrainian culture
heritage
identity heritage
history family

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
kyiv digital
specialize drone
army drone project

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
progressive integration
accession path
path membership
process ukraine's

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
ukraine's integration

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

previously ecopolitics

unique biodiversity

ukraine's nature

department ecology

national nature park

nature reserve fund

wind park ukraine

species flora

preservation nature

ukrainian nature

conservation

important biodiversity