



# **BRAND UKRAINE**

**Annual report  
2022**



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# INTRODUCTION

BRAND UKRAINE NGO was established on the 10th of February 2022 to strengthen Ukraine's nation brand and proactively communicate Ukraine and its offer to the world among foreign audiences, uniting the efforts of the experts in strategic communications and international project management.

On the 24th of February, two weeks after our organisation was founded, Russia started the brutal and unprovoked full-scale invasion of Ukraine. In one moment, all our plans had to be reconsidered. We focused on consolidating the strength of Ukrainians' unity and volia<sup>1</sup> to provide support to Ukraine's strategic communication abroad.

This report is the first public report of BRAND UKRAINE. The report provides an overview of the activities conducted by our team during 2022. With this document, we prove our adherence to transparency and accountability as two of the fundamental values of our organisation.

We believe in Ukraine's spirit of freedom and the Armed Forces of Ukraine that are doing their best to put an end to this unfair aggression and defend long-lasting peace not only for us but for the whole of Europe.

We are grateful to all our partners that supported us throughout the year, especially the European Union for the institutional support of our organisation.

BRAND UKRAINE's team

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<sup>1</sup> Volia – is a Ukrainian lifestyle concept describing the desire and ability of a person to act in the direction of a consciously set goal, overcoming internal and external obstacles, making happen what was considered to be impossible

# BRAND UKRAINE: MISSION, GOALS AND VALUES

We are a non-governmental organisation that brings together like-minded people and experts in strategic communications and international projects, founded in February 2022.

**Our mission** is to make Ukraine a lovemark for the world. We tell Ukraine's story in a way that sparks interest and inspires people all over the world to engage and learn more about Ukraine. We contribute to a strong and sustainable brand of Ukraine in the world, its positive image and agency by developing lovemark projects and campaigns, digital solutions, and analytical products.

## **Our goals:**

1. The world doesn't forget about Russia's war in Ukraine and actively supports us
2. Ukraine's voice in the world is powerful and has an agency
3. Ukraine's brand is multidimensional – Ukraine is known not only in the context of the war
4. Ukraine's approach to its brand promotion abroad is strategy and policy-based

## **Our values:**

**We are true.**

**Our communication is sincere and open.** We talk about true Ukraine, not an ideal one. And we are not afraid of emotions when they are real.

**We are relevant.**

**Our projects are relevant to the actual needs** of foreign audiences who want to know more about Ukraine. That is why they are so impactful.

## **We have agency.**

**We always communicate** to the world about Ukraine from the perspective of **Ukraine as an independent actor** in the international arena.

## **We are sustainable.**

**Each of our initiatives has a long-term impact.** We always ensure further development and scaling up of our projects.

## **We are inclusive.**

**We involve various stakeholders** in the development of each project or policy paper and take into account their interests and expertise. We believe in partnership.

## **We are visual appeal's adepts.**

**We care about aesthetics.** Visual appeal is an integral part of our projects. We always use up-to-date visual solutions in our communications.

## **We use a data-driven approach.**

**Our projects are based on data and thorough analysis.** Our solutions are efficient because we research the actual needs of the target audiences and use communications tools that address those needs most effectively.

# 2022 IN FACTS AND FIGURES

Since Russia launched its full-scale invasion of Ukraine on the 24th of February 2022, continuing and escalating its nine-year-long war on Ukraine since 2014, the war has also intensified on the information front. The world's interest in information about Ukraine, both in the development of current events in the military and political arena and the country's background (historical, cultural, and human dimensions), has risen dramatically. On the one hand, this significant change unleashed new opportunities to communicate Ukraine to broader external audiences. On the other hand, the task to combat Russia's propaganda and disinformation, its efforts to flip the logic and put the blame for unprovoked aggression on Ukraine had become critical not only in terms of Ukraine's image but also as a matter of national and global security.

With the support of international partners and a wide circle of friends and volunteers, BRAND UKRAINE's team managed to reach out through its activities and campaigns in 2022 to more than 1 billion contacts around the globe with both verified, fact-based information about Russia's war against Ukraine and promotion of Ukraine's identity, history, culture, and people.

## UKRAINE.UA: MAKING UKRAINE'S VOICE HEARD

From the first hours of the full-scale war, [Ukraine.ua](#) digital ecosystem which our team develops jointly with the Ministry of Foreign Affairs of Ukraine was redesigned to become Ukraine's powerful digital voice and official source of information about Russia's war in Ukraine, stories of human heroism, Russia's war crimes, and Ukraine's fight for freedom.

Here are the key results and achievements of [Ukraine.ua](#):

- [War.ukraine.ua](#), a platform which our team launched on the 7th day of Russia's full-scale invasion, got more than **5.7 million views** and **7.3 million external references** to the website, including major international media like The New York Times, Fox News, Le Monde, The Guardian, Forbes, New York Post, Newsweek, USA Today, and others.

- The [war.ukraine.ua](https://war.ukraine.ua) website, an official Ukraine's platform about the Russia's war in Ukraine, available in 8 languages – English, French, Spanish, German, Italian, Arabic, Russian and Mandarin, has reached 2,856,144 unique users and received 5,721,587 pageviews from all over the world. The most visited language versions were Mandarin (603,879 pageviews), Russian (264,727 pageviews), and Arabic (218,629 pageviews), followed by German (72,448 pageviews), French (15,779 pageviews), Spanish (9,244 pageviews), and Italian (1,828 pageviews).
- Ukraine's official Instagram page [Ukraine.ua](https://www.instagram.com/Ukraine.ua) reached **1 million followers organically** and is now among TOP-5 country profiles in the world, after Australia, New Zealand, Turkey, and Canada.
- The [online archive of Russia's war crimes](https://war.ukraine.ua/online-archive-of-russia-war-crimes) was launched in the first month of the full-scale war and since then has been gathering evidence of Russia's atrocities and war crimes in Ukraine. The archive has been constantly updated through 2022 with more than a hundred publications about attacks on civilian infrastructure, murder of innocent, rape, forceful deportation, and other Russia's war crimes. The archive reached **242,430 unique foreign users** and received **497,747 pageviews** and is currently one of the most comprehensive information sources about Russia's war crimes for foreign audiences available in **9 languages** – English, French, Spanish, German, Italian, Arabic, Russian, Mandarin, and Thai.



## DIGITAL ECOSYSTEM UKRAINE.UA





## THE MOST-READ EDITORIALS ON WAR. UKRAINE.UA IN ENGLISH WERE:

- [Why is Russia invading Ukraine](#) (68,439 views)
- [Ukrainian meme forces: what makes us laugh in the times of Russia's invasion](#) (14,618 views)
- [The emperor has no clothes: Russia's real place in the world](#) (12,779 views)
- [«Save Mariupol, save Azovstal now» – the call to save the Ukrainian military is heard throughout Europe](#) (8,608 views)
- [Mariupol defenders left Azovstal more than a month ago. What do we know about them since?](#) (5,383 views)

Search engine optimisation of texts and a data-driven approach allowed us to reach out to millions of people around the globe organically. During the year, we monitored which topics related to Ukraine are popular or just gaining popularity in different countries. Below are the website articles/sections that have garnered the most search traffic. With their help, we brought true information on certain topics to people who were looking for more details on Ukraine and Russia's invasion:

1. The page [“Why Russia invaded Ukraine”](#) is in the top 3 search results in the US and has collected 13.9K traffic from the US, UK, Canada, and other countries. The Russian-language [version](#) of the same article received 9.3K search visits.

The section on [Russia's war crimes](#) received 35.6K search visits, being in the top 10 for the search query “Russia war crimes”. The highest traffic occurred at the beginning of April 2022, when the world saw photos from Bucha and Irpin. The most popular language versions are English, Russian, and Mandarin.

2. One of the most successful publications in the Russian language was the article [“Why Russia is losing the war”](#). Interest in this topic rose among Russian users in September after the announcement of mobilisation in the Russian Federation. The page was first in the top 3, and now it is in the top 10 in Russian Google for the query “Russia is losing the war” and similar.

3. We have published several articles in the format of [FAQs](#) (frequently asked questions) about what is most often searched for about Ukraine without reference to the war. One of them, "[Does Ukraine have nuclear weapons](#)", has reached the first place in the Google search in the USA, bypassing Wikipedia.

[Ukraine.ua](#) digital ecosystem, with the new channels in TikTok, Youtube, and Twitter, and a dedicated digital team has grown by 10 times and become a powerful voice of Ukraine in the digital world, reaching out to 1 billion contacts (as of 31 December 2022).

Here are brief results and insights about all [Ukraine.ua](#) social media channels:



### Instagram

**reached 1 mln followers**

and is among the top-5 official country Instagram pages in the world



### LinkedIn

**33K followers**

one of the most impactful voices of Ukraine of LinkedIn, top-tier among country profiles



### TikTok

**846K followers**

top tier among country profiles, over **90 million** video views in 8 months



### Twitter

**5,4K followers**



### Spotify

**6,8K subscribers**



### Facebook

**258K followers**



### Youtube

**1,5K subscribers**

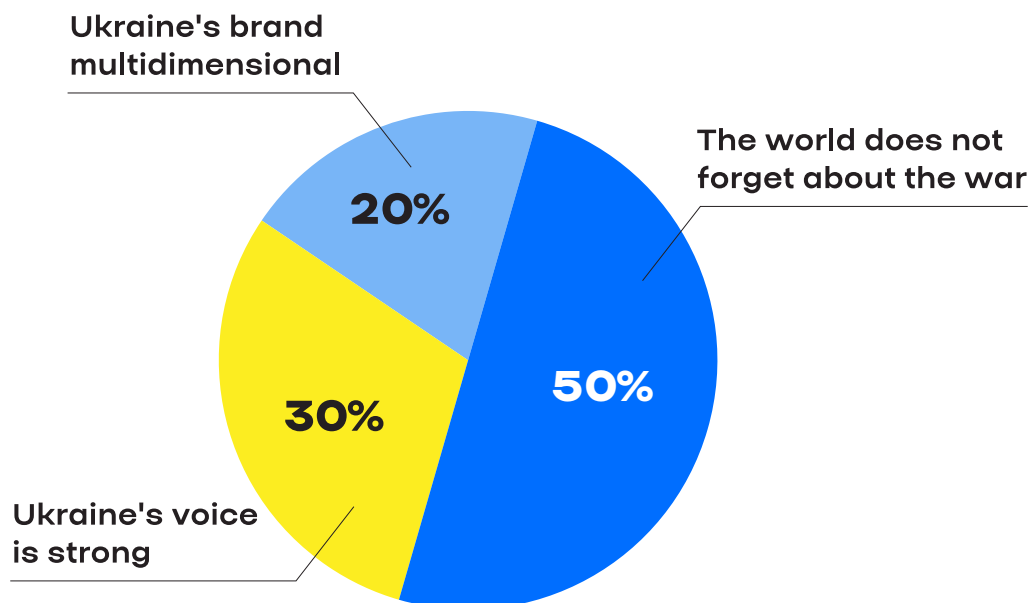
# BRAND UKRAINE'S INTERNATIONAL COMMUNICATION CAMPAIGNS

In 2022 our team has implemented 10 international campaigns and creative projects with global outreach of 250 million people promoting Ukraine's strategic narratives and countering foreign-led disinformation – from calling for justice for the victims of Russia's war crimes to explaining the causes of the global food crisis to audiences in Africa, Asia, Latin America and the Middle East.

All BRAND UKRAINE 's campaigns correspond to the organisation's main goals. Half of the projects in 2022 were naturally dedicated to the goal "The world does not forget about Russia's war in Ukraine and actively supports us". 20% of the campaigns contributed to the goal "Ukraine's brand is multidimensional – Ukraine is known not only in the context of the war", 30% were aimed at promoting Ukraine's voice in the world to be powerful and have an agency.

A number of initiatives started in 2022 were dedicated to the goal "Ukraine's approach to its brand promotion abroad is strategy and policy-based", their results will be published in BRAND UKRAINE'S Annual report-2023.

## Distribution of BRAND UKRAINE's 2022 campaigns in terms of their goals



Below is the list of the campaigns, ranked according to their outreach:

## “Russia’s War Crimes”



The launch of Russia’s war crimes campaign was announced on Saturday, April 9, in partnership with MFA Ukraine.

It is a storytelling project, which explains to a foreign audience in an accessible and simple language the criminal actions of Russian soldiers and the impact of war crimes on Ukrainian society. The online archive of war crimes has become a way to distribute verified information to various platforms and communities quickly.

Diplomatic missions of Ukraine in European countries, as well as BRAND UKRAINE partners and Ukrainian influencers who have a foreign audience on their channels, were involved in the campaign’s promotion.

**Campaign reached 128,574,621 contacts** in total via Ukraine.ua digital ecosystem and publications in news media and social media. There were 30+ articles about the campaign in media and almost 11K posts on social media platforms from almost 10K authors covering 94 countries.

## “Russia’s Famine Games”



The campaign is designed to draw international audience’s attention to the culpability of Russia for worsening global food crisis because of the full-scale invasion of Ukraine.

The idea of campaign is to link the Russia’s full-scale aggression against Ukraine and its negative impact on the food shortage in the most vulnerable regions of the world via the analogy with the survival game.

The campaign included such components as follows:

- special sector on Ukraine’s official website about the war for foreign audiences – [war.ukraine.ua/food-security](http://war.ukraine.ua/food-security)
- series of infographics and illustrations available on the website sector for free distribution in news media and social media
- human stories of Ukrainian farmers and other participants of agricultural production and logistics in Ukraine (the stories are available on the website sector in the part “Guardians of the Harvest”)
- partnership with Depositphotos photo bank to provide the imagery for the website which depict the scale of Ukraine’s bravery in defending the crops and agricultural logistics
- promo campaign in social media covered by Ukraine’s digital ecosystem Ukraine.ua in English, Arabic, and Mandarin.

BRAND UKRAINE launched the campaign in cooperation with the Ministry of Foreign Affairs of Ukraine. As of December 31, 2022, the landing page of the project is available in 7 languages – Arabic, English, French, German, Italian, Mandarin, and Spanish.

The landing page of the campaign is among TOP-5 most visited sectors of [war.ukraine.ua](http://war.ukraine.ua) and the most visited one for the Arabic version.

**The campaign reached 32.6 mln contacts** in total via [Ukraine.ua](http://Ukraine.ua) digital ecosystem and publications in media and social media. There were 12.4K posts on social media platforms from 10.4K authors covering 137 countries.

## “Shchedryk” (Carol of the Bells)



“Shchedryk” (Carol of the Bells) is developed as a communication campaign aiming to unite the international audience during the Christmas holidays and invite them to show solidarity with Ukraine as well as to present the history of the world-famous Ukrainian Christmas song “Shchedryk”.

The first phase started with a communication campaign aiming to tell the story of the Ukrainian song “Shchedryk” which became a Christmas symbol worldwide. The campaign for Ukraine.ua digital ecosystem focused on the song’s origin and Ukrainian roots, as well as on “Shchedryk” as a phenomenon of Ukraine’s cultural diplomacy 100 years ago during the period of independence of the UPR. The communication campaign about “Shchedryk” included videos, explanatory materials, and an interactive website.



The team also created a unique sound and light projection (3D mapping) by Ukrainian artists and a historical expert based on the “Shchedryk” world tour 1919–1924. This impressive art projection, accompanied by a specially created music piece, will be shown outdoors in Brussels, Belgium, during Christmas 2023.

**The total reach of the campaign was 10.9 mln contacts** via [Ukraine.ua](https://ukraine.ua) digital ecosystem, publications in Ukrainian and foreign media, as well as in social media.

### “Nations against disinformation”



“Nations Against Disinformation” is an initiative to raise awareness about the danger of disinformation and the grave consequences it could have for nations. The partnership within the initiative envisages joint international campaigns and events, conferences, webinars and workshops to share the best practices for countering disinformation and misinformation. Nations Against Disinformation started with the international communication campaign to promote “The Distortion Test”. The test visualises how disinformation affects the individual’s perception in the long run although this threat is invisible and cannot be detected by any of human senses.

“The Distortion Test” is available in English to readers worldwide on the campaign’s [website](#). Users can share their test results and a link to the test through personal social media pages on Facebook. The test can be adapted into other languages for different countries in the future to fit into the local context and demonstrate an inclusive, collaborative approach to addressing disinformation around the world. The test also allows to collect valuable data on users’ behaviour and resistance to certain disinformation narratives.

EUvsDisinfo, the flagship awareness-raising project of the European External Action Service's East StratCom Task Force, the Ministry of Foreign Affairs of the Republic of Estonia, the Government Office of Estonia, the Ministry of Culture and Information Policy of Ukraine, and Propastop NGO (Estonia) became the partners of the initiative.

The campaign demonstrates that only by uniting the efforts of nations, businesses and civil society around the world one can build resilience and counter the spread of disinformation.

**The campaign reached 7.6 mln contacts** in total via Ukraine.ua digital ecosystem and publications in media and social media.

To reinforce Ukraine's image as an expert in countering disinformation, the Conference on Countering disinformation in the times of war was organised by BRAND UKRAINE NGO in cooperation with MFA Ukraine, the Permanent Mission of Ukraine to the EU and the Wilfried Martens Centre (Brussels). It took place on the 6th of December, 2022, in Brussels.

More than 80 guests attended the event, including representatives of the media, government institutions and diplomatic missions of the EU countries, experts in information security and strategic communications.



## “100 Stories of Ukrainian Resistance”



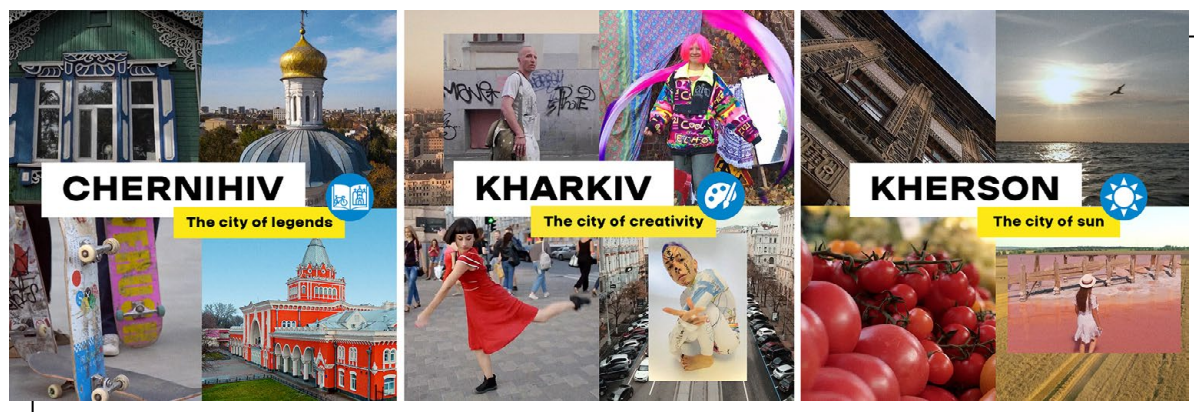
The campaign aimed to show how Ukrainians stood up against Russia’s full-scale aggression altogether, regardless of their profession, age, hobby, or residence. Ukrainians have already proved that they will stand for freedom, life, and homeland to the last breath, to the last drop of blood, and this communication campaign aimed to tell the world these incredible stories, reinforcing the narrative of the people’s war.

The campaign started on April 20 with the publication of a manifest video, which became the key product of the campaign, on the official YouTube channel of Ukraine.

The campaign was continued on other Ukraine.ua social media, as well as among the network of BRAND UKRAINE partners and representatives of diplomatic missions of Ukraine. The “100 stories of Ukrainian resistance” campaign helped to spread the message about the resilience and unity of Ukrainians in the face of incredible danger and threats to their freedom and led users to a special section “**Defenders of freedom**” on [war.ukraine.ua](http://war.ukraine.ua) website. By the beginning of 2023 this section had more than 250 incredible stories of Ukrainian defenders, volunteers, and people working to bring Ukrainian victory closer. For instance, one of the most popular ones tells a story of a Ukrainian pilot, who redirected his damaged plane away from the residential area.

The campaign reached 4.9 mln contacts in total via Ukraine.ua digital ecosystem and publications in social media. There were 3.2K posts on social media platforms from 2.8K authors from 50 countries.

## “Cities of Freedom”



All the cities destroyed by the war look the same. Destroyed houses, fire, and smoke from explosions. However, each destroyed city had its own unique life before the war, its special character.

The project shows 5 of the most famous Ukrainian cities affected by the war as they were before February 24th: Mariupol, Kharkiv, Chernihiv, Kherson and Irpin x Bucha.

The project was presented at one of the biggest European music festivals – the Sziget Festival in Hungary, on August 16, to its massive international audience.

A special [toolkit](#) with content free to use was developed and disseminated for project promotion to the media, partners, foreign diplomatic missions of Ukraine, opinion leaders, bloggers etc.

The **total reach of the campaign was 4.2 mln contacts** via Ukraine.ua digital ecosystem, publications in Ukrainian news media and social media.

## “Destroyed Cultural Heritage”

Ukrainian culture is in flames. Russia aims not only to kill Ukrainians but to erase their heritage: centuries of architecture, art, human passion, history, and beauty.

The campaign **#ARTvsWAR** aimed to urge the global community to support Ukraine and save Ukraine’s cultural heritage.

The project was launched on April 18, the **#WorldHeritageDay** with a communication campaign on social media. A separate section on [war.ukraine.ua](http://war.ukraine.ua) website was created to gather articles dedicated to Ukraine’s destroyed cultural heritage under **#CultureInFlames**.

## “Ukraine’s Promotion Campaign in the EU”



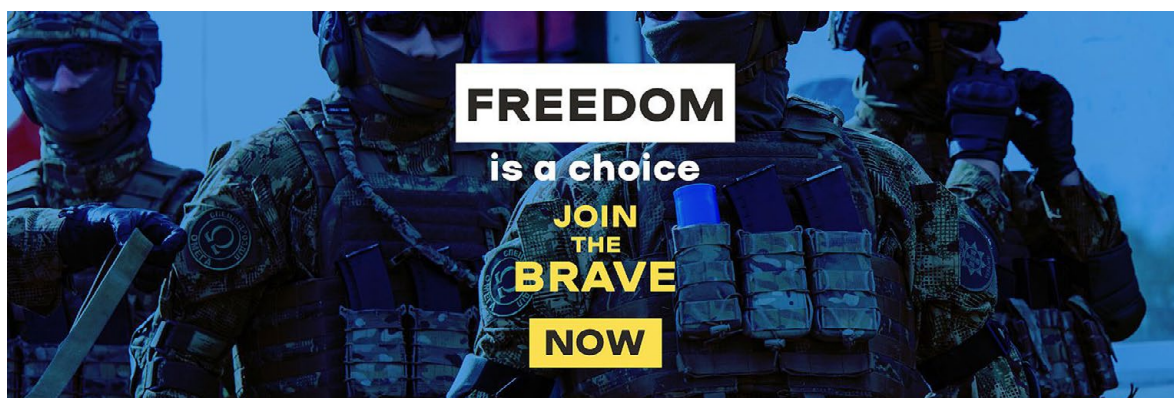
The aim of the Welcome EUkraine campaign was to support Ukraine’s EU candidate’s status and showcase the advantages of Ukraine’s accession to the EU for the European citizens.

The campaign was developed and implemented on the Ukraine.ua digital ecosystem in partnership with the Ministry of Foreign Affairs of Ukraine. The campaign was supported by the Ministry of Foreign Affairs of Estonia, the First Lady of Ukraine, the Deputy Prime Minister for European and Euro-Atlantic Integration of Ukraine, the “Shakhtar” FC. It was also covered by Ukraine’s foreign diplomatic missions, including those in the EU states.

The [#welcomeEUkraine](#) campaign hashtag was also used by the State Border Guard Service, the Ministry of Environmental Protection and Natural Resources of Ukraine, and the State Environmental Inspection of Ukraine in their communications.

**Campaign reached 2.28 mln** contacts on social media.

## “Foreign Legion of Ukraine”



“Foreign Legion of Ukraine” campaign is aimed at highlighting the stories and contribution of foreign legionnaires who joined the Armed Forces of Ukraine to defend the world’s freedom and democracy. The campaign was released on Ukraine.ua social media platforms (Instagram, Facebook, Twitter) in collaboration with the International Legion for the Defense of Ukraine official channels on October 14, 2022, on Ukrainian Defender’s Day. The launch included a manifesto video developed jointly with the Legion, featuring foreign legionnaires who defend Ukraine as part of the Armed Forces of Ukraine. The video’s story is based on the delivering key messages about the Foreign Legion of Ukraine. The campaign also showcased a diverse portrait of Ukrainian defenders.

**The campaign reached 336,084** social media users.



## “Culture: From Idea to Ideology”



“Culture: From Idea to Ideology” campaign is aimed at raising the awareness of audiences in European countries on the link between ideas and ideologies. The main idea is to help users question what they might have known as untouchable classical literature and “great” names, as well as discover writers and philosophers have nurtured a thirst for freedom, humanism, and equality in their society over the centuries and what writers have served imperialism and justified chauvinism.

The [campaign](#) included the following components:

- Development of the creative idea for the project – “Culture: from Idea to Ideology” – to challenge literature legacy and uncover the link between literature and state-sponsored propaganda of the authoritarian regimes.
- Interactive quiz for wide audience. The quiz proposed a user series of quotes by famous writers and publicists. A user has to guess whose quotes they are. This is a gamified approach to challenge something that audience got used to take for granted without questioning. The quotes represent the political views of various authors. Having chosen the answer, a user gets a short explanation on how a particular author’s works were linked to political movements or views in their time.

The quiz is also promoting Ukrainian authors works to demonstrate how Ukrainian culture has been integral part of the European cultural space for centuries.

- Series of articles explaining how culture and particularly literature could be weaponised by authoritarian regimes to accept and even justify aggression and atrocities:

[Career of propaganda: the interplay between literature and authoritarian regimes](#)

[Origins of Rashism: great threats of great Russian literature](#)

- Promotional campaign in social media targeted primarily for European audiences.

**Campaign reached 189.2K contacts** in total via Ukraine.ua digital ecosystem and publications in social media.

## BRAND UKRAINE ANALYTICS

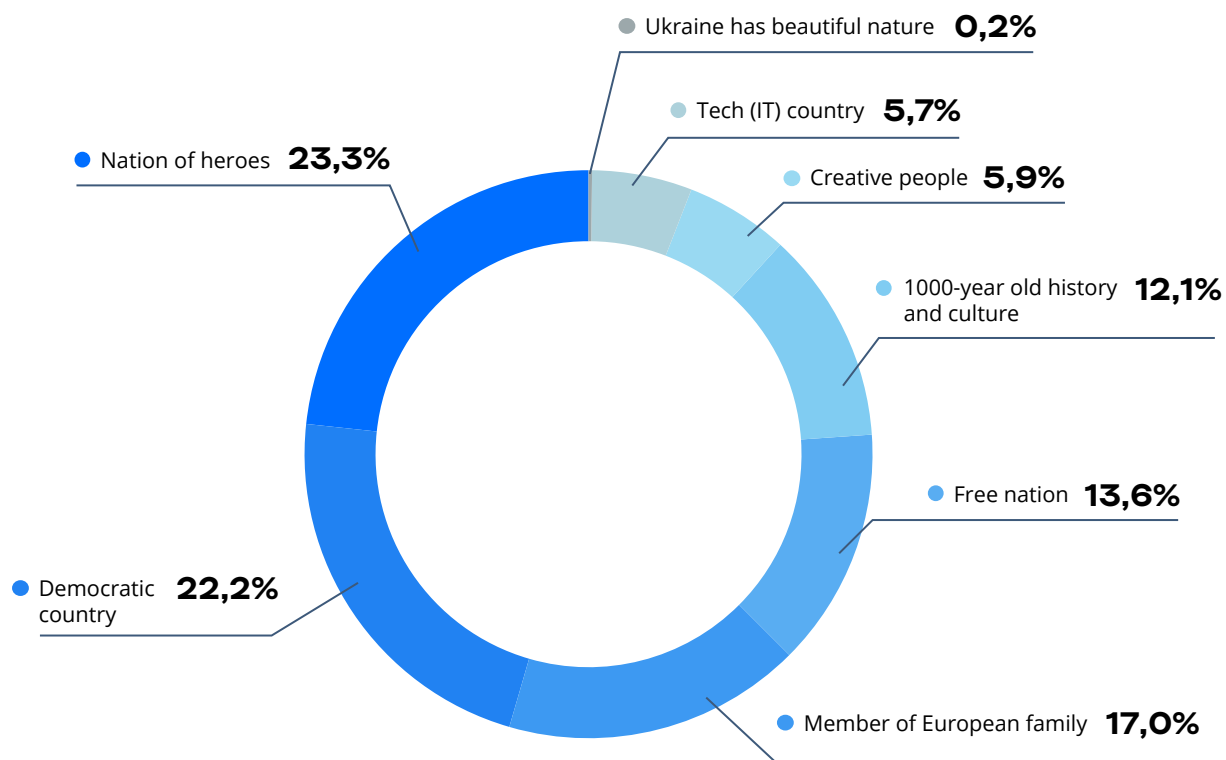
A data-driven approach to international communications is a key for BRAND UKRAINE team. That is why we have established a powerful analytics and research team making a valuable contribution to the success of our communications activities.

In 2022, our team produced a first-in-its-kind comprehensive analysis of Ukraine's perception abroad, "Ukraine's Global Perception Report", which contains practical recommendations for the development of Ukraine's nation brand and strategic communications. The report summarises the key findings crucial for shaping Ukraine's image abroad in 2022 and sets a data-driven baseline for further Ukraine's nation brand development. The unprecedented attention to Ukraine worldwide and, therefore, an unprecedented amount of news and social media publications made the analysis of Ukraine topic challenging but insightful.

In addition to that, in cooperation with LOOQME media monitoring agency and using the internal capacity of the team, we designed four unique analytical products:

- "Ukraine in global search" (weekly),
- "Social media listening around Ukraine" (monthly),
- "Ukraine in major international media" (monthly),
- "Ukraine's brand attributes tracker" (quarterly and annual)

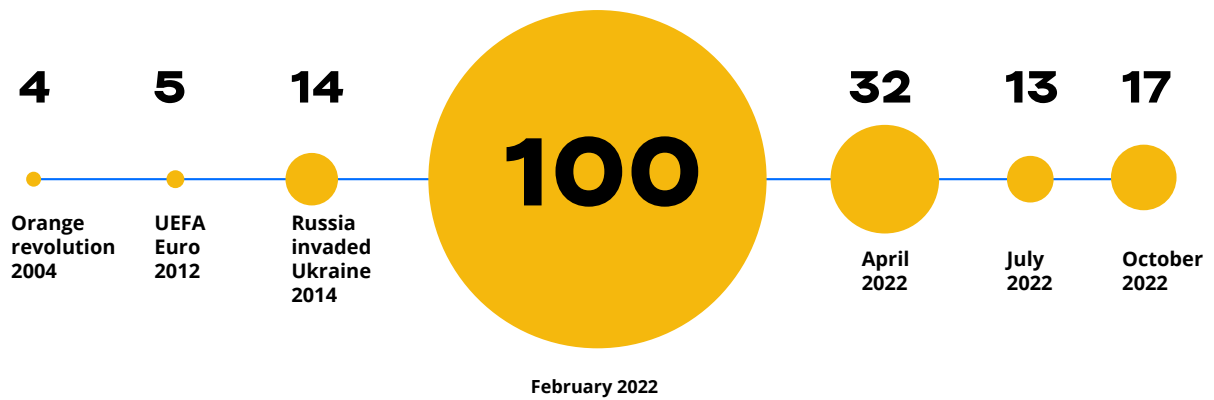
The number of Ukraine's mentions in news and social media exceeded 500 mln worldwide. Such a large amount of data allowed us to analyse the general context around Ukraine in world media. In addition, we initiated a regular tracker of Ukraine's brand attributes in the world's major online media.



Presence of Ukraine's brand attributes in a set of media publications about Ukraine in the world's major online media in 2022. Source: media content analysis conducted by LOOQME for BRAND UKRAINE, January–December 2022.

In 2022, the keyword 'Ukraine' hit an all-time record on Google in terms of the number of searches, globally. The world's search interest in Ukraine was 20 times higher than in 2012 when Ukraine hosted the UEFA European Championship, and 7 times higher than in 2014 when Russia invaded Ukraine and occupied the Crimean Peninsula and parts of Donetsk and Luhansk regions.





The dynamics of Google Trend score for the 'Ukraine' keyword, worldwide, 2004–2022. Source: Google Trend

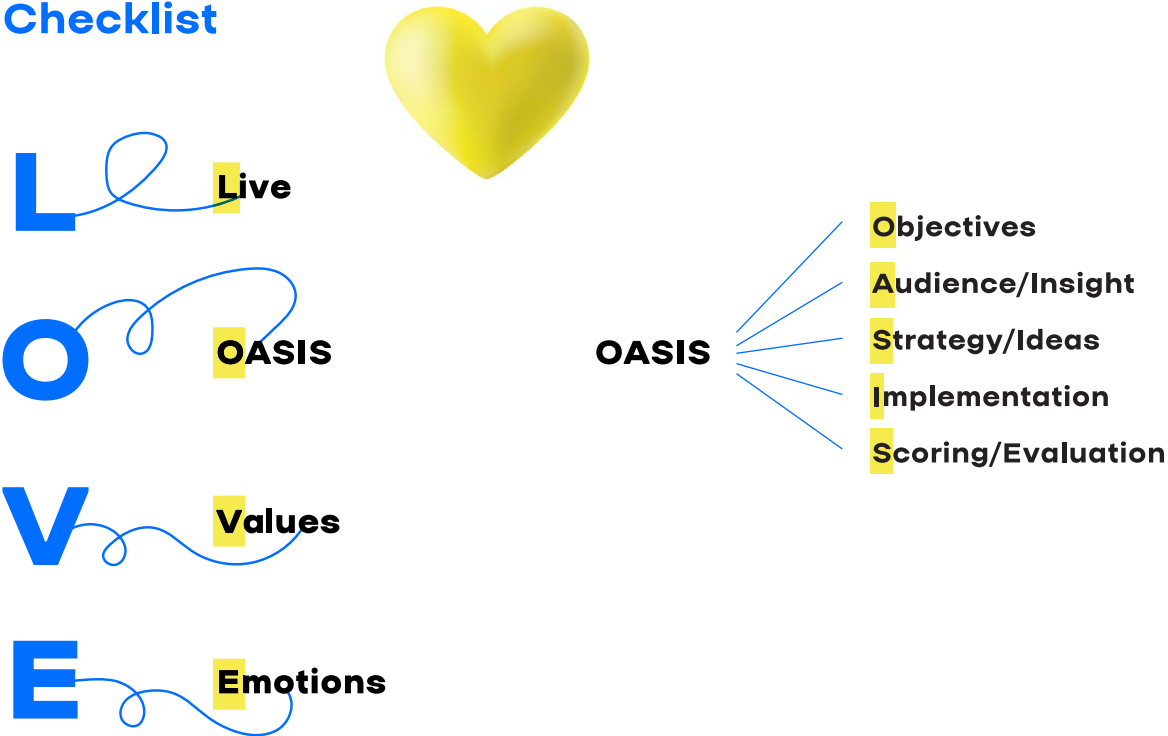
The “Ukraine in global search” weekly digest has been of interest to the Ukrainian Research Institute at Harvard University, the Ministry of Foreign Affairs of Lithuania, the British Council in Ukraine, the USC Center on Public Diplomacy, representatives of Ukrainian media (ICTV, the Village, Ukrinform, RBC-Ukraine, Wonderzine.UA, hromadske), etc. [Subscribe](#) to BRAND UKRAINE’s newsletter to receive useful and practical products for professionals and experts working in international communications.

# INSTITUTIONAL DEVELOPMENT AND CAPACITY BUILDING

In 2022, a special focus was paid by the team to the institutional development and internal capacity building.

BRAND UKRAINE has introduced a standard for the projects based on the **OASIS** (objective, audience, strategy/idea, implementation, score) communications model widely used by the UK Government Communications Team and its own key LOVE principles developed by the team (Live, **OASIS**, Values and Emotions). As the mission of BRAND UKRAINE NGO is to make Ukraine a lovemark for the world, the Program Team developed the Lovemark Checklist, which helps implement the communications project in BRAND UKRAINE signature style.

## Checklist



To ensure high performance, crucial in times of war to stay relevant and competitive in a fast-moving media environment, BRAND UKRAINE developed the project management workspace on the online platform for collaborations Notions. The shared **virtual BRAND UKRAINE workspace in Notion** allowed a team to stay well-coordinated and updated on the current stage of all the projects run by the organisation.

We've also established powerful partnerships which allowed us to bring our activities to a completely new level – from the institutional and program support of the European Union, joint projects with the President of Ukraine, First Lady of Ukraine, MFA Ukraine to the innovative and creative collaborations with Creative&Tech Online Institute Projector, Zinc Network, Saatchi&Saatchi Ukraine, plusone social impact, UNITED24, Bickertstaff, Angry agency, CF Digital and support of the world leading analytical institutions like Brand Finance and Bloom Consulting and international PR and nation branding experts.

Ukrainian government has been one of the key beneficiaries of our organisation. BRAND UKRAINE's team signed a Memorandum of cooperation with the Ministry of Foreign Affairs of Ukraine that outlined key areas of cooperation between two parties, including Ukraine's national brand development, international communications campaigns and joint development of Ukraine.ua, an ecosystem of Ukraine's official digital platforms that includes the official website of Ukraine and official social media profiles on Instagram, Facebook, TikTok, LinkedIn, Spotify, Twitter, and Youtube.

Effective cooperation has been established between BRAND UKRAINE and the Office of the President of Ukraine, First Lady's office of Ukraine, Ministry of Culture and Information Policy of Ukraine, Vice-Prime-Minister's Office on European and Euro-Atlantic Intergration, and others.

A number of BRAND UKRAINE's projects in strategic communications, culture, analytics, and countering disinformation were implemented in close cooperation with the government of Ukraine.

Our team supported the implementation of the international campaign #LightUpUkraine. The campaign aimed to show solidarity with Ukraine and raise funds for generators for Ukrainian hospitals launched by the President of Ukraine, Volodymyr Zelenskyy,

UNITED24, and the MFA of Ukraine, reached over 12,8 million users worldwide and raised \$2.9 million.

We've also formed a reliable pool of partners, experts, and media through regular communication with our newsletters, digests, news about projects and events, research, and analytical products. Each of our products is as practical and useful for professionals involved in international and strategic communications.

# BRAND UKRAINE IN MEDIA

In 2022, BRAND UKRAINE PR&Partnership team focused their efforts on ensuring NGO's strong relationships with media and partners organisation to raise organisation's brand awareness and promote our projects and products.

Our team has built strong relationships with leading media outlets in the country, such as Bazilik, Detector Media, Forbes Ukraine, The Village, Vector, Svidomi, and many others. Major international media like [New York Times](#), [Le Monde](#), [The Guardian](#), [Washington Post](#), [Forbes](#), and [New York Post](#) have used the information from our websites or referred to our materials.

ДМ media sapiens

ЩО НОВОГО

СТАТТІ

СПЕЦПРОЕКТИ

**М'яка сила України. Як Brand Ukraine розвиває національний бренд**

\*Bazilik

КЕЙСИ

**Хто такі BRAND UKRAINE та як вони формують образ сучасної України**

NV  
NEW VOICE

НОВИНИ ПОГЛЯДИ БІЗНЕС ПОДКАСТИ LIFE РАДІО

погляди

Ми рекомендуємо

**Бренд України за рік у світі зміцнився.  
Що це означає для країни**

**СВІДОМІ**

**Який бренд України потрібно формувати після війни?**

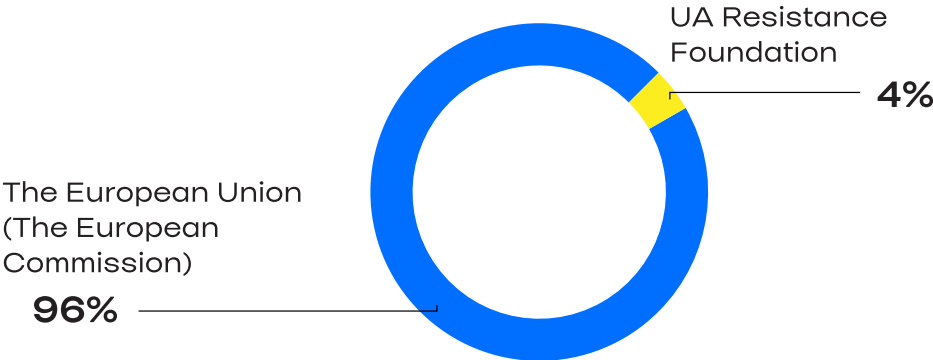
Our team also has launched a website of our organization – [brandukraine.org.ua](http://brandukraine.org.ua) and social media accounts on [Facebook](#) and [LinkedIn](#), where readers can find all the relevant information about our activities and the latest updates from the team.

BRAND UKRAINE team is open for cooperation with Ukrainian and international projects to share our experience and expertise, and also make useful information on nation branding and countering dis-information available for more potential partners and stakeholders.

# ANNUAL BUDGET AND FUNDING SOURCES IN 2022

In 2022, BRAND UKRAINE received financial support from The European Union, UA Resistance Foundation.

The total amount of activity financing in 2022 was **UAH 13,065,467.31.**



The main directions of BRAND UKRAINE’s activities in 2022 were digital, communication campaigns and analytics. Funds were allocated from the total funding for management and administrative costs, organisational development, development of digital and analytical products, and communication campaigns.

