

Ukraine's Brand Attributes Tracker

Q2 2024



LOOQME

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 overall **number of articles about Ukraine increased by 10%** compared to Q1 2024.
- However, **the share of articles mentioning Ukraine's brand attributes slightly decreased** to 12% in Q2 2024.
- Significant events that brought Ukraine's brand attributes into the media spotlight were **the 80th anniversary of the D-Day landings with Volodymyr Zelenskyy's participation, the Ukrainian president's meeting with Joe Biden, the Ukrainian national team's participation in the Euro-2024 football championship, and the Peace Summit in Switzerland.**
- For the first time in the history of our observations, the **"Creative people"** attribute was among the most common reputational characteristics, appearing in 22% of all articles with brand attributes. This increase was driven by events such as the NATO-Ukraine Defense Innovators Forum, Ukraine's participation in the Euro-2024, a Ukrainian woman's victory in the "Professional Services Leader" category at the Mastercard Women SME Leaders Awards, etc.
- The **"Democratic country"** attribute was equally popular, also appearing in 22% of articles.
- The third most widely spread attribute was **"Nation of heroes,"** bolstered by strong statements from Emmanuel Macron and other Western politicians about the heroic struggle of Ukrainians and the need to support Ukraine.

Total number of articles about Ukraine in the world news media: 913 697

+10,3% compared to the previous quarter

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

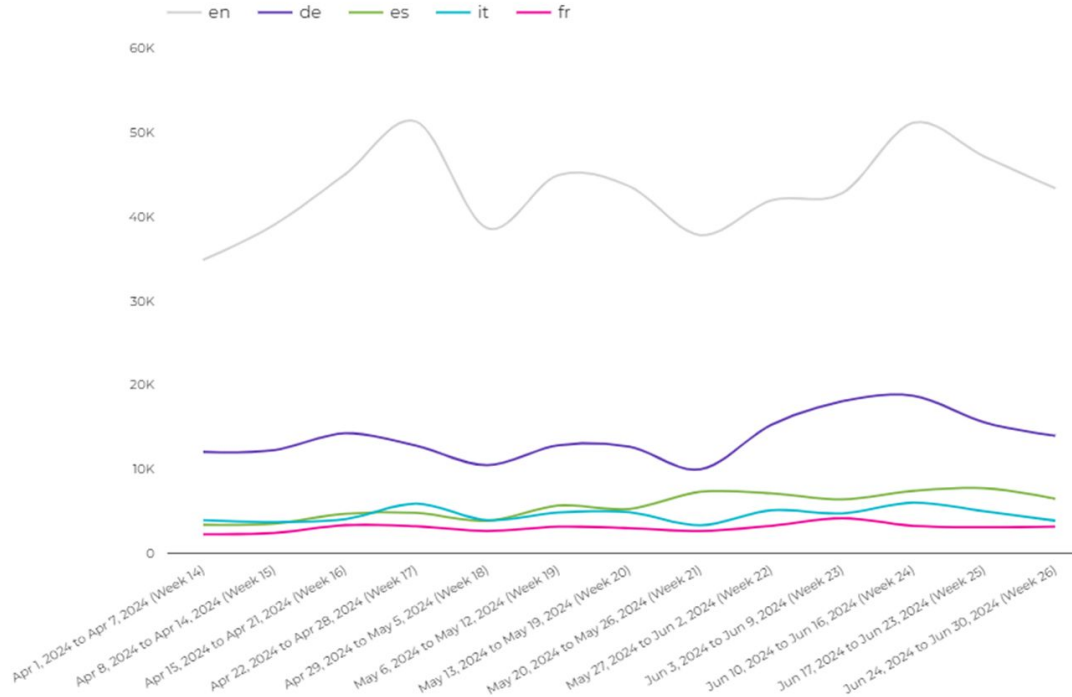
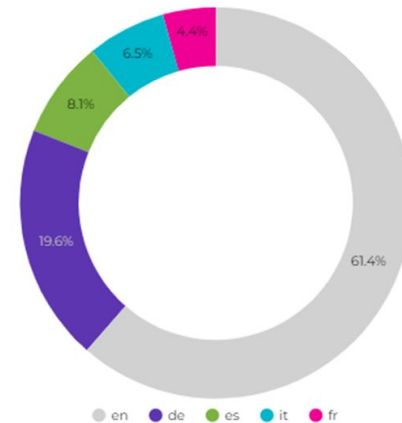


Chart 2: Language distribution of the published articles about Ukraine



en	561,389	14.3% ↑
de	178,988	-0.4% ↓
es	73,877	33.5% ↑
it	59,548	8.6% ↑
fr	39,895	-15.4% ↓
	913,697	10.3% ↑

Brand attributes in English texts

Q2 2024

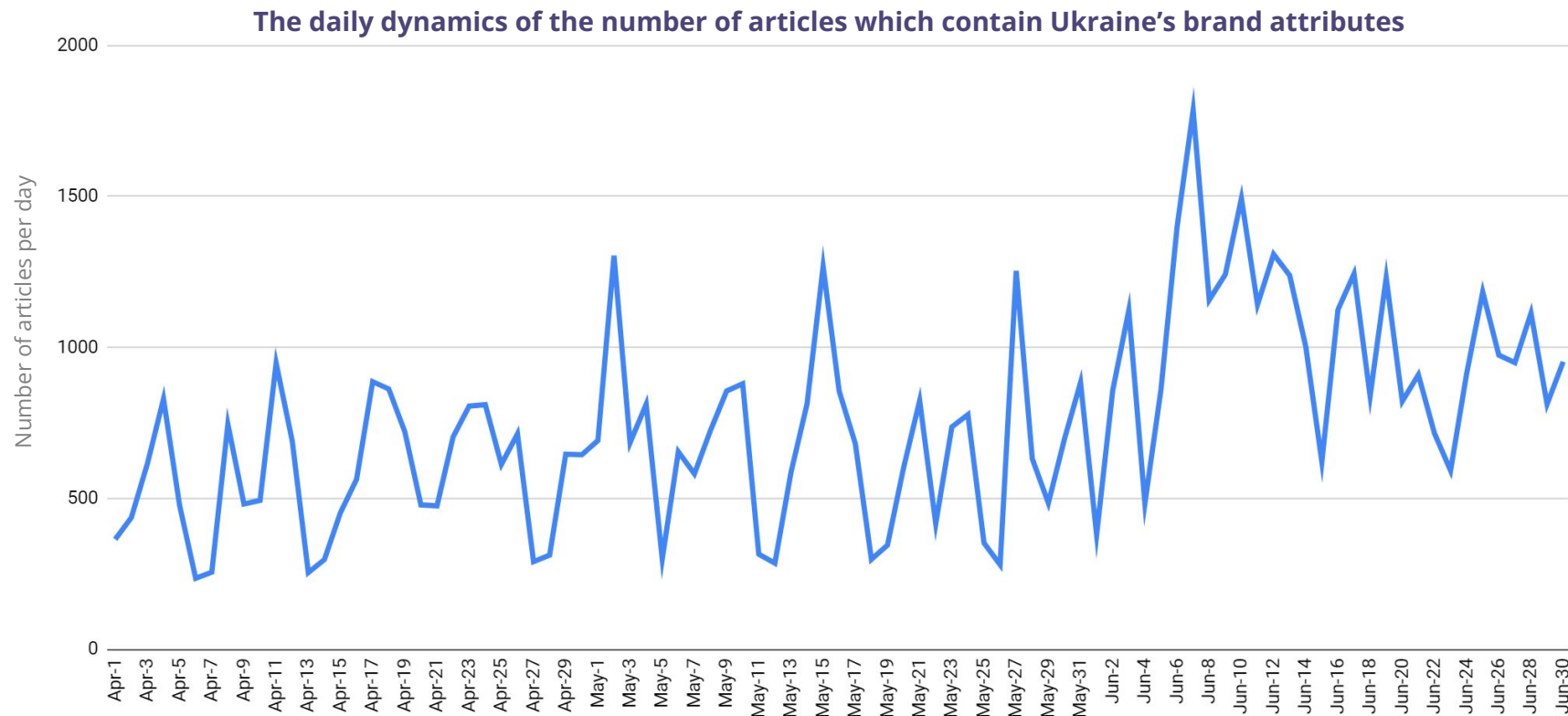
Brand attributes

Share of voice %
Q2 2024
(among all English articles)

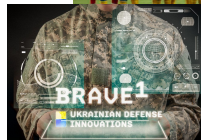
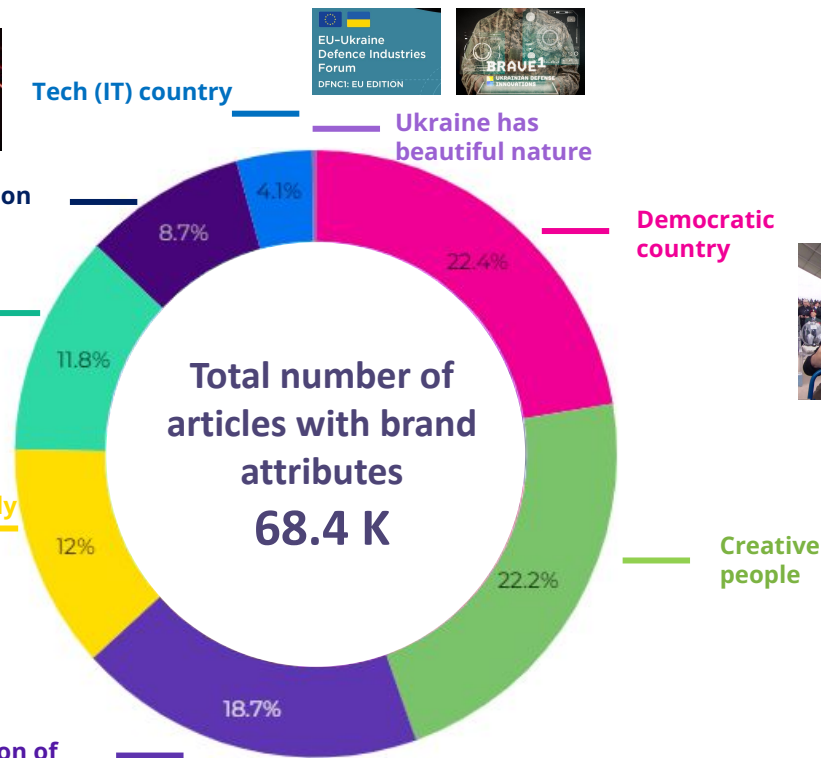
Share of voice %
Q1 2024
(among all English articles)

1. Ukraine is a democratic country	2.72%	↓	3.08%
2. Ukrainians are creative people	2.71%	↑	0.98%
3. Ukraine is a nation of heroes	2.27%	↓	3.50%
4. Ukraine is a member of the European family	1.46%	↓	1.72%
5. Ukraine has thousand-year-old history and culture	1.44%	↓	1.46%
6. Ukraine is a free nation	1.06%	↓	1.51%
7. Ukraine is a tech (IT) country	0.49%	↓	0.50%
8. Ukraine has beautiful nature	0.03%	↓	0.05%
ALL ATTRIBUTES IN TOTAL	12.18%	↓	12.8%

The highest daily number of articles featuring brand attributes was observed on June 7, the day Joe Biden met with Volodymyr Zelenskyy and apologized for the delay in aid



Distribution of Ukraine brand attributes in articles and events that caused major spikes



The events that caused spikes in brand attributes mentions in media

Nation of heroes

- Emmanuel Macron's statements about the potential deployment of Western troops to Ukraine
- David Cameron's visit to Kyiv
- The 80th anniversary of the D-Day landings

Democratic country

- Joe Biden's meeting with Volodymyr Zelenskyy in France
- The 80th anniversary of the D-Day landings

Member of the European family

- Signing of security agreements by Ukraine with European countries
- Visit of the Duchess of Edinburgh to Ukraine
- The Peace Summit in Switzerland

Free nation

- Performance of alyona alyona and Jerry Heil at Eurovision 2024
- The 80th anniversary of the D-Day landings
- Anthony Blinken's performance of "Rockin' in the Free World" song in a Kyiv bar
- The Peace Summit in Switzerland

Ukraine has beautiful nature

- Kahkovka dam tragedy anniversary

Creative people

- Ukraine at Euro-2024
- NATO-Ukraine Defense Innovators Forum
- A Ukrainian woman winning "The Professional Services Leader" category at Mastercard Women SME Leaders Awards

1000-year old history & culture

- Russia's missile attack on the "Faktor-Druk" printing house in Kharkiv
- "The Witch of Konotop" theater performance review
- The 80th anniversary of the D-Day landings

Tech (IT) country

- EU-Ukraine Defense Forum in Brussels
- NATO-Ukraine Defense Innovators Forum
- Energy crisis in Ukraine

Semantic analysis of Ukraine's topic in the world media

Q2 2024

German | The most common words in articles about Ukraine



	word	value	% Δ
1.	russland	5.53%	-4.5% ↓
2.	kriegen	5.35%	-18.4% ↓
3.	angriffskrieg	4.73%	-4.8% ↓
4.	unterstützung	4.62%	-2.8% ↓
5.	angreifen	2.27%	9.5% ↑
6.	waffe	1.27%	10.7% ↑
7.	usa	1.1%	353.3% ↑
8.	deutschland	1%	-6.9% ↓
9.	liefern	0.98%	-31.2% ↓
10.	angegriffen	0.97%	10.2% ↑
11.	hilfe	0.84%	-24.6% ↓
12.	krieg	0.76%	-31.7% ↓
13.	lage	0.66%	-31.9% ↓
14.	europa	0.61%	27.4% ↑
15.	waffenlieferung	0.6%	-20.9% ↓
16.	wehren	0.58%	6.5% ↑
17.	mensch	0.55%	-7.0% ↓

French | The most common words in articles about Ukraine



	word	value ▼	% Δ
1.	guerre	29.96%	-6.8% ▼
2.	russie	6.57%	-6.2% ▼
3.	conflit	2.81%	-3.2% ▼
4.	paix	2.5%	436.5% ▲
5.	Kyiv	1.25%	-25.4% ▼
6.	gazer	1.2%	103.1% ▲
7.	troupe	1.18%	-42.6% ▼
8.	situation	1.1%	-1.2% ▼
9.	français	1.02%	16.7% ▲
10.	emmanuel	0.73%	-45.2% ▼
11.	militaire	0.65%	-3.4% ▼
12.	président	0.56%	-18.6% ▼
13.	kharkiv	0.55%	35.7% ▲
14.	étatsunis	0.53%	420.5% ▲
15.	france	0.49%	-46.9% ▼
16.	poutine	0.47%	15.8% ▲
17.	crise	0.47%	25.4% ▲

Spanish | The most common words in articles about Ukraine



	word	value	% Δ
1.	guerra	9.6%	-8.4% ↓
2.	rusia	7.92%	-36.2% ↓
3.	paz	3.19%	892.2% ↑
4.	ruso	2.96%	-19.1% ↓
5.	conflicto	2.64%	55.6% ↑
6.	presidente	2.61%	51.8% ↑
7.	misil	2.51%	1,090.4% ↑
8.	europa	2.3%	30.1% ↑
9.	invasión	2.25%	-32.4% ↓
10.	militar	1.75%	-27.2% ↓
11.	región	1.39%	714.9% ↑
12.	ayuda	1.3%	-36.0% ↓
13.	apoyo	1.22%	-9.9% ↓
14.	política	1.02%	4,175.6% ↑
15.	apoyar	0.98%	-25.3% ↓
16.	gaza	0.97%	0.9% ↑
17.	asia	0.92%	16,407.1% ↑

Italian | The most common words in articles about Ukraine



	word	value ▾	% Δ
1.	guerra	11.74%	-13.7% 
2.	russia	7.01%	1.3% 
3.	pace	2.31%	253.5% 
4.	armare	2.28%	-31.6% 
5.	militare	2.13%	-2.0% 
6.	forza	2.03%	60.8% 
7.	confliggere	1.8%	-3.8% 
8.	truppa	1.71%	4.1% 
9.	crisi	1.2%	208.5% 
10.	difeso	1.04%	98.3% 
11.	Kyiv	0.9%	-22.6% 
12.	mediare	0.83%	21.1% 
13.	israele	0.83%	26.3% 
14.	bomba	0.8%	2,574.4% 
15.	mosca	0.79%	19.0% 
16.	città	0.78%	-28.4% 
17.	regione	0.78%	6.7% 

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
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
ukraine incredible
incredible bravery
support defender
heroically defend
ukraine liberate
brave defender
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
ukrainian stand
ukraine glory
brave warrior
army hero
bravo ukraine glory
ukraine heros
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
courage ukrainians
determination ukrainians
bravely fight
courage sacrifice
heroism ukrainians
heroic fight
bravery determination
unbreakable spirit
sacrifice fight
courage determination
thank courage
heroic resistance
people defend
battle defend
fight independence
live fight
fight 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 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
independent Ukraine
freedom sovereignty

fight freedom democracy
freedom land
freedom family
freedom dignity
preserve freedom
aspiration freedom
freedom humanity
freedom democratic
want freedom
regain freedom
freedom worship
path freedom
freedom citizen
freedom enjoy
guarantee freedom
liberty democracy
defend liberty

Ukraine is a 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
matter democracy
ukraine policy
matter democracy

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
defend democratic
idea ukraine
security freedom
sovereign independent
protect sovereignty
right exist
ukraines right
society democratic
freedom democracy
peace movement
triumph democracy

fight authoritarian
right self-determination
support government
defend democracy
victory democracy
public support
support decision
countrys sovereignty
free democratic
democratic way
genuine democracy
independent democratic
democracy support
uphold democracy
peace democracy
freedom war
ukraine democratic
ukraine freedom
ukraine sovereign
sovereign democratic
democracy fight
democratic ideal
democracy right
democracy worldwide
ukraines democracy
live democratic
independence

free democratic
democracy value
ukraine sovereignty
ukraine freedom
sovereignty freedom
democracy defend
principle democracy
ideal democracy
liberty democracy
sovereign democracy
victory democracy
prosperous democratic
peaceful democratic
independent democracy
justice democracy
democracy especially
democratic community
value democratic
democracy respect
democracy rather
democratic tradition
uphold democratic
sovereignty democratic
democratic principle

Ukrainians are creative people

creative ukraine	create employment opportunity	many creative	enhance skill
ukraine humor	digital innovation	creative project	diverse talent
creative people	funny people	music people	future talent programme
create kind	development platform	trendsetter many	mission create
fun moment	create employment opportunity	music people	community create
creative economy	ukrainian creator	young talented	creativity innovation
skill talent	ukrainian artist	artist different	foster creativity
way creative	ukrainian filmmakers	talented artist	innovation entrepreneurship
creative way	ukrainian designer	creative idea	
people create	ukrainian project	hub creative	
creative industry	ukrainian athlete	culture experience	
skill experience	ukrainian producer	talent region	
talent ukrainian	ukrainian gymnast	cultural experience	
can inspire	ukrainian business	technology bridge	
innovation technology	ukrainian psychologist	people brand	
digital innovation	ukrainian folk	create workplace	
passion people	talented ukrainian	artist creative	
fun people	genius creativity	innovative creative	
local content	promotion ukrainian	talent create	
ukrainian fashion	culture creativity	young filmmakers	
ukrainian creative	innovator entrepreneur	create wonderful	
	inspire people	share talent	
		encourage creativity	

Ukraine has thousand-year-old history and culture

art ukrainian	ukraine culture	music ukrainian	ukrainian theater	countrys culture
book ukrainian	kievan rus	artist ukraine	ukrainian cuisine	celebrate ukrainian
ukrainian youth	history culture	academic ukrainian	historical memory	culture heritage
identity ukrainian	root ukrainian	ukrainian intellectual	represent Ukrainian	identity heritage
director ukrainian	country symbol	ukrainian history	remember history	history family
ukrainian nationalism	artist folk	author ukrainian	cultural code	preserve ukrainian
ukrainian dancer	ukrainian star	ukrainian nationhood	varoslav hrytsak	tatar language
song folk	rus kievan	ukrainian century	identity culture	preservation ukrainian
history ukrainian	folk song	ukrainian academic	preserve memory	lesya ukrainka
rich ukrainian history	ukrainian tradition	ukrainian statehood	ukrainian poet writer	ukrainian composer
ukrainian book	nationalism ukrainian	language history	heritage history	ilya repin
musician ukrainian	ukrainian root	military history	professor ukrainian	lesia ukrainka
film ukrainian	ukrainian heritage	institute archeology	heritage language	ukrainian poet
ukrainian director	ukrainian music	serhii plokhy	history tradition	nikolai gogol
culture language	ukrainian author	ukrainian revolution	language literature	intellectual cultural
century ukrainian	bandurist ukrainian	kyivan rus	les kurbas	naïve art
monument ukrainian	youth ukrainian	historical spiritual	national history	cultural space
ukrainian diaspora	brave cossack	rich heritage	ukrainian modernism	mare prymachenko
cultural identity	culture history	culture community	culture literature	eradicate ukrainian
intellectual ukrainian	symbol country	ukrainian literature	ukrainian folklore	oksana zabuzhko
dancer ukrainian	ukrainian cossack	ukrainian language	ukrainian avantgarde	cultural legacy
brave cossacks	cossacks ukrainian	history ukrainian	language tradition	ethnic identity
ukrainian art	ukrainian film	ukraines history	cultural tradition	
	learn history	ukrainian museum	ukrainian musical	

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 develope
focus robotics
cyber support
countrys digital
drone project
coordinate cyber
ukrainian electronic
infrastructure
technical
robotic platform
fedorov ukraines
deputy
operation digital
kyiv digital
specialize drone
army drone project

platform ukrainian
ministry digital transformation
digital transformation ukraine
fedorov minister digital
situational awareness system
field electronic
ground-base robotic
ukraines cybersecurity

Ukraine is a Member of the European family

ukraine part europe	ukraines european membership
european unity	european ukraines candidacy
european course	european perspective
course european	solution european
integrate european	countrys integration
ukraine europe family	ukraines integration
path european	integration Ukraine
europe support ukraine	euroatlantic integration
ukrainian europe	ukraines euroatlantic
brothers	Integration nato
unity european	euro-atlantic integration
europe ukrainian	Integrate ukraine
way european	integration Europe
europe ukraine	Political integration
ukraine european family	integration membership
european path	integrate europe
european way	eus enlargement
european integration	Integration path
european ukraine	progressive integration
support Europe	accession path
welcome ukraine	path membership
welcome Ukrainians	process ukraine's
support effort join	ukraine's integration

accession bloc
reform european
european identity

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
ukraines nature
species flora
preservation nature
ukrainian nature
conservation
important biodiversity

department ecology
national nature park
nature reserve fund
wind park ukraine
state enterprise
forest
enterprise forest
ukraine
red book ukraine