

MONTHLY HIGHLIGHTS

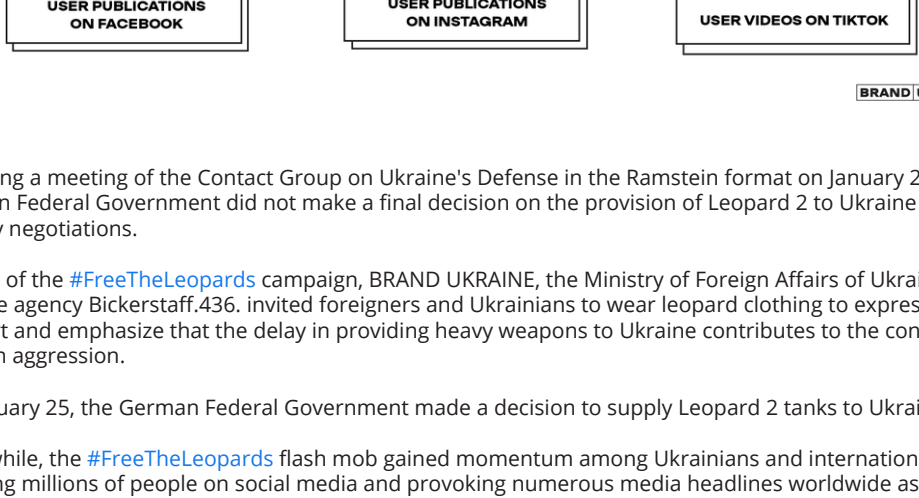
SPECIAL PROJECT #FreeTheLeopards

Ukraine.ua's campaign #FreeTheLeopards to advocate for German Leopard 2 tanks for Ukraine went viral on social media and reached 111 million.

On Sunday, January 22, Ukraine's official Instagram page [Ukraine.ua](#) launched the #FreeTheLeopards flash mob to raise awareness of the delay in the delivery of German Leopard 2 tanks.

#FreeTheLeopards Campaign

by **UKRAINE** ^{ua}



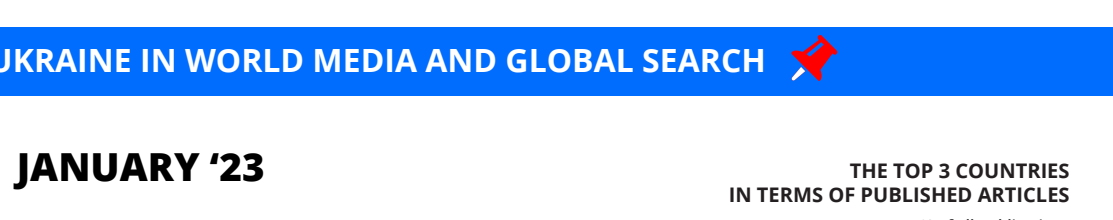
BRAND UKRAINE

Following a meeting of the Contact Group on Ukraine's Defense in the Ramstein format on January 20, the German Federal Government did not make a final decision on the provision of Leopard 2 to Ukraine despite lengthy negotiations.

As part of the #FreeTheLeopards campaign, BRAND UKRAINE, the Ministry of Foreign Affairs of Ukraine, and the creative agency Bickerstaff.436. invited foreigners and Ukrainians to wear leopard clothing to express their support and emphasize that the delay in providing heavy weapons to Ukraine contributes to the continuation of Russian aggression.

On January 25, the German Federal Government made a decision to supply Leopard 2 tanks to Ukraine.

Meanwhile, the #FreeTheLeopards flash mob gained momentum among Ukrainians and international audiences, reaching millions of people on social media and provoking numerous media headlines worldwide as well as a massive wave of user-generated content. The campaign was supported by numerous influencers, businesses, CSOs, media, government institutions, designers etc. The numbers of #FreeTheLeopards flash mob coverage are still growing.



UKRAINE IN WORLD MEDIA AND GLOBAL SEARCH

JANUARY '23



THE TOP 3 COUNTRIES IN TERMS OF PUBLISHED ARTICLES

% of all publications



TOP-5 TRENDING TOPICS ABOUT UKRAINE ON GOOGLE IN JANUARY 2023:

Helicopter crash in a suburb of Kyiv

Leopard 2 tanks and other fighting vehicles for Ukraine

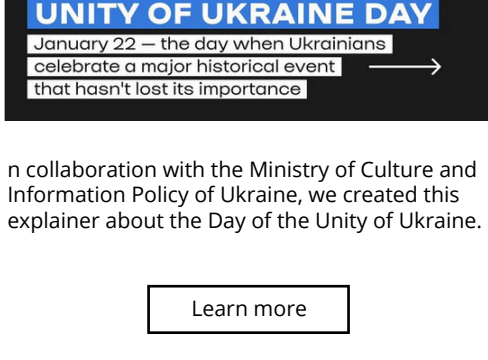
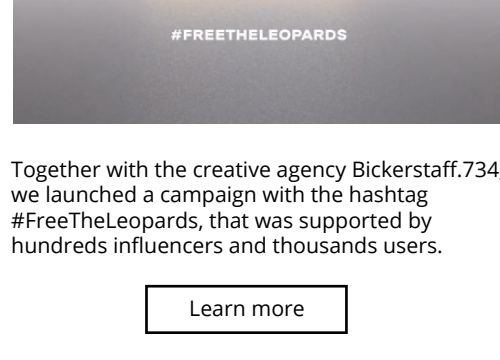
Missile attack on Dnipro

Soledar

Miss Universe Ukraine

UKRAINE.UA В СОЦІАЛЬНИХ МЕРЕЖАХ: ТРЕНДИ

by **UKRAINE** ^{ua}

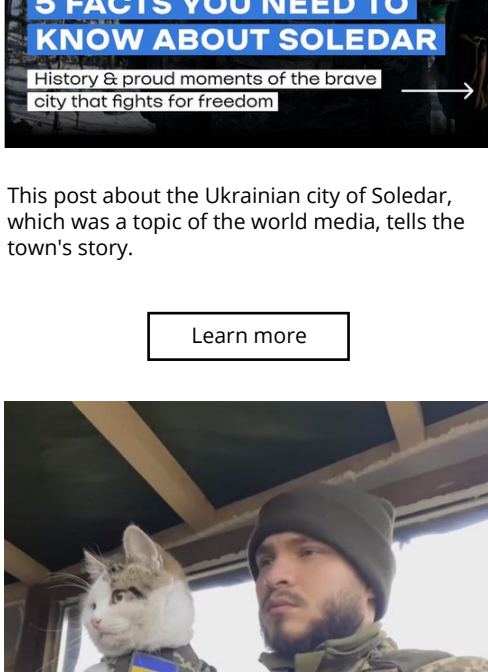
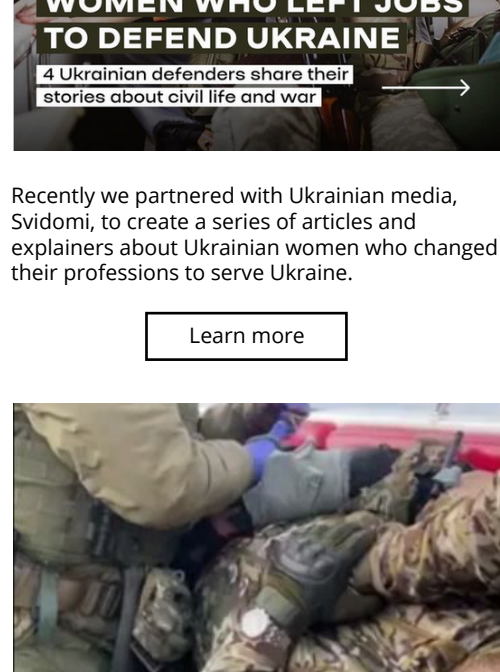


Together with the creative agency Bickerstaff.734, we launched a campaign with the hashtag #FreeTheLeopards, that was supported by hundreds influencers and thousands users.

In collaboration with the Ministry of Culture and Information Policy of Ukraine, we created this explainer about the Day of the Unity of Ukraine.

Learn more

Learn more



Recently we partnered with Ukrainian media, Svidomi, to create a series of articles and explainers about Ukrainian women who changed their professions to serve Ukraine.

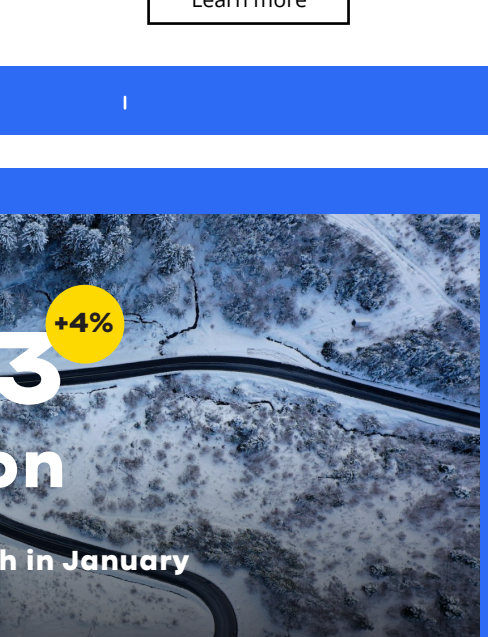
This post about the Ukrainian city of Soledar, which was a topic of the world media, tells the town's story.

Learn more

Learn more



One of the most highly performing videos on Ukraine's official TikTok this month was about wounded Ukrainian defenders who sing the Ukrainian anthem despite the enormous pain.

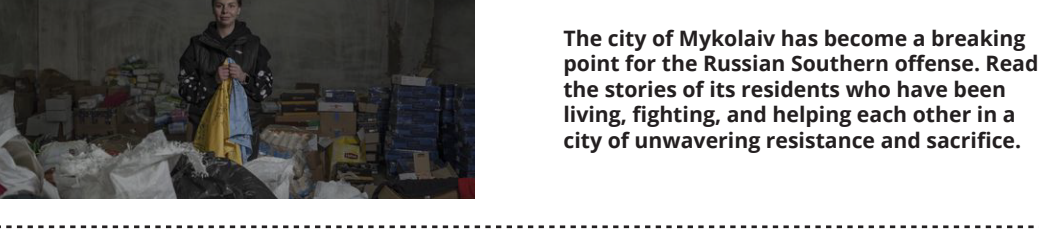


On Facebook, this heartwarming video of a Ukrainian defender who patrols the territory with his cute warrior cat went viral. This post reached record-breaking 2.6 million views in a month.

Learn more

Learn more

DIGITAL ECOSYSTEM OUTREACH



IN JANUARY 2023, UKRAINE.UA REACHED OVER 93 MILLION DIGITAL CONTACTS, WHICH IS 4% MORE THAN IN DECEMBER 2022, AND THE BEST RESULT SINCE APRIL 2022.

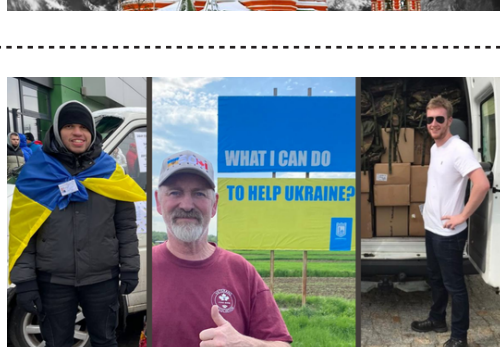
UKRAINE.UA FACEBOOK PROFILE REACHED 93% MORE UNIQUE USERS THIS MONTH, WHILE UKRAINE'S TIKTOK SET ANOTHER RECORD WITH ALMOST 31 MILLION VIDEO VIEWS IN A MONTH.

NEW EDITORIALS ON WAR.UKRAINE.UA



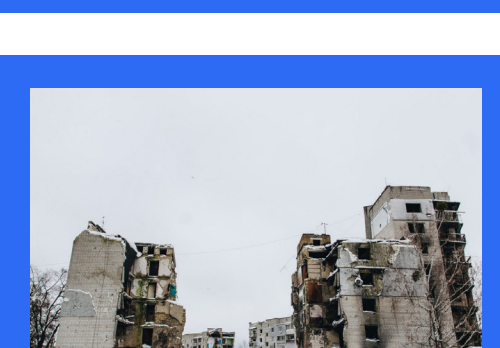
LONGREAD: THE CITY ON A WAVE. FIGHTING FOR WATER, THEIR CITY, AND THE COUNTRY, RESIDENTS OF MYKOLAIV PRESS ON

The city of Mykolaiv has become a breaking point for the Russian Southern offense. Read the stories of its residents who have been living, fighting, and helping each other in a city of unwavering resistance and sacrifice.



STORY: THE STORY OF OKSANA RUBANIAK, A MACHINE GUNNER OF THE 72ND MECHANIZED BRIGADE

"For the will is not given for free, it is won with weapons and zeal. That's why we fight with weapons and zeal," 19-year-old Oksana says.



EXPLAINER: RUSSIAN LICE. WHY THE WORLD SHOULD BAN KREMLIN MEDIA

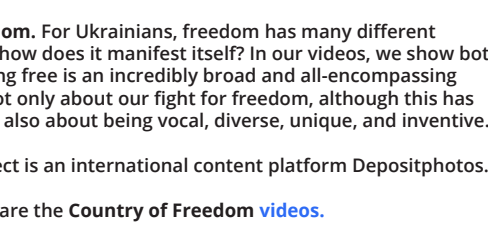
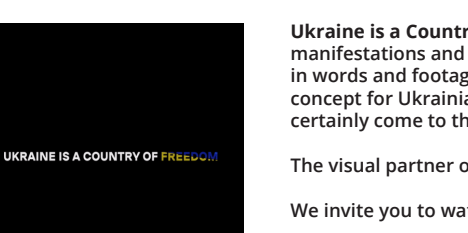
Now it is not a question of "if" but rather of "when" the world is gonna ban Russian disinformation media. Let's hope that the answer won't be again "too late".



STORY: FROM PEACEFUL COUNTRIES TO THE WAR: FOREIGNERS WHO CAME TO VOLUNTEER IN UKRAINE

Read how courageous the Ukrainian people defend their freedom, and decided to travel thousands of kilometers to help.

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



Frosts and power outages present new challenges to the residents of the settlement, most of whom lost their homes after Russian shelling of Borodianka in March.

Read the stories of people who lived, dreamed, and loved in Dnipro before Russia killed them. Nor this, nor any war crime committed by Russia should be forgotten.

NEW LAUNCHES



Ukraine is a Country of Freedom. For Ukrainians, freedom has many different manifestations and forms. So how does it manifest itself? In our videos, we show both in words and footage that being free is an incredibly broad and all-encompassing concept for Ukrainians. It is not only about our fight for freedom, although this has certainly come to the fore. It's also about being vocal, diverse, unique, and inventive.

The visual partner of the project is an international content platform Depositphotos.

We invite you to watch and share the Country of Freedom videos.

BRAND UKRAINE y 3MI

Ukraine.ua is among the top 5 official pages of the world's countries on Instagram

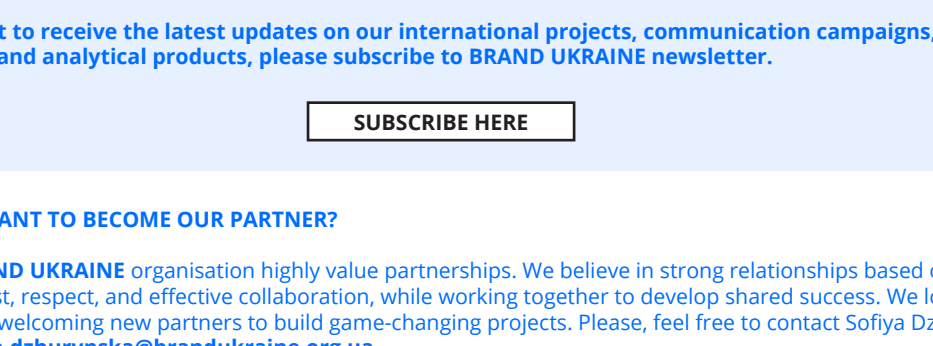
TOP-5 OFFICIAL COUNTRY ACCOUNTS ON INSTAGRAM IN THE WORLD



UKRAINE.UA ECOSYSTEM IN 2022



In 2022, the outreach of the Ukraine.ua digital ecosystem, which includes the official website of Ukraine and our country's pages on social media, exceeded 1 billion. The Ukraine.ua Instagram page hit more than 1 million followers and is now among the TOP-5 official country pages in the world on Instagram.



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 developing new partners to build game-changing projects. Please, feel free to contact Sofiya Dzhurynska at sofiya.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 lovemark projects and campaigns, digital solutions, and analytical products.

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