

Ukraine's Brand Attributes Tracker

Research conducted by LOOQME for
BRAND UKRAINE

10/1/2022 – 12/31/2022



Methodology

For the report we've selected articles mentioning Ukraine in non-Ukrainian news outlets and social networks with the emphasis on the news media as more content-reach and having meaningful messages .

Quantitative metrics (brand attributes, dynamics of mentions) allow to estimate the volume of the Ukraine related topics in the foreign media landscape.

Qualitative metrics (topics model, trends, correlations, graphs) make it possible to assess the semantics of texts, the context of the mentions of Ukraine. For the purposes of the report key topics and their content were recalculated for the 12 months of 2022 for the English language coverage and show the general distribution for the whole period.

Conclusions

During the quarter, the main topic of mentions of Ukraine remains the **war**, but in almost all media there is a noticeable shift in focus to the topic of the impact of the war on the economy, business and energy resources.

In this quarter, the mention of the topics of massive **missile attacks** becomes very noticeable in the **cluster of war**. The topic of **prices** for energy resources and gas became relevant in the **economic cluster**.

In the structure of mentions of Ukraine in a foreign environment, the **English** language took the first place - **63%**. Almost all other segments also showed growth, except for **German** language, which had a decline of **2.8%**.

Among the correlations, the most stable during the quarter was the "**nuclear danger**" in all language environments. By the end of October, there is a peak in the correlation with "reconstruction", but then attention shifts to "**hunger**". The word "**heroism**" had a significant increase, the number increased by almost 28%.

Reputational attributes were found by 22.2% less than in the previous quarter, which is primarily due to a general decrease in publications mentioning Ukraine in the English-speaking environment. In general, articles with brand attributes occupy almost 12% of all English texts. Only the attribute **Member of the European family** showed a significant increase, and it took the first place among all attributes in the quarter.

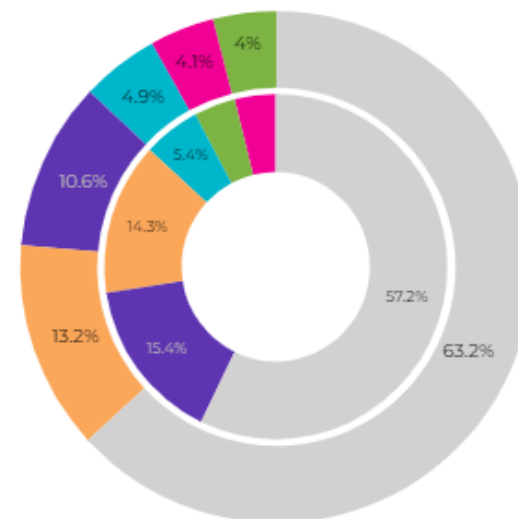
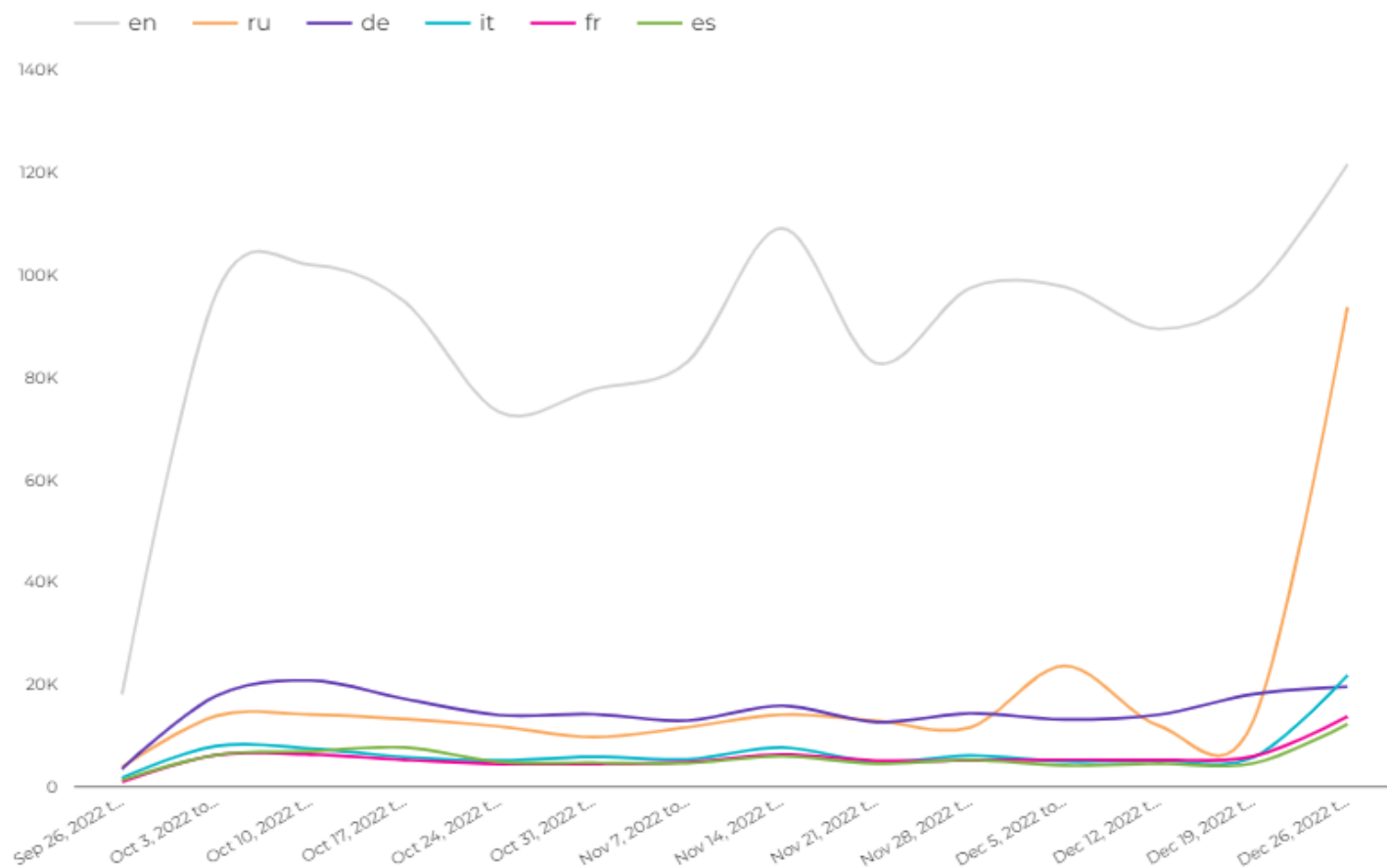
In general, **reputation attributes** were found **58%** more compared to the previous quarter. Only the attribute **Member of the European family** showed a significant increase and took first place among all attributes in the quarter under study.

The attributes **Nation of heroes and Democratic** country share the second place. The **Free nation** attribute was in third place.

Total number of articles mentioning Ukraine:

1 963 221

+40,5% (compared to the previous quarter)

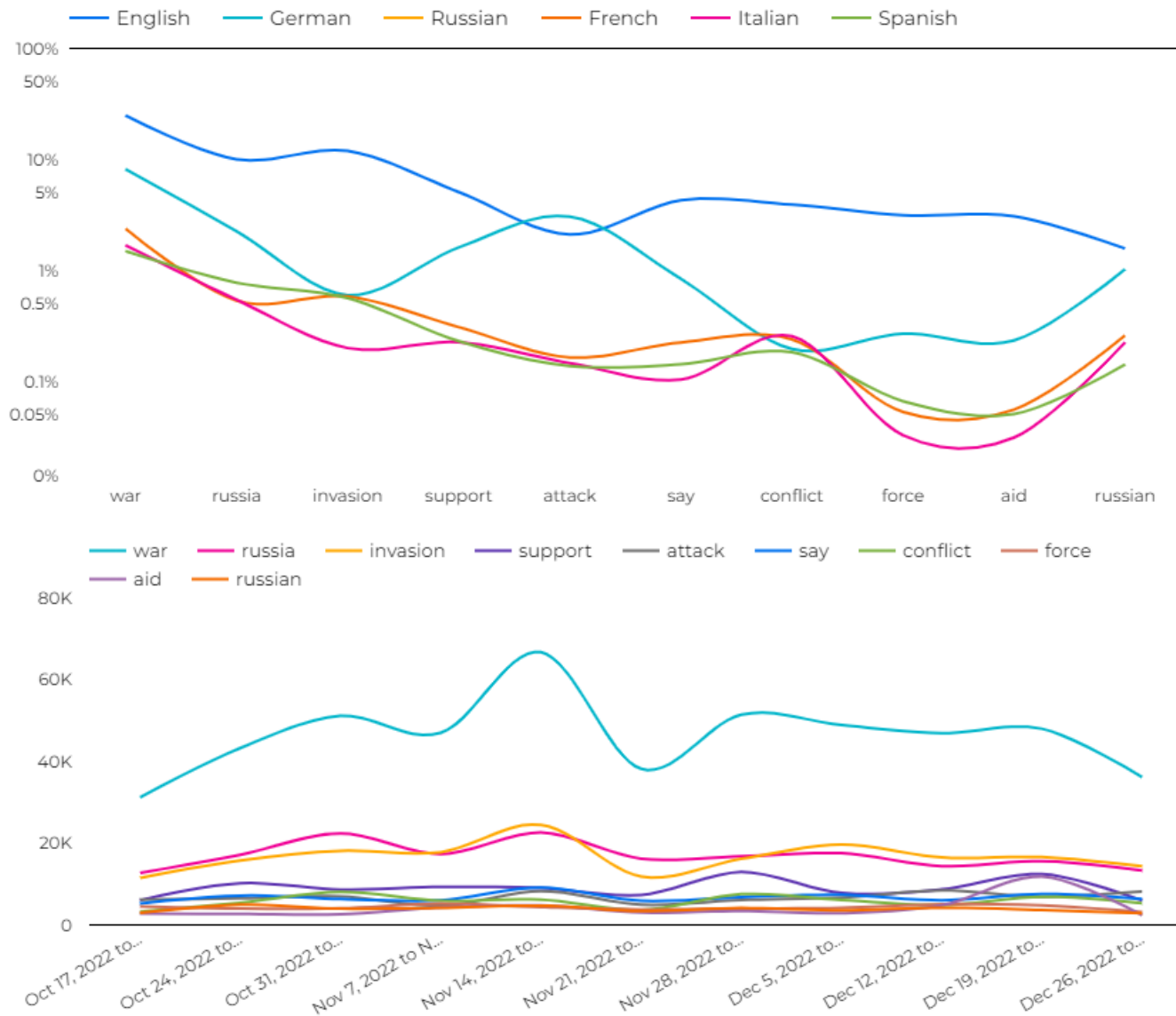


en ru de it fr es

en	1,239,892	55.2% ↑
ru	259,468	29.9% ↑
de	208,805	-2.8% ↓
it	96,428	28.4% ↑
fr	80,208	48.5% ↑
es	78,420	43.3% ↑
	1,963,221	40.5% ↑

* internal chart - comparison with the previous quarter

Ukraine Correlations (all language environments)



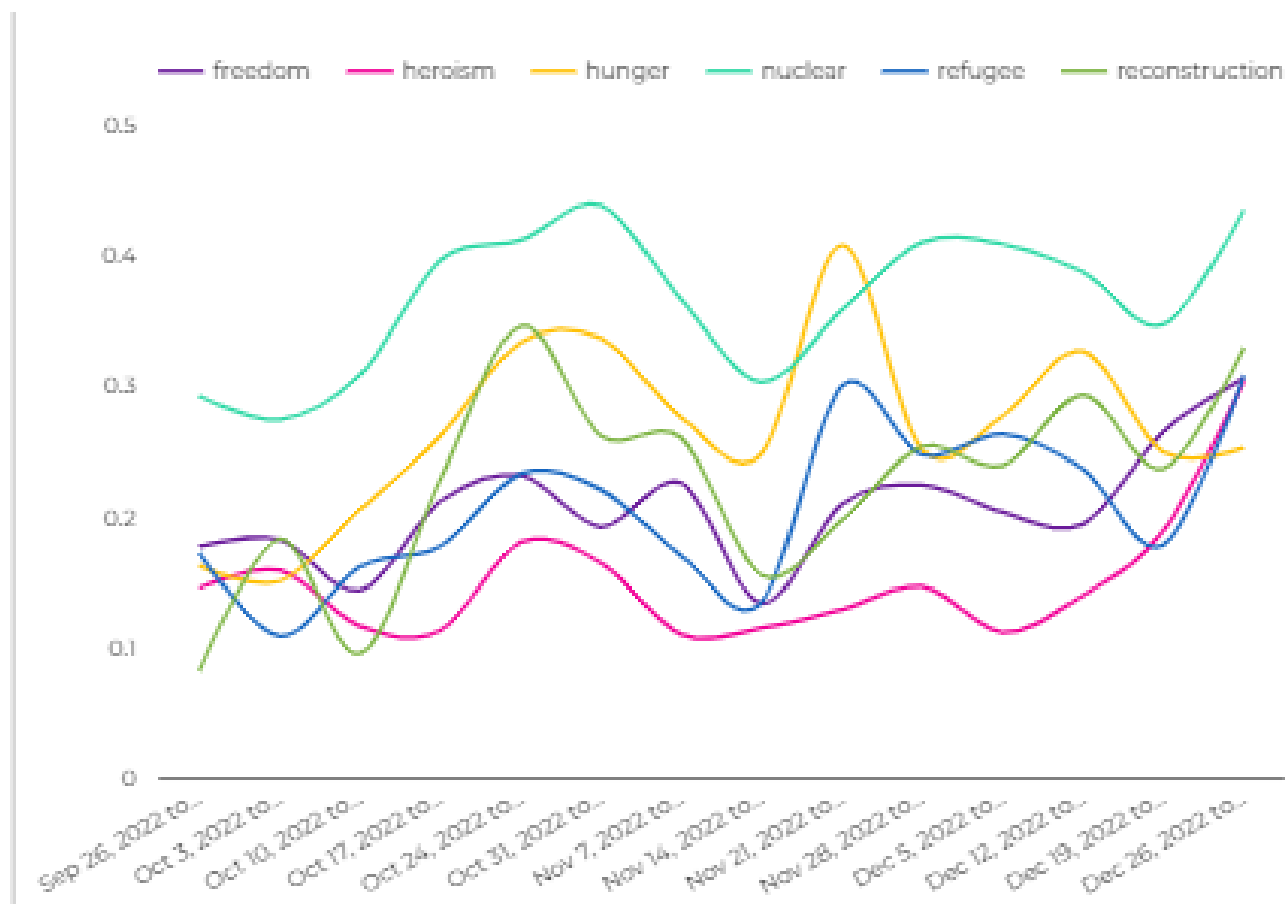
The top diagram shows that the first 10 words that make up the main context of the texts have a very similar distribution in all language environments. The only difference is the German language, where the word "to attack" is used more often.

The first 10 words that are most often and most closely mentioned with Ukraine, and therefore create the context of its mention, showed a decrease in the words "freedom" by 19% and "refugees" by 13%, compared to the previous quarter. It is associated with a decrease in the number of publications.

There was a significant increase in the word "heroism", the number increased by almost 28%.

In the interactive mode, you can choose a word of interest from the list and view its dynamics.

Ukraine Correlations (all language environments)



The average value

freedom
0.21

heroism
0.15

hunger
0.28

nuclear
0.37

refugee
0.21

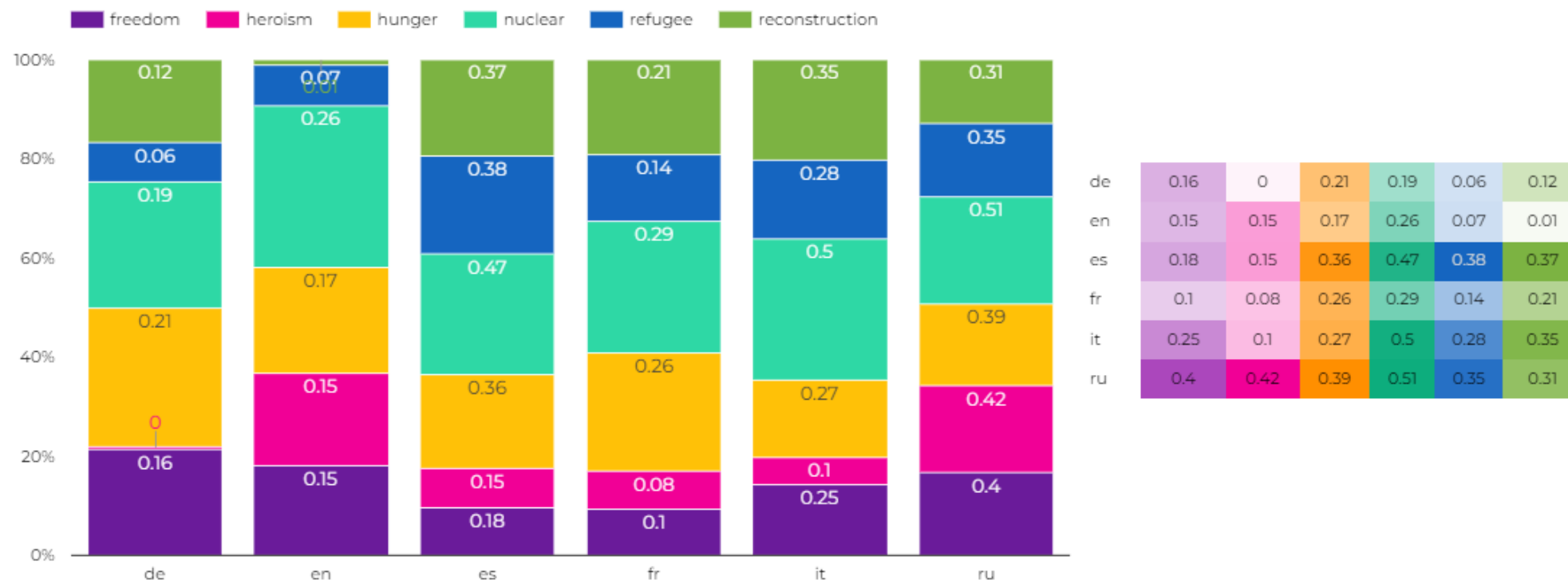
reconstruction
0.23

date (Month)	freedom	heroism	hunger	nuclear	refugee	reconstruction
December	0.23	0.18	0.28	0.4	0.25	0.27
November	0.2	0.13	0.31	0.37	0.22	0.22
October	0.18	0.14	0.24	0.35	0.17	0.19



The figure shows that "nuclear danger" remained the most stable correlation with Ukraine during the quarter. At the end of October, there is a peak in correlation with "reconstruction", but then attention turns to "hunger". The correlation with "heroism" remains, on average, at the same level (the weakest among the studied).

Ukraine Correlations (all language environments)



In general, the highest indicators of correlations among linguistic environments are found in Russian, Spanish, and Italian texts. This indicates that the selected topics are mentioned directly next to Ukraine. If we consider the structure of correlations (we reduce all correlations to 100%), then "nuclear danger" has the largest share in English texts, and the smallest in German texts. The correlation of "heroism" is hardly mentioned in the German texts, and the "reconstruction" in the English ones.

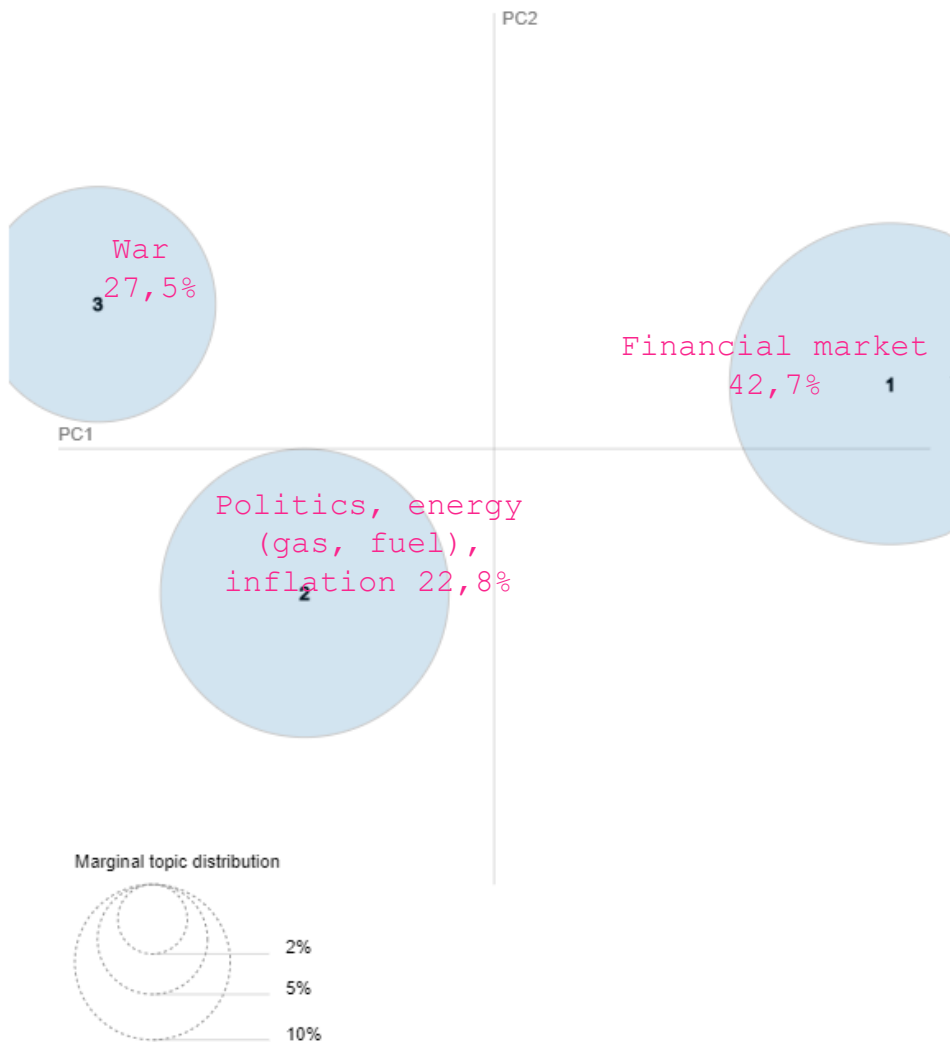
English



Key Topics Model of English texts

■ 1 ■ 2 ■ 3 ■ 4

Intertopic Distance Map (via multidimensional scaling)



month september asset companys per
cost statement revenue increase
adjust information million loss provide rate
research business expense
year security cash 2022 report we 2021 end
growth 30 risk
quarter result company income sales
1 period financial global including
impact operate forwardlooking
include total product use fund change

way unite become service government
do state president
economy house
month well need
want oil energy right global next
week leader company
help look
war home report inflation since change back
ukraine price high
china lead late
even support country show biden

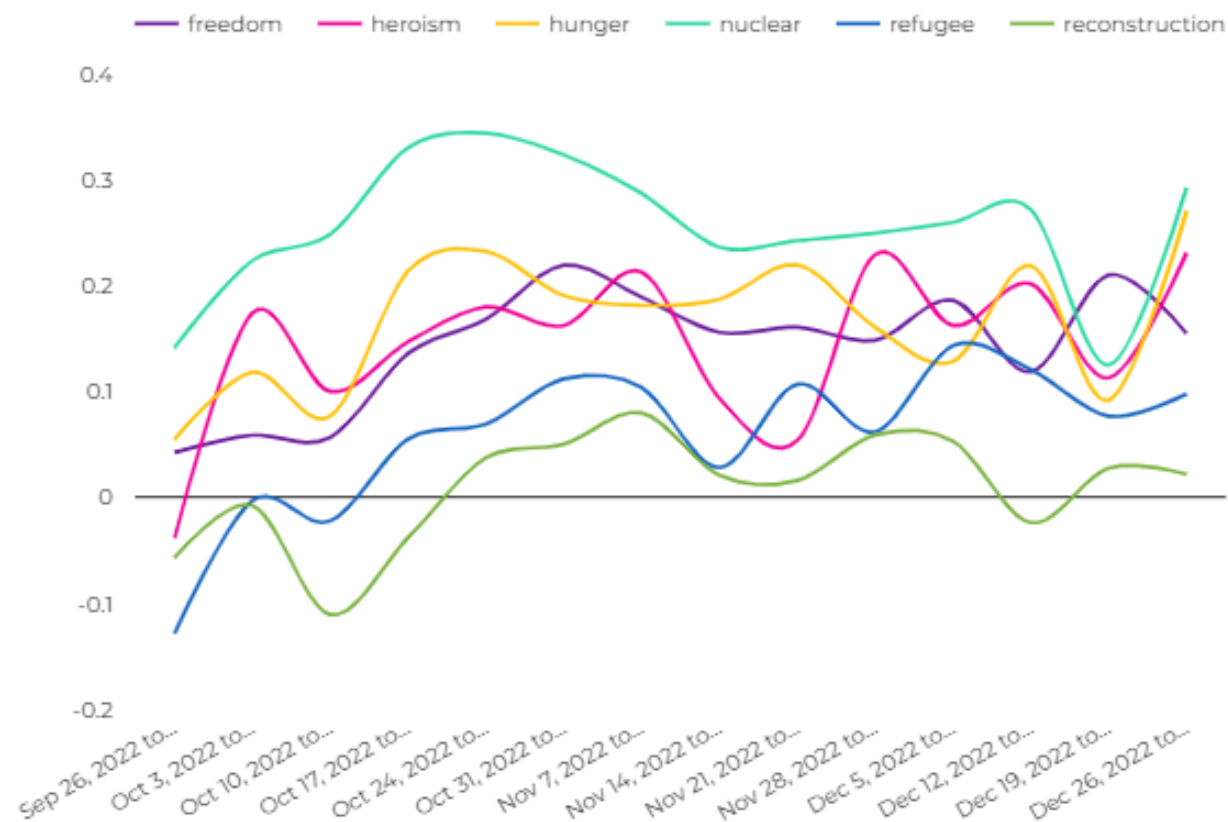
country people military power
attack force moscow region
drone putin air
weapon state
since accord defense nuclear official report
time strike city
call war kyiv russia two
month ukrainian president
take kherson ukraine minister missile

English | Associations with Ukraine

spirit wartorn saturday volodymyr securityputins without
turkey december create winter church zelenskyy
official poland funding result service wednesday investment many
early european russia's copyright target blame battery
green nato west unitekherson strike ukrainian billion meet
stand report russian president needmake causegrain start
worlddefense relate including may kill 2014
prepare operation help kyiv attack crisis tuesday state
country visit region invasion eastern drone
biden southern aid hit fight people long
accord force eu invade missile impact troop
supply time across support russia weapon allow
system accuse provide continue send border putin work
defend face february conflict moscow plan
feb western part global check
area effort export assistance aggression action leave
must peace give infrastructure friend monday rebuild
begin back push year month claim thursday friday return keep
aide last letterincrease call victory package retract
lead glory city neighbor launch sunday still china around
bakhmut change add remain arm live kremlin

	word	value ▾	% ▲
1.	war	15,2%	-0.7% ↓
2.	invasion	7,28%	-24.7% ↓
3.	russia	6,11%	-15.7% ↓
4.	support	3,11%	30.6% ↑
5.	conflict	2,39%	6.0% ↑
6.	force	1,92%	-27.8% ↓
7.	aid	1,88%	107.4% ↑
8.	kyiv	1,82%	55.1% ↑
9.	invade	1,58%	-29.5% ↓
10.	attack	1,28%	20.4% ↑
11.	fight	1,14%	1.6% ↑
12.	help	1,1%	56.8% ↑
13.	eastern	1,06%	-50.6% ↓
14.	february	1,05%	-16.7% ↓
15.	region	0,99%	-16.7% ↓
16.	russian	0,96%	-22.5% ↓
17.	president	0,94%	31.0% ↑

English | Selected correlations



The average value

freedom
0.15

heroism
0.15

hunger
0.17

nuclear
0.26

refugee
0.07

reconstruction
0.01

date (Month)	freedom	heroism	hunger	nuclear	refugee	reconstruction
December	0.16	0.19	0.18	0.24	0.1	0.02
November	0.18	0.14	0.18	0.27	0.09	0.04
October	0.11	0.12	0.15	0.28	0.02	-0.03



The highest correlation with Ukraine for the period is "nuclear danger". Other correlations are at a weak level. It is worth noting that the correlation with "reconstruction" is at the lowest level among linguistic environments.

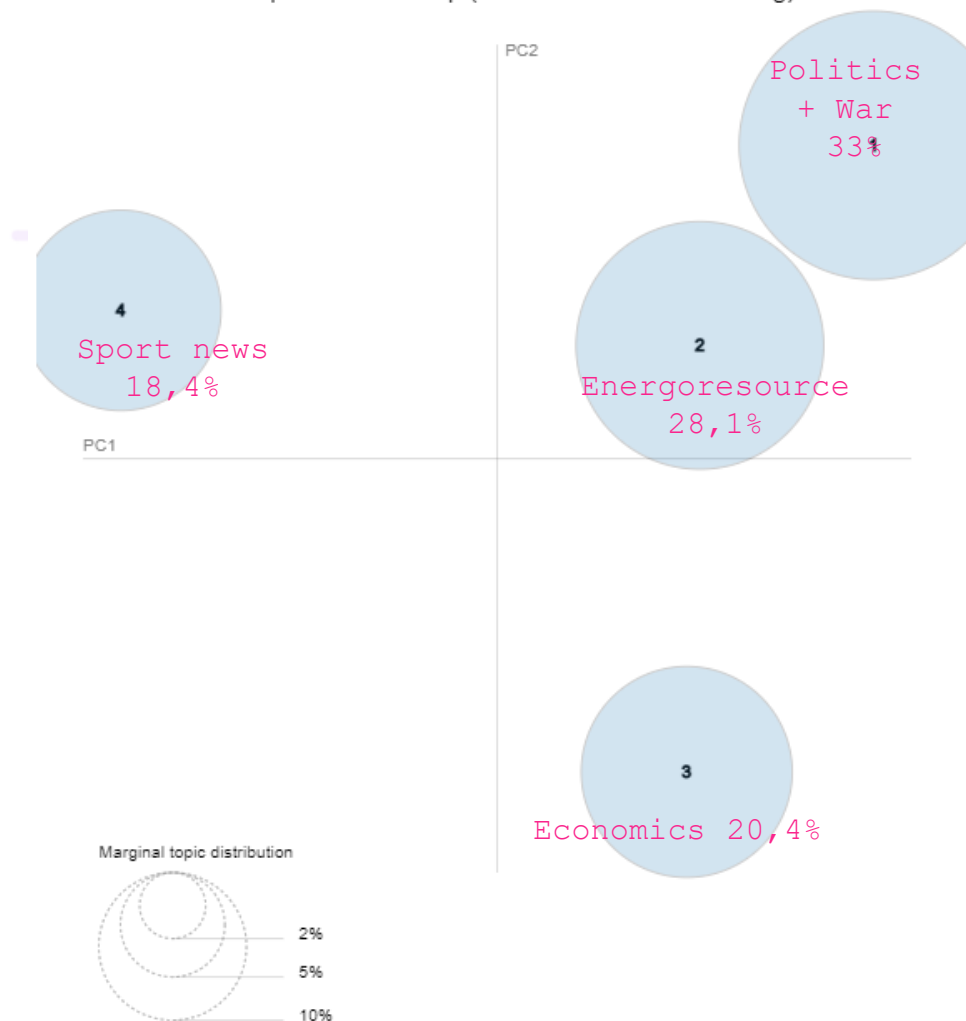
German



Key Topics Model of German texts

■ 1 ■ 2 ■ 3 ■ 4

Intertopic Distance Map (via multidimensional scaling)



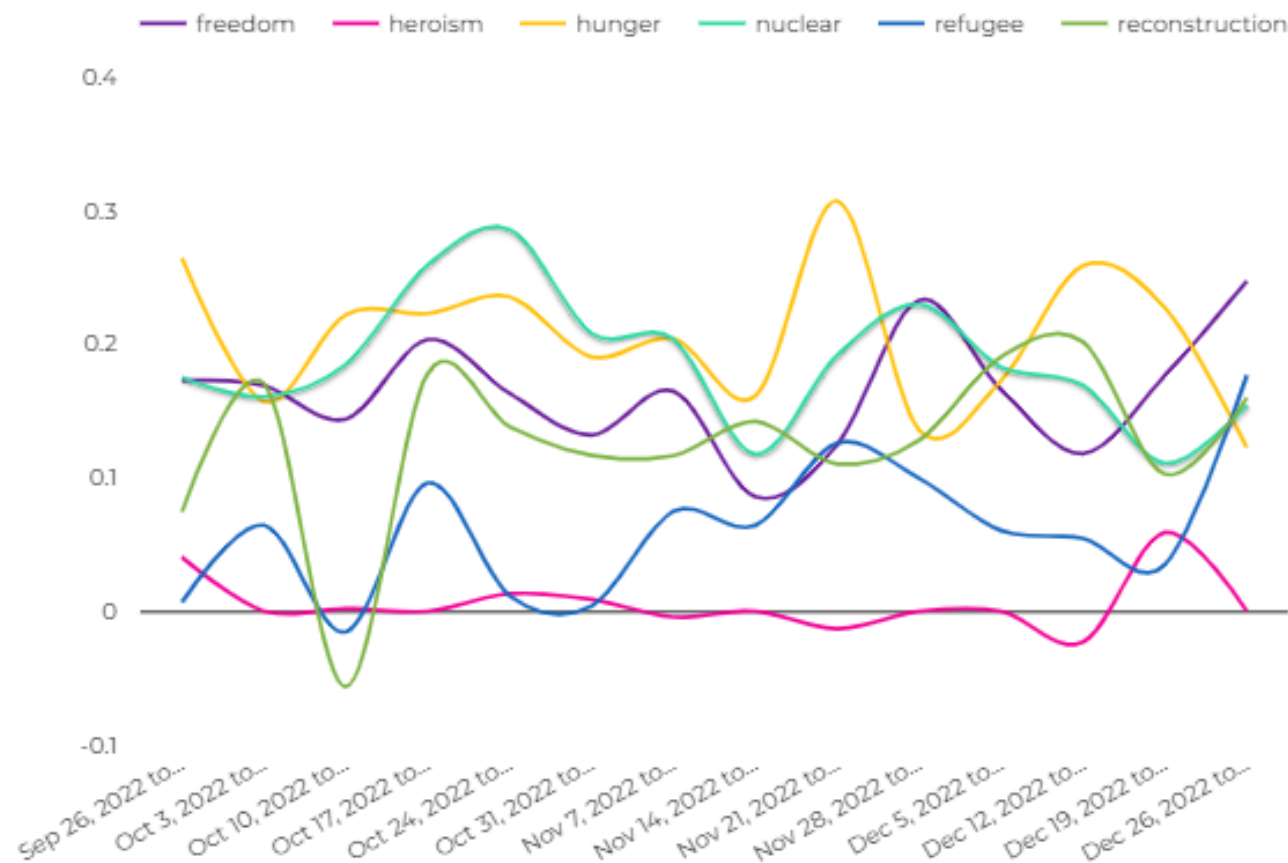
war russia ukrainian ukrainian attack president defense

war country people ukkraine government minister city

increase price company year market cent business billion

team swiss game first second final

German language | Selected correlations



The average value

freedom	heroism	hunger
0.16	0	0.21
nuclear	refugee	reconstruction
0.19	0.06	0.12

date (Month)	freedom	heroism	hunger	nuclear	refugee	reconstruction
December	0.17	0	0.2	0.16	0.08	0.16
November	0.15	-0	0.22	0.19	0.07	0.13
October	0.15	0.01	0.21	0.21	0.03	0.09



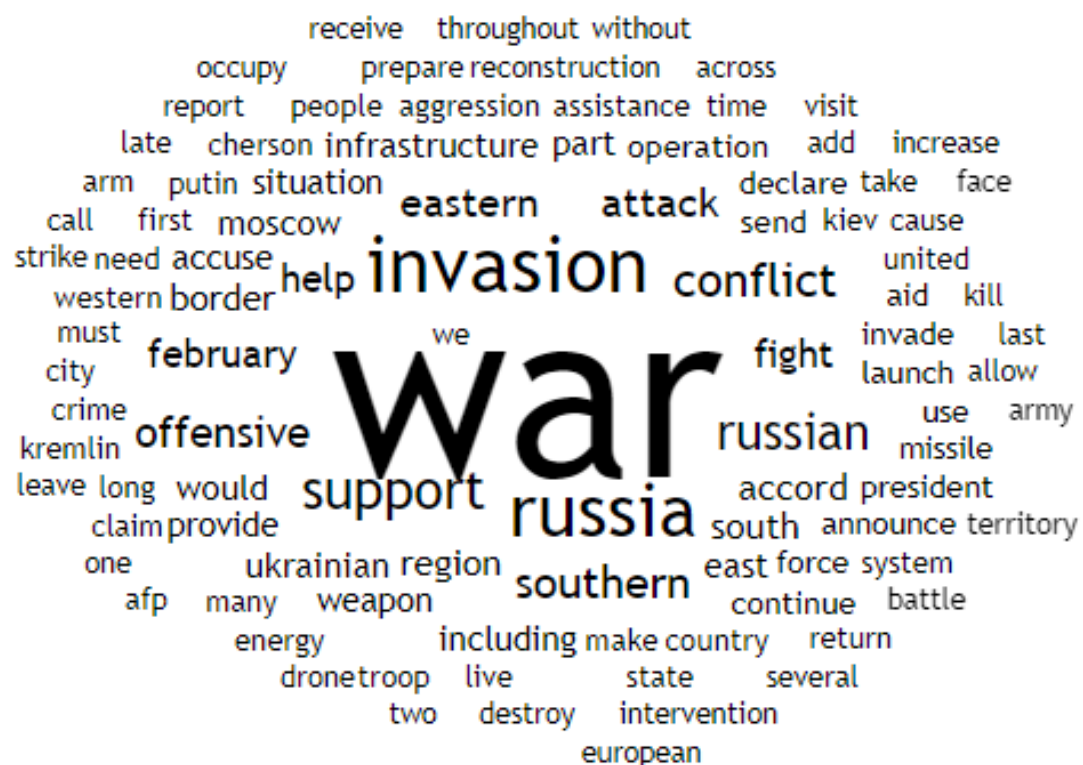
On average, the most persistent correlations are "hunger", "nuclear danger", and "freedom". It is worth noting that among German-speaking environments the correlation with "heroism" is at the lowest level.



French

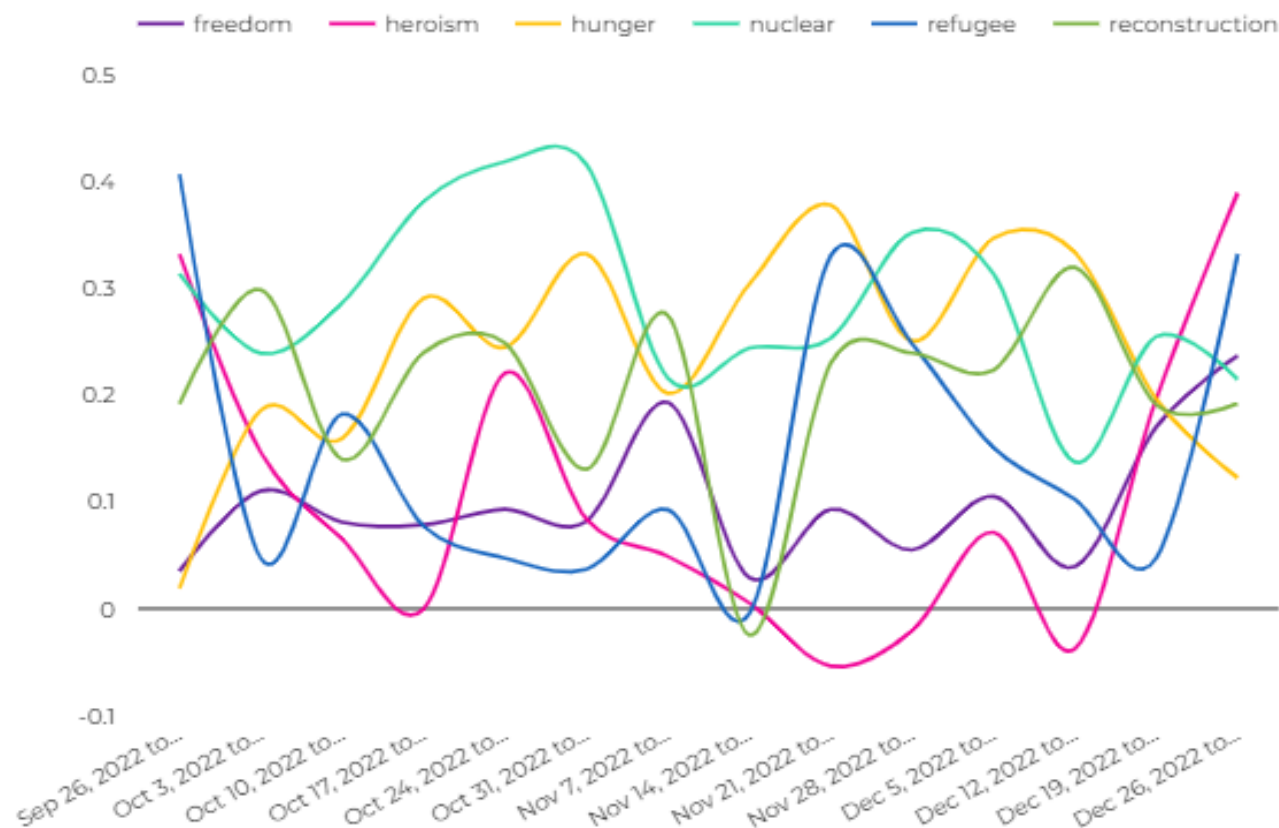


French | Selected correlations



	word	value ▾	% Δ
1.	war	18.54%	9.3% ↗
2.	invasion	4.57%	2.6% ↗
3.	russia	4.17%	4.7% ↗
4.	support	2.41%	93.7% ↗
5.	russian	2.03%	22.6% ↗
6.	conflict	1.87%	-4.3% ↘
7.	southern	1.6%	12.4% ↗
8.	offensive	1.41%	-34.4% ↘
9.	eastern	1.3%	-29.9% ↘
10.	attack	1.28%	171.7% ↗
11.	february	1.11%	21.9% ↗
12.	help	1.02%	228.0% ↗
13.	fight	0.99%	56.2% ↗
14.	accord	0.9%	51.1% ↗
15.	south	0.87%	-15.1% ↘
16.	region	0.85%	68.8% ↗
17.	border	0.77%	369.8% ↗

French | Selected correlations



The average value

freedom	heroism	hunger
0.1	0.08	0.26
nuclear	refugee	reconstruction
0.29	0.14	0.21

date (Month)	freedom	heroism	hunger	nuclear	refugee	reconstruction
December	0.11	0.14	0.26	0.25	0.17	0.24
November	0.11	0	0.29	0.27	0.15	0.17
October	0.07	0.11	0.22	0.33	0.12	0.21



The most stable correlation is "nuclear danger". The correlation with "reconstruction" is quite stable (compared to other language environments, it was at a high level throughout the period). Besides, Ukraine correlates quite closely with the concepts of "hunger" and "refugees".



Russian

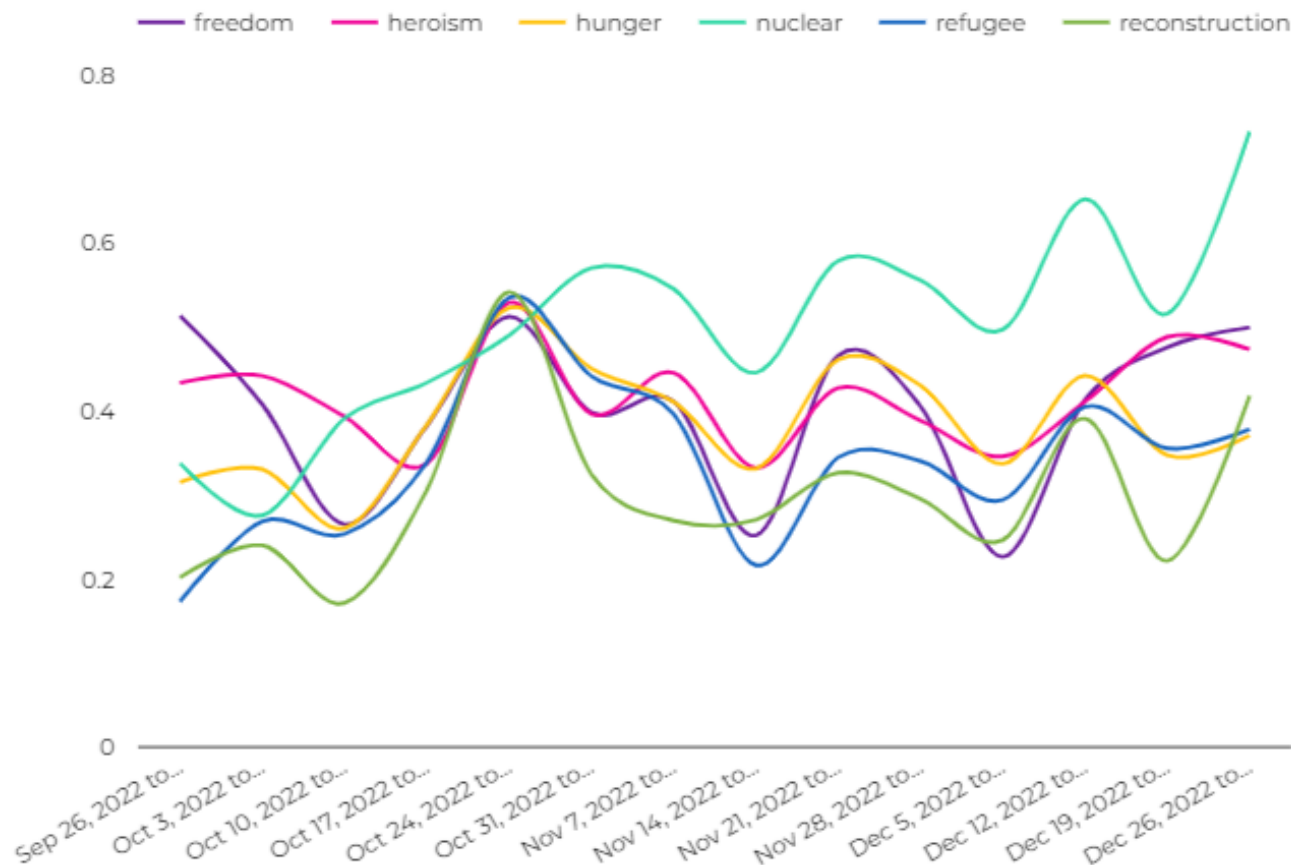


Russian language | Associations with Ukraine



	word	value ▾	% ▲
1.	россия	6.01%	-17.5% ↓
2.	президент	3.76%	8.6% ↑
3.	война	3.39%	-5.0% ↓
4.	территория	3.05%	-7.8% ↓
5.	компания	2.74%	16,420.5% ↑
6.	предоставлять	2.7%	11,110.8% ↑
7.	помощь	2.02%	33.1% ↑
8.	слава	1.97%	-14.6% ↓
9.	против	1.8%	-0.4% ↓
10.	который	1.73%	11.7% ↑
11.	владимир	1.72%	5.2% ↑
12.	сила	1.65%	-13.7% ↓
13.	казахстан	1.26%	671.2% ↑
14.	должный	1.25%	11.9% ↑
15.	поддержка	1.24%	18.4% ↑
16.	белоруссия	1.19%	1,320.1% ↑
17.	заявить	1.17%	-16.7% ↓

Russian language | Selected correlations



The average value

freedom
0.4

heroism
0.42

hunger
0.39

nuclear
0.51

refugee
0.35

reconstruction
0.31

date (Month)	freedom	heroism	hunger	nuclear	refugee	reconstruction
December	0.4	0.43	0.39	0.6	0.36	0.33
November	0.41	0.39	0.42	0.54	0.36	0.32
October	0.38	0.42	0.36	0.41	0.33	0.28



In Russian texts, "nuclear danger", "heroism" and "freedom" are most correlated with Ukraine. The concepts of "reconstruction" and "refugees" are the least correlated.



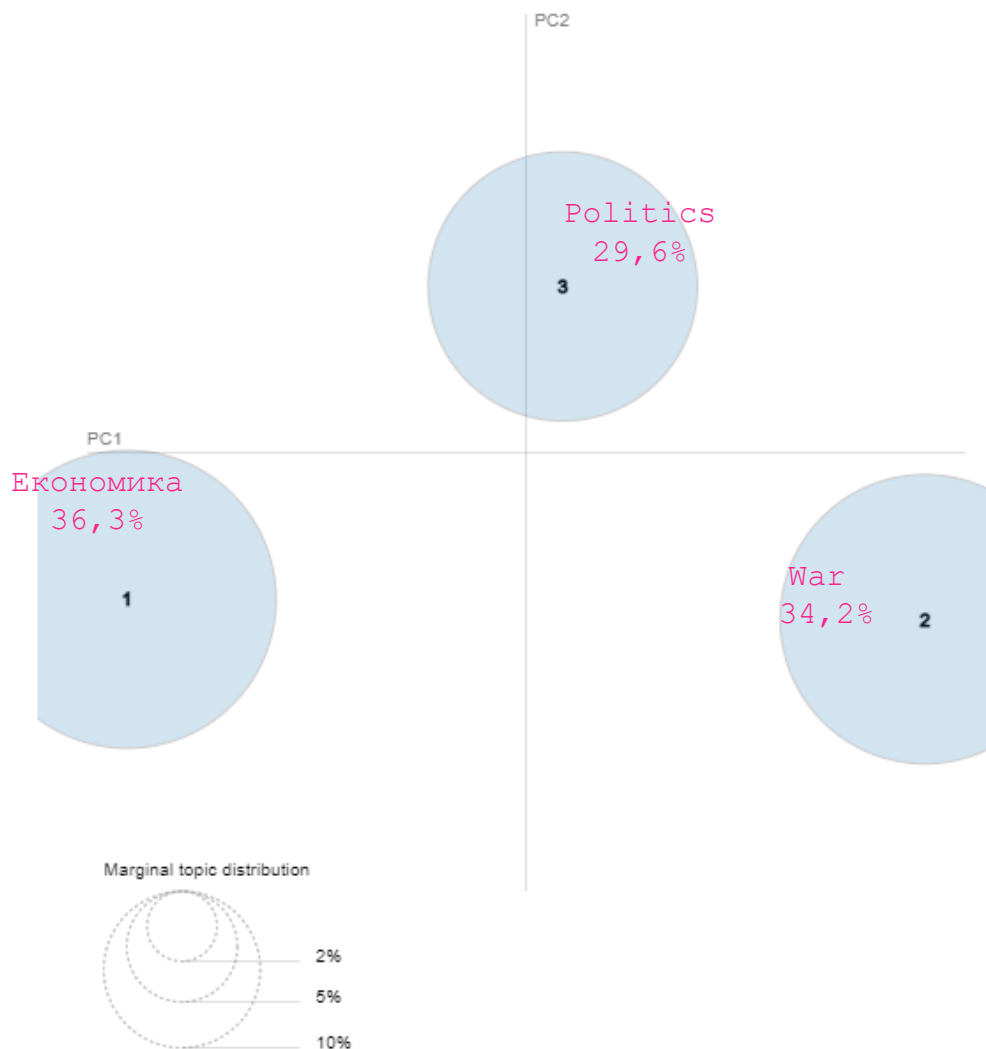
Italian



Key Topics Model Italian texts

■ 1 ■ 2 ■ 3

Intertopic Distance Map (via multidimensional scaling)



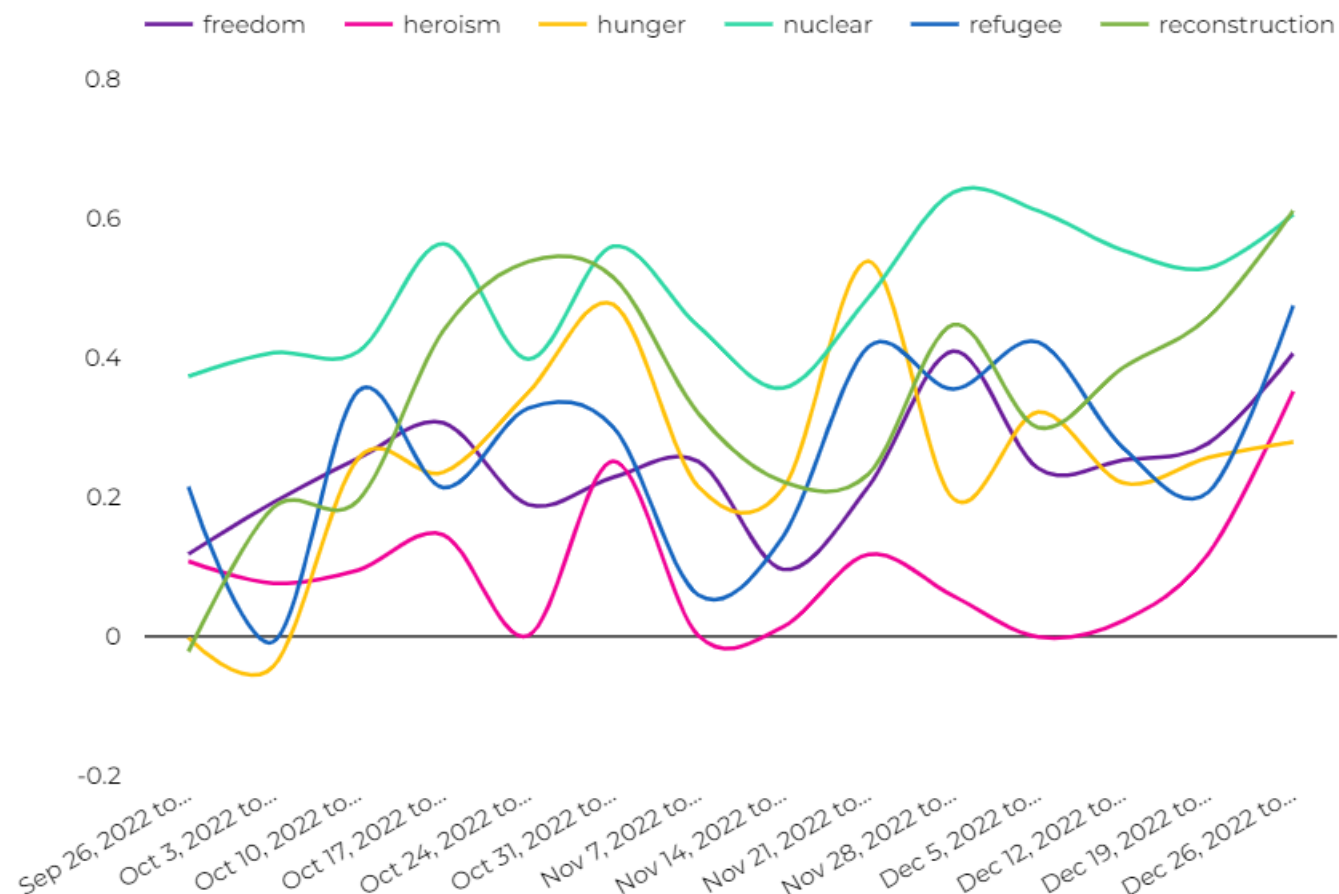
energy company
people country russian family
world
2023 car price
italian
italy change million work
gas increase
european

state provide make year continue launch nuclear peace conflict
military **ukraine** **war**
really soldier crime moscow **attack** region
drone **kiev** last missile force look country
go **russian** take night
air army **ukrainian** add
support accord defense minister united world
head right
weapon zelensky president report
states work territory video vladimir without explosion

publish political attack tag
call **president** **peace**
council ask italy
do time
5 **ukraine** minister party
meton trench would holy rome new
meet **news** one
russia european country pope permalink
comment government support **war** russian
author **italian** **ukrainian**
people leader force kiev little know



Italian language | Selected correlations



The average value

freedom	0.25	heroism	0.1	hunger	0.27
nuclear	0.5	refugee	0.28	reconstruction	0.35

date (Month)	freedom	heroism	hunger	nuclear	refugee	reconstruction
December	0.3	0.1	0.25	0.58	0.35	0.42
November	0.22	0.09	0.36	0.49	0.23	0.32
October	0.22	0.11	0.22	0.43	0.25	0.32



The figure shows that the most stable correlation with Ukraine is "nuclear danger". In Q4, the correlation with "reconstruction" was one of the highest among language environments. At the lowest level there is a correlation with "heroism".

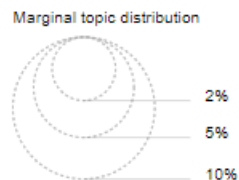
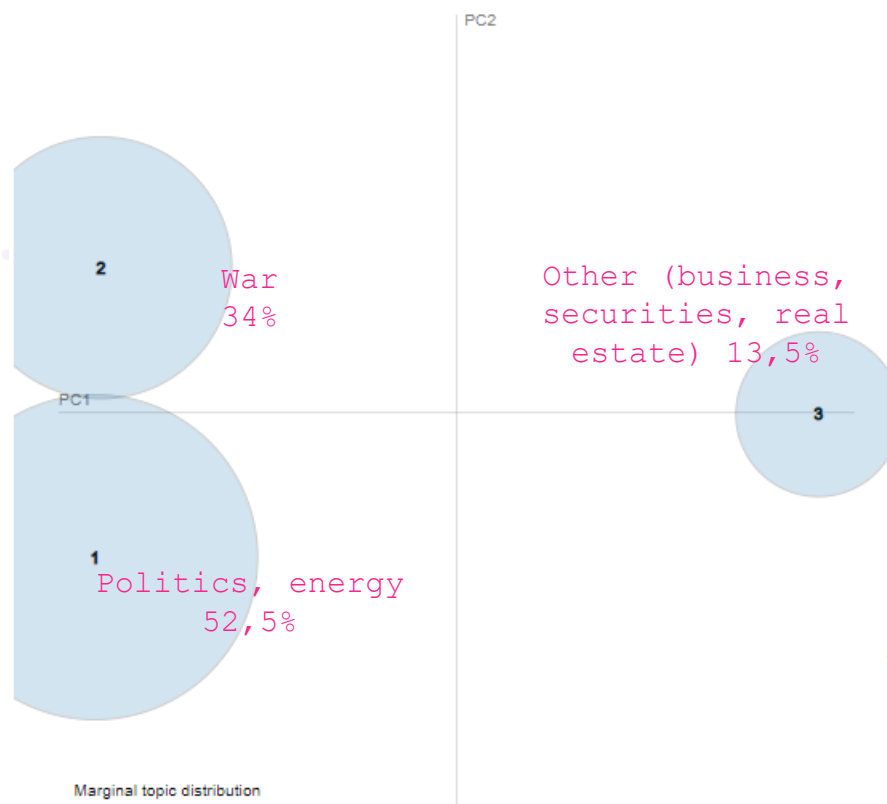


Spanish



Key Topics Model of Spanish texts

Intertopic Distance Map (via multidimensional scaling)



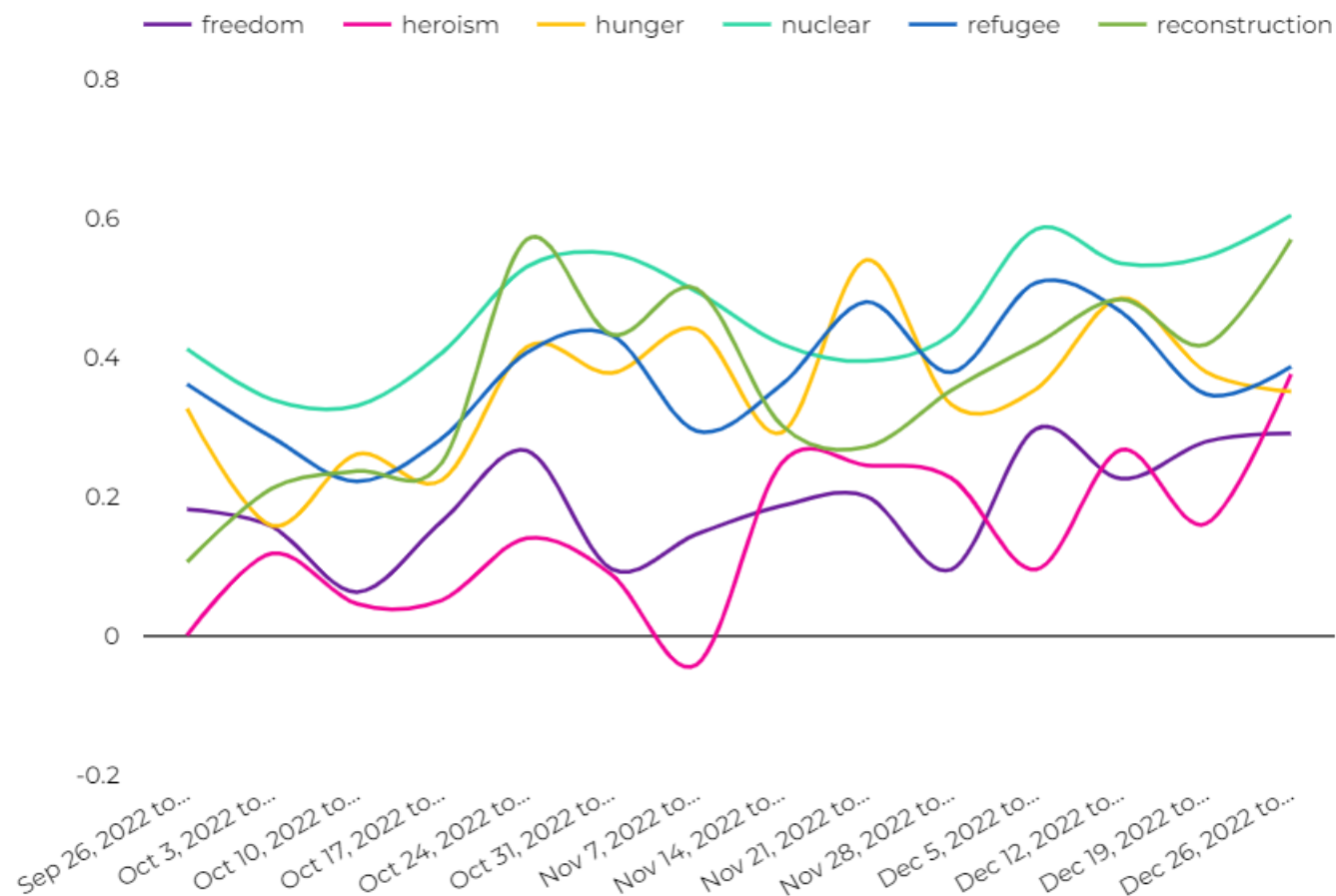
1 2 3

per end would increase last
day time first the
price make say also two
new year one
spanish month war
million world people see
ukraine icountry take
good high russian state 2022 accord
party government
european unitedpoint many know economic

report country good new world
look money little really also
force gothing president
market russia would military
today one kind war
well ukrainian attack
say people
see sort ukrainian

russia datum change size covid19 opportunity strategy
united information include company forecast
player product analysis trade study
factor future report growth america
price trend market also
b use ukraime
the war 2022
2031 new provide global industry
income application help key segment
development what main business production
chain region research demand regional marketus

Spanish | Selected correlations



The average value

freedom
0.18

heroism
0.15

hunger
0.36

nuclear
0.47

refugee
0.38

reconstruction
0.37

date (Month)	freedom	heroism	hunger	nuclear	refugee	reconstruction
December	0.25	0.25	0.4	0.56	0.43	0.46
November	0.15	0.14	0.4	0.44	0.41	0.37
October	0.15	0.07	0.29	0.41	0.29	0.3



As in other language environments, the closest correlation is with "nuclear danger". Compared to other language environments, the closest correlation is with "refugees" and "reconstruction".

+ Brand attributes in English texts

09/01/2022 – 12/31/2022

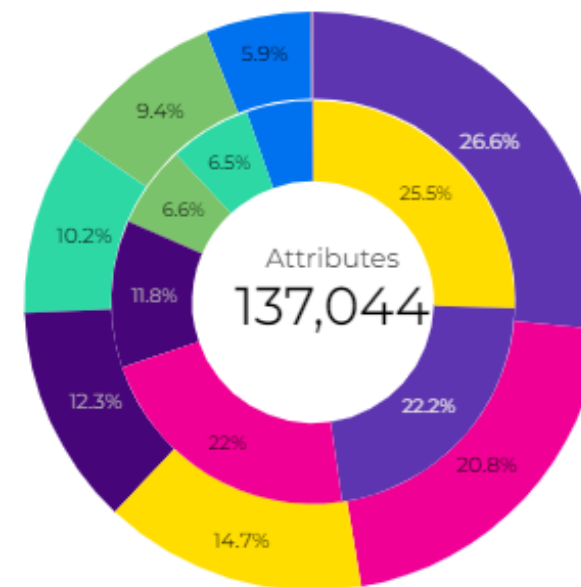
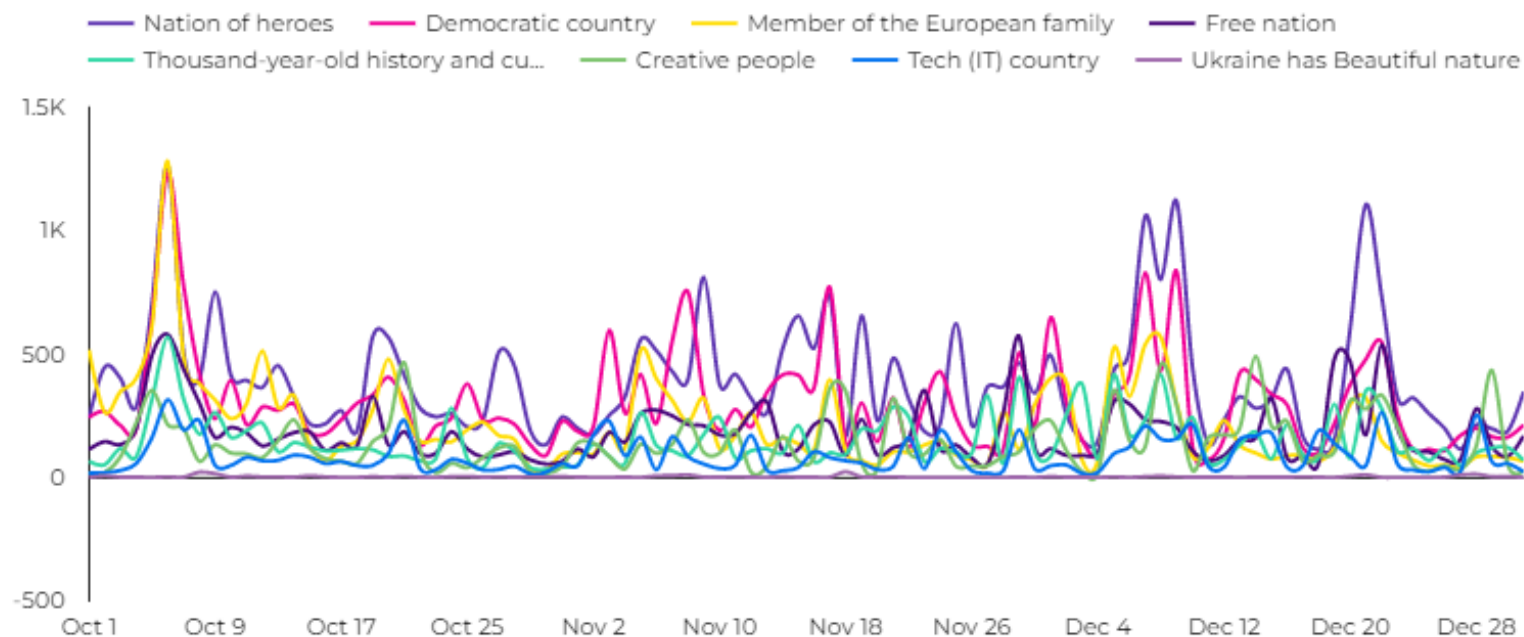




Reputational Attributes (see Appendix for key phrases)

- 1. Ukraine is nation of heroes
- 2. Ukraine is free nation
- 3. Ukraine is democratic country
- 4. Ukrainians are creative people
- 5. Ukraine has thousand-year-old history and culture
- 6. Ukraine is a Tech (IT) country
- 7. Ukraine is a Member of the European family
- 8. Ukraine has Beautiful nature

Reputational attributes



In general, 58% more reputational attributes were found compared to the previous quarter. Only the **Member of the European family** attribute showed a significant increase and took the first place among all attributes in the studied quarter.

The **Nation of heroes** and **Democratic country** attributes share the second place. The **Free nation** attribute was in third place.

	%, від загального медіаполя
Member of the European family	2,94%
Nation of heroes	2,65%
Democratic country	2,59%
Free nation	1,33%
Creative people	0,79%
Thousand-year-old history and culture	0,72%
Tech (IT) country	0,67%
Ukraine has Beautiful nature	0,01%



Appendix

Ukraine is nation of heroes

ukraine brave	sovereign nation	ukraine patriotic	ukraine slava ukraini
ukraine glory	ukraine encourage	fight warrior	slava ukraine army
ukraine great	ukraine hero	brave defender	ukraine glory brave
powerful country	warrior fight	ukraine incredible	ukraine slava ukraine
extraordinary courage	beloved country	incredible bravery	warrior army hero
fight evil	ukraine deserve	support defender	brave army
inspire ukrainians	ukrainian unity	heroically defend	bravo ukraine glory
country brave	heroic defender	ukraine liberate	ukraine heros
country powerful	great ukraine	ukrainian stand	brave warrior
ukraine bravely	strong people	force ukrainians	brave soldier ukraine
brave country	ukraine survive	defend donbass	justice slava ukraini
ukraine stand	ukraine facing	courageous	soldier stay safe
independent sovereign	ukraine inspire	defender	stay strong ukraine
bravery people	fight neonazis	defend nation	glory hero
courage resilience	ukraine spirit	victory ukrainians	heroic soldier
brave people	courageous people	victory country	brave fighter
spirit ukraine	courageous brave	protect family	
determine defend	fight protect	hero soldier	
bravery defender	courage bravery	ukrainians slava	
		heroyam slava	

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

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
free Ukraine

euukraine free
freedom ukraine
freedom stand
ukrainians free
freedom country
value freedom
free independent

Ukraine

bless ukraine freedom
independence beloved
everyone ukraine
fight freedom
inspire world
defend independence
defend homeland
freedom fight

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

Ukraine has thousand-year-old history and culture

art ukrainian	intellectual	bandurist ukrainian	military history
book ukrainian	ukrainian	youth ukrainian	institute archeology
ukrainian youth	dancer ukrainian	brave cossack	serhii plokhy
identity ukrainian	brave cossacks	culture history	ukrainian revolution
director ukrainian	ukrainian art	symbol country	kyivan rus
ukrainian nationalism	ukraine culture	ukrainian cossack	historical spiritual
ukrainian dancer	kievan rus	cossacks ukrainian	
song folk	history culture	ukrainian film	
history ukrainian	root ukrainian	learn history	
rich ukrainian	country symbol	music ukrainian	
history	artist folk	artist ukraine	
ukrainian book	ukrainian star	academic ukrainian	
musician ukrainian	rus kievan	ukrainian	
film ukrainian	folk song	intellectual	
ukrainian director	ukrainian tradition	ukrainian history	
culture language	nationalism ukrainian	author ukrainian	
century ukrainian	ukrainian root	ukrainian nationhood	
monument ukrainian	ukrainian heritage	ukrainian century	
ukrainian diaspora	ukrainian music	ukrainian academic	
cultural identity	ukrainian author	ukrainian statehood	
ukrainian monument	song patriotic	language history	

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

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
european 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



Ukraine has Beautiful nature

nature ukraine

ukrainian nature

Ukraine nature beauty

Ministry of Foreign
Affairs & LOOQME

