

# 2022

2022 was a difficult but meaningful year for our team.

We were officially launched on 10 February – just two weeks before the full-scale war began. Since the very first hours of Russia's cruel and unjustified invasion, we have become a powerful voice of Ukraine in the digital world. Ukraine's official digital ecosystem [Ukraine.ua](https://www.ukraine.ua) reached unprecedented 944 million people across the globe with verified and fact-based information about Russia's war against our country.

We identified a clear mission for our organization – Ukraine as a new love mark in the world. Through powerful storytelling, a value-based and human-centred approach to Ukraine's communication, we formed a community of Ukraine friends and warriors all over the planet. Ukraine's official page on [Instagram](https://www.instagram.com/ukraineua) reached 1,000,000 followers and now ranks among the TOP-5 official country accounts in the world.

Seven powerful international communications campaigns on the most relevant topics for Ukraine – from calling for justice for the victims of Russia's war crimes to explaining the global food crisis to Global South audiences – were successfully launched by our team in 2022, reaching 220+ million people worldwide. Data-driven approach powered all of our activities during the year – using insights and SEO-optimizing our texts, we managed to reach 5.5 million people in 190 countries through [war.ukraine.ua](https://www.war.ukraine.ua) platform purely organically.

Major international media like New York Times, Fox News, Le Monde, The Guardian, Washington Post, Forbes, New York Post, Newsweek, USA Today, and others wrote about our activities and projects.

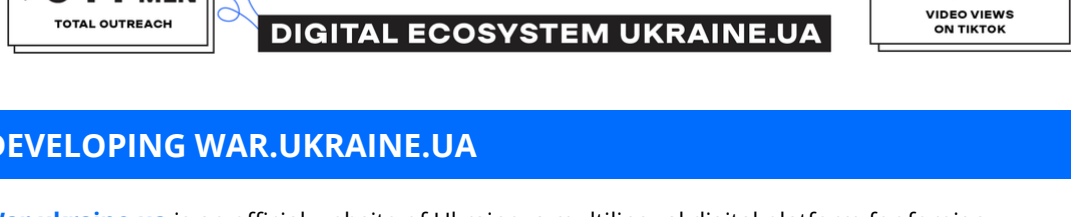
All of this would not be possible if not for the powerful partnerships which allowed us to bring our activities to a completely new level – from the institutional and program support of the European Union and USAID, joint projects with the President of Ukraine, First Lady of Ukraine, a special partnership with MFA Ukraine to the innovative and creative collaborations with Creative&Tech Online Institute Projector, Zinc Network, Saatchi&Saatchi Ukraine, plusone social impact, UNITED24, support of the world leading analytical institutions like Brand Finance and Bloom Consulting and international PR and nation branding experts.

May upcoming 2023 year bring victory and peace to Ukraine and the world.

Sincerely,  
Maria Lypiatka, CEO BRAND UKRAINE

## STRENGTHENING DIGITAL VOICE OF UKRAINE IN THE WORLD

[Ukraine.ua](https://www.ukraine.ua) is an ecosystem of Ukraine's official digital platforms – websites and social media pages to communicate and interact with international audiences worldwide. With [Ukraine.ua](https://www.ukraine.ua), we build a global community of Ukraine warriors and freedom lovers all over the globe. The project is developed in close partnership with the Ministry of Foreign Affairs of Ukraine.



## DEVELOPING WAR.UKRAINE.UA

[War.ukraine.ua](https://www.war.ukraine.ua) is an official website of Ukraine, a multilingual digital platform for foreign audiences, which provides verified information about Russia's war in Ukraine. Here are the key facts&figures about the website in 2022:



## REACHING GLOBAL AUDIENCES IN DIFFERENT LANGUAGES

More than 300 stories on current events, history, art, and life amid the war are now available on the [website](https://www.war.ukraine.ua) in English, German, French, Spanish, Italian, Russian, Arabic, and Chinese. Here are TOP-3 most popular articles in English:

**WHY IS RUSSIA INVADING UKRAINE?**

68,5K pageviews

The article is in the TOP-5 Google search results for the keyword "Why is Russia invading Ukraine" in the USA.

[Read more](#)

The Washington Post, among others, refers to the article in their [story](#) about NAFO, memes and trolls.

[Read more](#)

**UKRAINIAN MEME FORCES: WHAT MAKES US LAUGH IN THE TIMES OF RUSSIA'S INVASION**

14,6K pageviews

**THE EMPEROR HAS NO CLOTHES: RUSSIA'S REAL PLACE IN THE WORLD (ECONOMY AND SOCIETY)**

12,8K pageviews

The article became popular on social media, dispelling many widespread myths about Russia's "greatness".

[Read more](#)

In addition to English, [war.ukraine.ua](https://www.war.ukraine.ua) is available in seven more languages. Chinese, for example, was launched at the end of August and since then viewed 590 thousand times.

Russian is the third most visited version of [war.ukraine.ua](https://www.war.ukraine.ua) after English and Chinese. Its main focus is on countering Russian propaganda and covering topics like the cost of war, sanctions against Russia as well as war crimes.

Article ["Is Russia losing the war?"](#) (in Russian) hit the №1 position in Google search results in Russian for the corresponding keyword right after the publication.

## LAUNCHING INTERNATIONAL CAMPAIGNS

Our team implemented **seven major international campaigns** and creative projects promoting Ukraine's strategic narratives and countering foreign-led disinformation with a global outreach of 220+ million. Here are TOP-4 of them:

**reach 128,6 MLN**

**RUSSIA'S WAR CRIMES**

"RUSSIA'S WAR CRIMES" DOCUMENTS RUSSIA'S WAR CRIMES IN UKRAINE VIA STORIES OF SURVIVORS, FACTS AND EVIDENCE TO HOLD RUSSIAN WAR CRIMINALS ACCOUNTABLE.

**reach 32,7 MLN**

**RUSSIA'S FAMINE GAMES**

"RUSSIA'S FAMINE GAMES" DRAWS THE WORLD'S ATTENTION TO THE GLOBAL FOOD CRISIS DELIBERATELY CAUSED BY RUSSIA.

**reach 4,9 MLN**

**DEFENDERS OF FREEDOM**

"DEFENDERS OF FREEDOM" PORTRAYS 100 BRIGHTEST STORIES OF HEROES DEFENDING UKRAINIAN FREEDOM ON VARIOUS WAR FRONTS.

**reach 4,2 MLN**

**CITIES of FREEDOM**

"CITIES OF FREEDOM" TELLS THE STORIES OF THE FIVE UKRAINIAN CITIES – MARIUPOL, KHARKIV, KHERSON, CHERNIHIV, BUCHA AND IRPIN, MOST AFFECTED BY THE WAR.

## CREATING PARTNERSHIPS & COLLABORATIONS



- Vera Farmiga, a famous Hollywood star of Ukrainian origin, voiced one episode of the ["Witnessing the War"](#) project.
- [#WhatWeAreFightingFor](#) campaign was launched jointly with the President of Ukraine, Volodymyr Zelenskyy.
- Global campaign [#LightUpUkraine](#) aiming 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.
- [#CarolForTheCharity](#), a special Christmas campaign to support Ukrainian children affected by the war, was launched by Olena Zelenska Foundation and Saatchi&Saatchi Ukraine.

## ANALYZING UKRAINE IN WORLD MEDIA AND GLOBAL SEARCH

In 2022, Ukraine received unprecedented attention in traditional and social media globally. The total number of publications about Ukraine in major international media in Europe, the USA, and Canada in 2022 was 2,2 mln articles reaching 18,5 bln people (media monitoring research by Looqme agency for BRAND UKRAINE).



IN 2022, THE KEYWORD "UKRAINE" HIT THE ALL-TIME RECORD ON GOOGLE, CONCERNING THE NUMBER OF SEACHES PER MONTH.



If you want to receive the latest updates on our international projects, communication campaigns, digital solutions, and analytical products, please subscribe to BRAND UKRAINE newsletter.

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## DO YOU WANT TO BECOME OUR PARTNER?

We in **BRAND UKRAINE** organisation highly value partnerships. We believe in strong relationships based on mutual trust, respect, and effective collaboration, while working together to develop shared success. We look forward to welcoming new partners to build game-changing projects. Please, feel free to contact Sofiya Dzhurynska at [sofiya.dzhurynska@brandukraine.org.ua](mailto:sofiya.dzhurynska@brandukraine.org.ua)

