

Dear friends and partners of Ukraine,

While the first year mark since Russia's full-scale invasion on the 24th of February was approaching, we focused on one of our largest and most complex projects #WhatWeAreFightingFor to explain to foreign audiences what Ukraine is fighting for and why Ukraine's territorial integrity can't be compromised under any circumstances. We embraced the voices of real Ukrainians in the campaign, asking them to share their reasons and beliefs.

We told the story of every Ukrainian region, explaining its unique cultural and historical roots and, most importantly, the people that live there. I encourage you to visit the special website of the project, read these amazing stories and share them on your social media.

In February, our team proudly presented first in its kind Ukraine's Global Perception Report-2022 with findings highlighting Ukraine's unprecedented growth in awareness, influence and reputation worldwide. According to the latest Global Soft Power Index 2023, Ukraine now sits among the 20 most influential countries in the world. More findings and conclusions you can read in the report.

Three new projects — Nations against disinformation, a special project from Ukraine.ua future.ukraine.ua and Country of Freedom were also successfully launched by our team this month.

I invite you to read more about our activities and projects in February in this digest. As always, we remain open to partnerships and collaborations.

Sincerely,  
Maria Lypiatka, Head of BRAND UKRAINE

## MONTHLY HIGHLIGHTS

## UKRAINE IN WORLD MEDIA AND GLOBAL SEARCH

THE WORLD'S SEARCH INTEREST TOWARDS UKRAINE ON GOOGLE IN FEBRUARY WAS THE HIGHEST DURING THE LAST WEEK OF THE MONTH, WHEN THE COUNTRY MARKED THE FIRST YEAR SINCE RUSSIA'S FULL-SCALE INVASION

24/02

The peak of search activity was on February 24th, breaking a three-month record

## SOME OF THE TRENDING TOPICS AROUND UKRAINE ON GOOGLE IN FEBRUARY

JOE BIDEN IN UKRAINE

RUSSIAN CASUALTIES IN UKRAINE

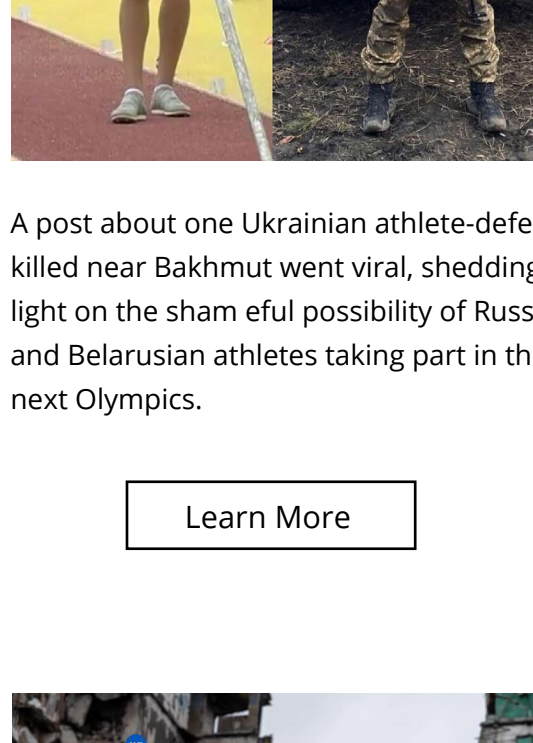
THE FIRST YEAR MARK OF INVASION

CHINA

MOLDOVA

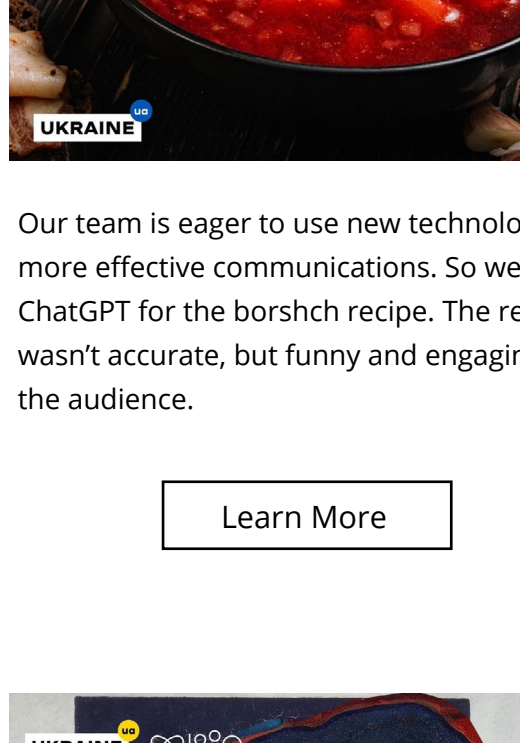
## UKRAINE.UA SOCIAL MEDIA: IN TREND

UKRAINE



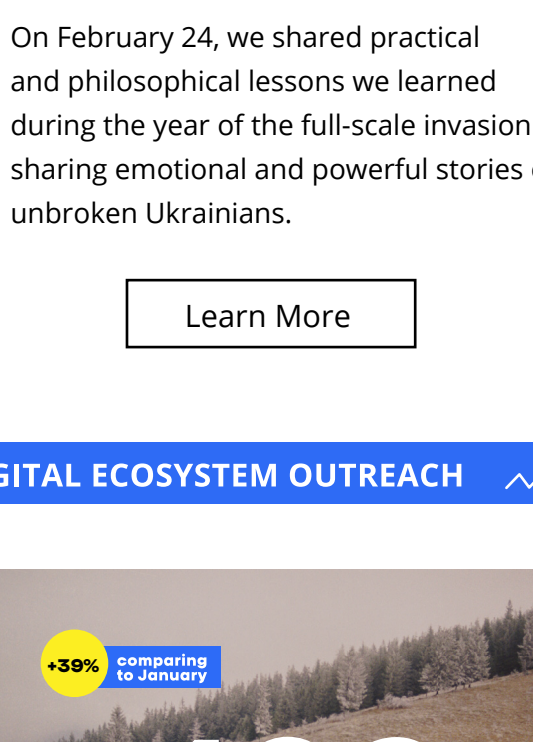
Country of Freedom, a project about core Ukrainian value, reached 55+ million accounts on Instagram. Short videos explain why Ukraine is vocal on, unique, digitalised, and diverse.

Learn More



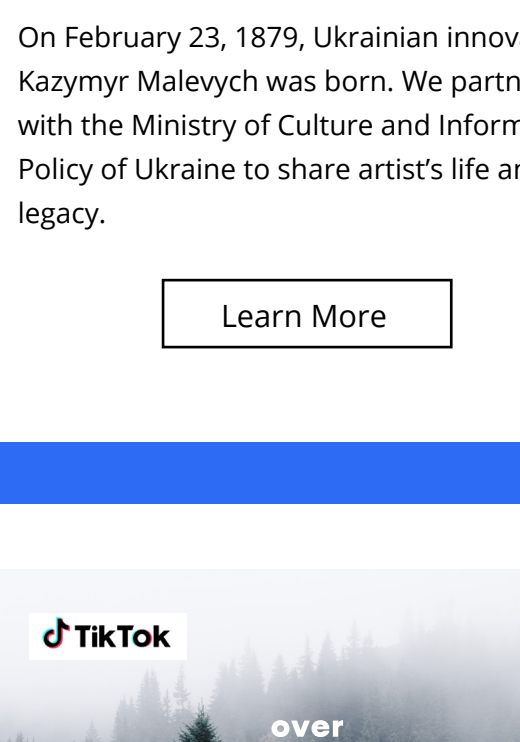
When Russia hit the building in Kyiv on February 26, 2022, it took Ukrainians less than a year to rebuild it — before & after photos reached 1+ million accounts on our platforms and millions more on other media.

Learn More



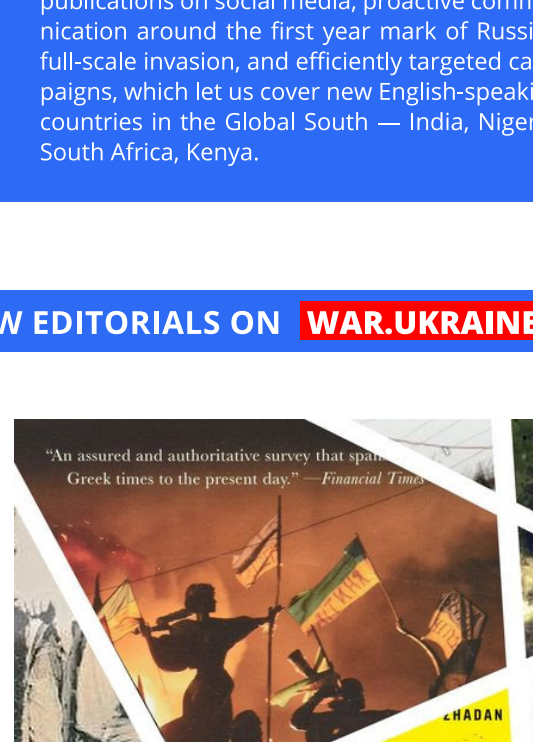
A post about one Ukrainian athlete-defender killed near Bakhmut went viral, shedding light on the shameful possibility of Russian and Belarusian athletes taking part in the next Olympics.

Learn More



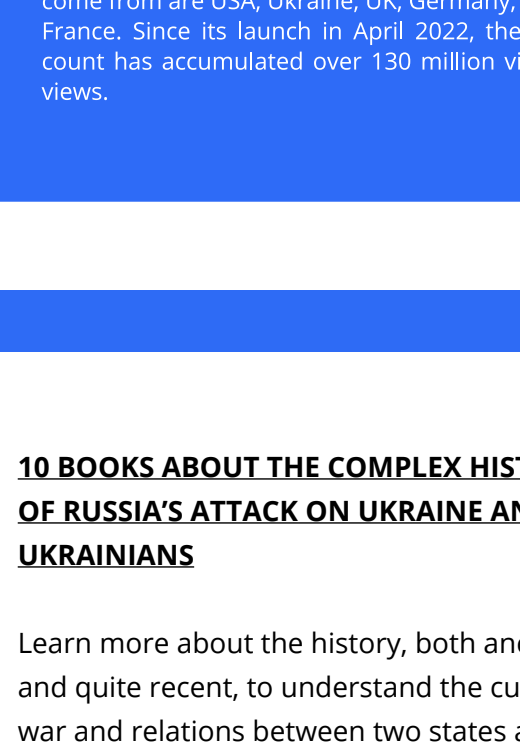
Our team is eager to use new technologies for more effective communications. So we asked ChatGPT for the borsch recipe. The result wasn't accurate, but funny and engaging for the audience.

Learn More



On February 24, we shared practical and philosophical lessons we learned during the year of the full-scale invasion sharing emotional and powerful stories of unbroken Ukrainians.

Learn More



On February 23, 1879, Ukrainian innovator Kazymyr Malevych was born. We partnered with the Ministry of Culture and Information Policy of Ukraine to share artist's life and legacy.

Learn More

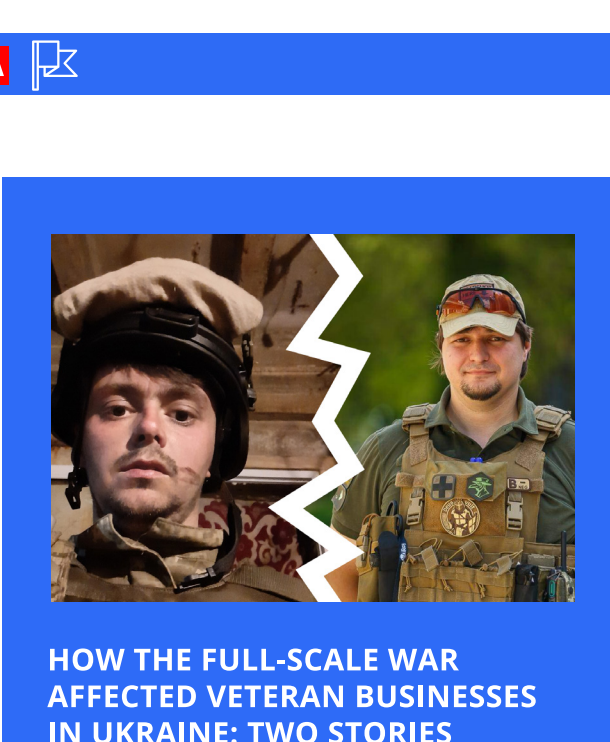
## DIGITAL ECOSYSTEM OUTREACH

UKRAINE



IN FEBRUARY 2023, UKRAINE.UA RECEIVED OVER 129 MILLION DIGITAL CONTACTS — OUR HIGHEST RESULT SINCE MARCH LAST YEAR, AND 39% MORE THAN IN JANUARY.

It was made possible by several hugely viral publications on social media, proactive communication around the first year mark of Russia's full-scale invasion, and efficiently targeted campaigns, which let us cover new English-speaking countries in the Global South — India, Nigeria, South Africa, Kenya.



THE OFFICIAL TIKTOK ACCOUNT OF UKRAINE NOW HAS OVER 1 000 000 FOLLOWERS! IT TOOK LESS THAN A YEAR TO REACH THIS MILESTONE.

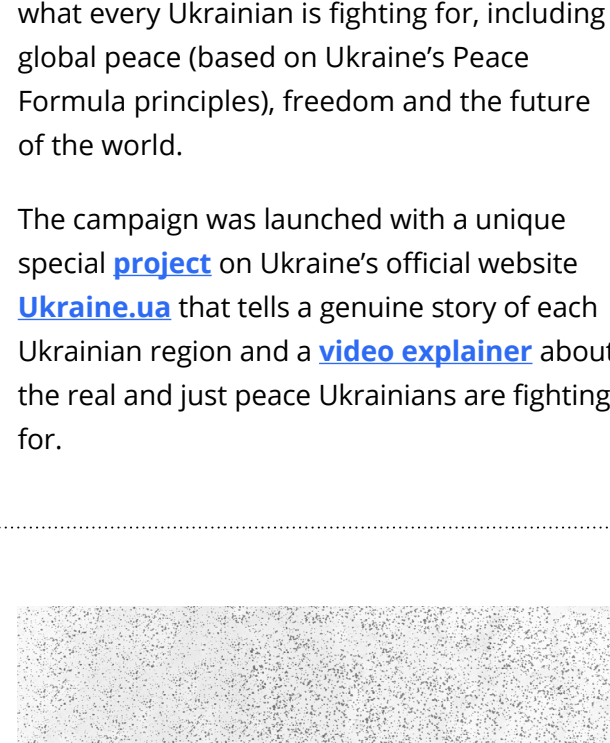
Top-5 countries, where Ukraine.ua followers come from are USA, Ukraine, UK, Germany, and France. Since its launch in April 2022, the account has accumulated over 130 million video views.

## NEW EDITORIALS ON WAR.UKRAINE.UA

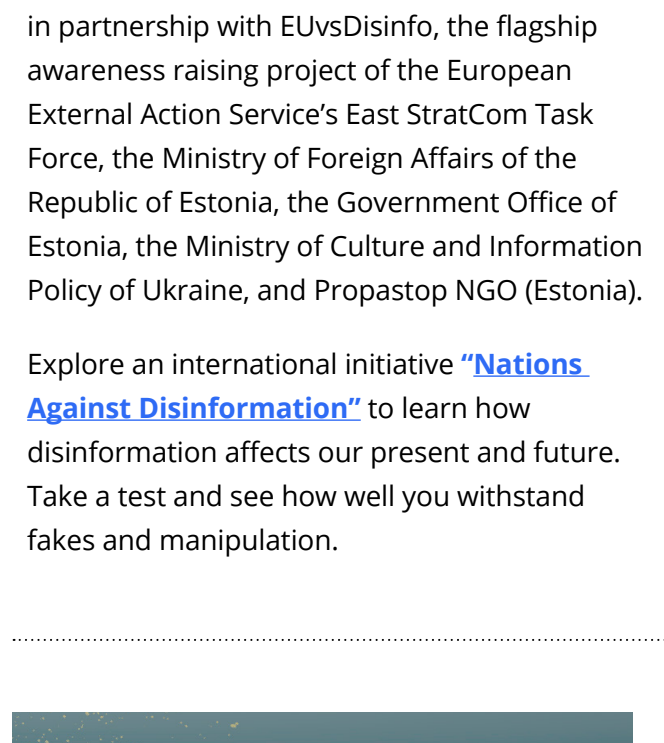
UKRAINE



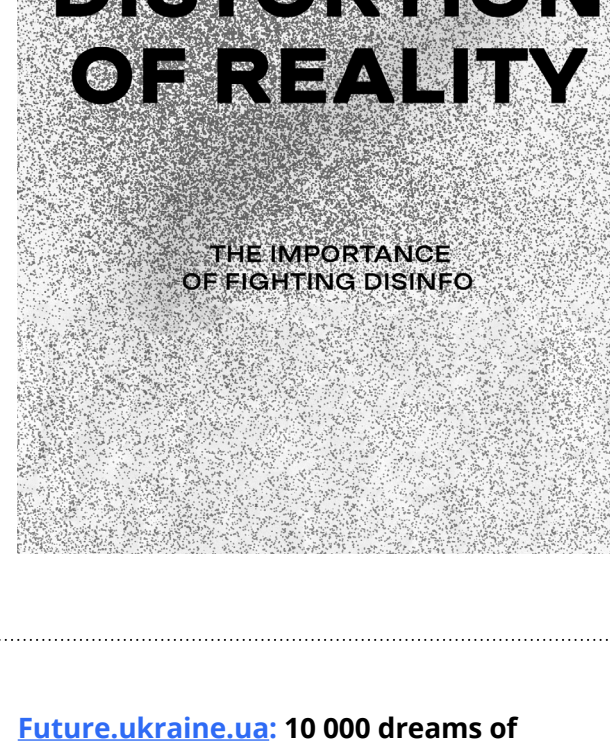
10 BOOKS ATTACK THE COMPLEX HISTORY OF RUSSIA'S ATTACK ON UKRAINE AND UKRAINIANS



Learn more about the history, both ancient and quite recent, to understand the current war and relations between two states and two nations.



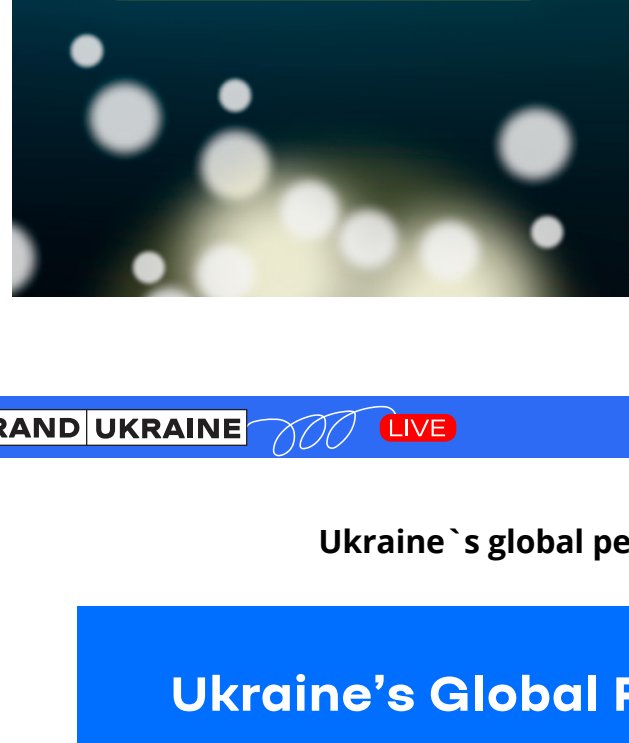
UKRAINIAN MILITARY INNOVATIONS. PROVED EFFECTIVE — AND THEY'RE CHANGING MODERN WARFARE. HERE IS HOW



Today, modern weapons, technologies, and quick access to information play a decisive role on the battlefield, as opposed to manpower, which Russia heavily relies on.

## CHOICE OF EDITOR-IN-CHIEF OF WAR.UKRAINE.UA

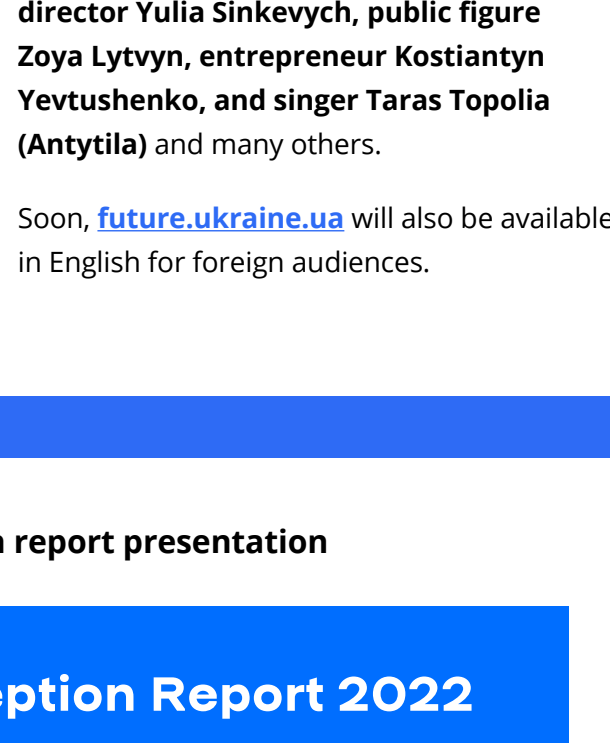
UKRAINE



RUSSIA'S INVASION TIMELINE

TIMELINE OF WAR: UPDATE WITH KEY EVENTS OF 2022

It's been a year since Russia launched a full-scale war against Ukraine, and nine years since it first invaded the country. Learn more through the detailed timeline of war-related events since 2014.

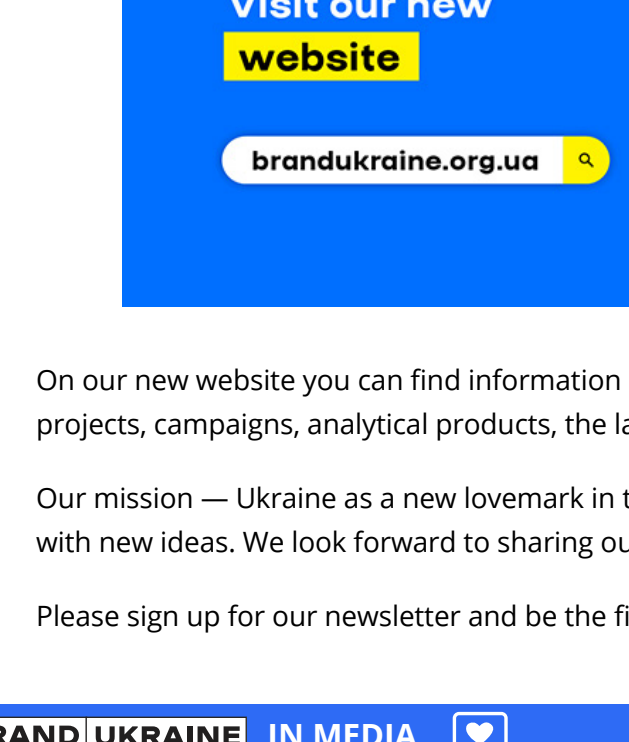


HOW THE FULL-SCALE WAR AFFECTED VETERAN BUSINESSES IN UKRAINE: TWO STORIES

In the time between their military service and the full-scale invasion, many veterans started and developed their businesses. However, Russian aggression forced them to take up arms again.

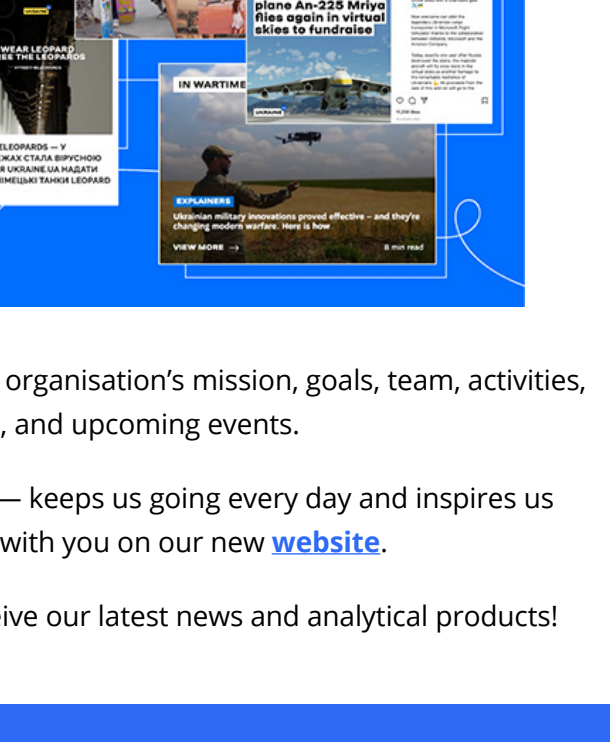
## NEW LAUNCHES

UKRAINE



THIS IS UKRAINE

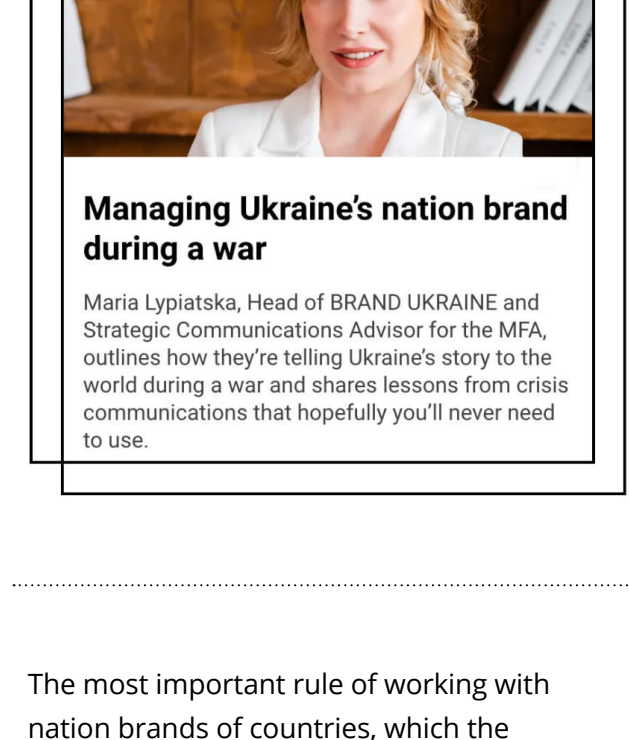
This is what we are fighting for



#WhatWeAreFightingFor: a new global campaign to advocate for peace and territorial integrity of Ukraine started on February 24, 2023 — the anniversary of Russia's full-scale invasion of Ukraine.

The campaign explains to foreign audiences why the territorial integrity of Ukraine can't be questioned under any circumstances and what every Ukrainian is fighting for, including global peace (based on Ukraine's Peace Formula principles), freedom and the future of the world.

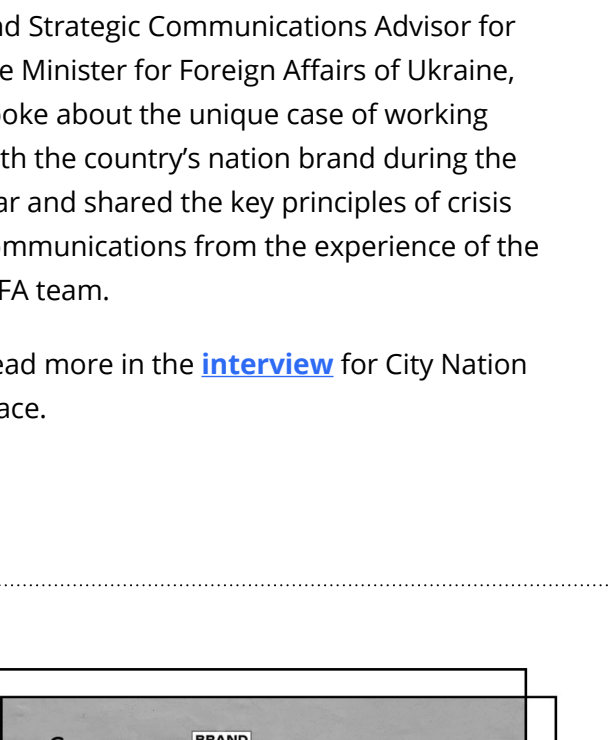
The campaign was launched with a unique special project on Ukraine's official website Ukraine.ua that tells a genuine story of each Ukrainian region and a video explainer about the real and just peace Ukrainians are fighting for.



"Nations Against Disinformation" is an initiative to raise awareness about the danger of disinformation and the grave consequences it could have for nations. The initiative's launch campaign is "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 human senses.

The campaign is launched by the Ministry of Foreign Affairs of Ukraine and BRAND UKRAINE in partnership with 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).

Explore an international initiative "Nations Against Disinformation" to learn how disinformation affects our present and future. Take a test and see how well you withstand fakes and manipulation.



Future.ukraine.ua: 10 000 dreams of Ukrainians about the future and rebuilding of Ukraine.

A new special project by Ukraine.ua, Ukraine's official digital ecosystem, aims to collect 10 000 dreams in a month and to show the world the resilience of Ukrainians and their ability to plan the future after the victory already today.

Among those Ukrainians who have shared their plans for the future after the victory are singer Natalia Zhyzhchenko (ONUKA), director Yulia Sinkevych, public figure Zoya Lytvyn, entrepreneur Kostiantyn Yevtushenko, and singer Taras Topolia (Antytila) and many others.

Soon, future.ukraine.ua will also be available in English for foreign audiences.

## BRAND UKRAINE TEAM NEWS

UKRAINE

## BRAND UKRAINE's official website has been launched!

Visit our new website

brandukraine.org.ua

On our new website you can find information about our organisation's mission, goals, team, activities, projects, campaigns, analytical products, the latest news, and upcoming events.

Our mission — Ukraine as a new landmark in the world — keeps us going every day and inspires us with new ideas. We look forward to sharing our journey with you on our new website.

Please sign up for our newsletter and be the first to receive our latest news and analytical products!

## BRAND UKRAINE IN MEDIA

UKRAINE



Managing Ukraine's nation brand during a war

Maria Lypiatka, Head of BRAND UKRAINE and Strategic Communications Advisor for the MFA, outlines how they're telling Ukraine's story to the world during a war and shares lessons from crisis communications that hopefully you'll never need to use.



How to manage Ukraine's nation brand during a war?

Maria Lypiatka, Head of BRAND UKRAINE and Strategic Communications Advisor for the Minister for Foreign Affairs of Ukraine, spoke about the unique case of working with the country's nation brand during the war and shared the key principles of crisis communications from the experience of the MFA team.

Read more in the interview for City Nation Place.



The most important rule of working with nation brands of countries, which the BRAND UKRAINE team has learned over the years of working with the brand of Ukraine, is that a brand cannot be built artificially — it must be genuine and real.

Head of BRAND UKRAINE Maria Lypiatka talks about how Ukraine's brand has changed since the beginning of the full-scale invasion and what everyone can do to strengthen and improve it in the author's column for Svidomi (in Ukrainian).



2022 became a year of resilience and struggle for Ukraine's independence and future.

Our team partnered with Depositphotos and created the Country of Freedom project for Ukraine.ua. Dedicated to the anniversary of Russia's full-scale war against Ukraine, this video series demonstrates that freedom is the genetic code of Ukrainians and the highest value worth fighting for.

Read more on the Depositphotos blog.



Depositphotos Becomes a Content Partner for The Country of Freedom Project

Friday, 24 February 2023 18:00 Posted by Anna Timarova

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.

SUBSCRIBE HERE

## 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 sofia.dzhurynska@brandukraine.org.ua

BRAND UKRAINE

BRAND UKRAINE is a non-governmental organisation that brings together like-minded people and experts in strategic communications and international projects. Our team helps develop a strong and sustainable brand of Ukraine in the world, form its positive image and agency by developing landmark projects and campaigns, digital solutions, and analytical products.

Read more on BRAND UKRAINE's website.

Follow us on social media: Facebook, LinkedIn.

## MORE ON WAR.UKRAINE.UA

