

Dear friends and partners of Ukraine,

After an eventful February, our team focused on developing our ongoing campaigns and projects in March.

Below you will find some interesting highlights from the Nations Against Disinformation campaign, #WhatWeAreFightingFor campaign and Russia's war crimes archive on war.ukraine.ua.

We are expanding our research portfolio and the variety of research tools. This month, we decided to dive deeper into the Ukraine-related media content in the world's top online news media and highlight the most trending topics. If you want to receive our analytical updates on a regular basis, please, sign up using the form in the footer of this digest.

Ukraine.ua continues to grow and reach new audiences and countries, also in the Arabic language. Don't miss out on our new editorial and special choice of the editor-in-chief on war.ukraine.ua.

Sincerely,
Maria Lypiatka, Head of BRAND UKRAINE

MONTHLY HIGHLIGHTS

UKRAINE IN WORLD MEDIA AND GLOBAL SEARCH

TRENDING UKRAINE-RELATED TOPICS IN WORLD'S TOP ONLINE NEWS MEDIA IN MARCH:

MILITARY AID FOR UKRAINE & COUNTRIES INCREASING THEIR MILITARY BUDGETS

Poland plans to send MIG-29 fighter jets to Ukraine following urgent requests from the war torn country

Denmark scraps a religious holiday, adding money to the country's military budget.

US to send more ammo, folding armored bridges to Ukraine

Going to war? Good news! The United States is 13 years behind in ammunition production, NYT reports

THE BATTLE FOR BAKHMUT

Ukraine military aids civilian flight from Bakhmut; is Russia running out of ammo? March 5 recap

Defending Ukraine's 'highway of life' – the last road out of Bakhmut

Ukraine says Bakhmut battle is grinding down Russia's best units

RUSSIA-CHINA COOPERATION

U.S. fears Lukashenko's visit to China is strengthening ties between Russia's closest allies.

U.S. intel on China considering lethal aid for Putin's war was gleaned from Russian officials

China's Xi to meet Putin in boost for isolated Russia leader

Scholz warns of 'consequences' if China sends arms to Russia

OLYMPIC GAMES — SANCTIONS ON RUSSIAN AND BELARUSIAN PARTICIPANTS

IOC president brands critics of Russia 'deplorable' in veiled swipe at Britain

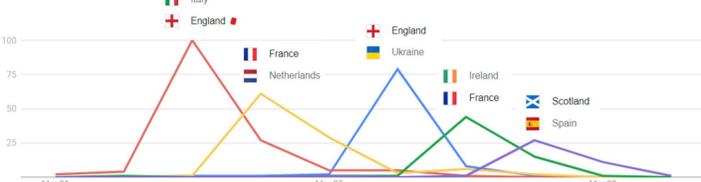
Olympic sponsors urged to back continued ban on Russian and Belarusian athletes

Hundreds of fencers protest against letting Russians compete

The England vs Ukraine EURO 2024 qualifying match was the ultimate Ukraine-related trend on Google in March. The football match on Mar 26, 2023 sparked a huge rise in search activity leading to a record Google trend score for the "Ukraine" search query since July 2022. The search activity was higher than during the Kharkiv region and Kherson liberation, the largest missile and drone attacks on Ukrainian cities, or the first anniversary of the full-scale war.

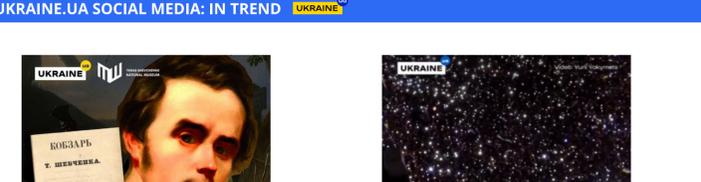
England vs Ukraine was the 2nd most popular match on Google among other UEFA EURO qualifiers.

TREND OF THE "UKRAINE" SEARCH QUERY ON GOOGLE



Source: Google trends

RELATIVE SEARCH INTEREST IN THE UEFA EURO 2024 QUALIFYING MATCHES ON GOOGLE, MARCH 2023



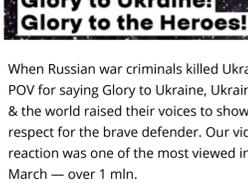
Source: Google trends

UKRAINE.UA SOCIAL MEDIA: IN TREND



Ukrainian writer, artist & social figure Taras Shevchenko was born on March 9, 1814. We shared facts about his life & legacy in our explainer in partnership with the Taras Shevchenko National Museum.

Learn More



When Russian war criminals killed Ukrainian POW for saying Glory to Ukraine, Ukrainians & the world raised their voices to show respect for the brave defender. Our video reaction was one of the most viewed in March — over 1 mln.

Learn More



Unbreakable Ukrainians inspire millions of people worldwide. Because of Russia's war, sapper Vlad lost both eyes but never lost his optimistic spirit. Our posts about his story reached over 800,000 people.

Learn More



Freedom cannot be silenced! When the people of Georgia took to the streets to protest against the "foreign agents" law, Ukraine supported their devotion to freedom.

Learn More

DIGITAL ECOSYSTEM OUTREACH



IN MARCH, UKRAINE.UA ORGANICALLY REACHED OVER 54 MILLION DIGITAL CONTACTS. DESPITE PASSING THE SPIKE IN INTEREST AROUND THE ANNIVERSARY OF RUSSIA'S FULL-SCALE INVASION OF UKRAINE, OUR REGULAR AUDIENCE CONTINUES TO GROW ON ALL SOCIAL MEDIA PLATFORMS.

NEW EDITORIALS ON WAR.UKRAINE.UA



"He said: "I love you, I'll be back in a week." And so it happened. Only he came back in a coffin," recall Kyrylo's wife. Read the story of him and four other heroes who defended the town of Soledar.



At the age of 18, Ruslana was not afraid to become a volunteer in the Armed Forces of Ukraine, and today she is an example of the courage and bravery of Ukrainian youth.



During Soviet occupation, Moscow deported millions of people from Ukraine to Russia. And now, Russia continues this horrible practice, forcibly resettling Ukrainians and illegally adopting children.

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

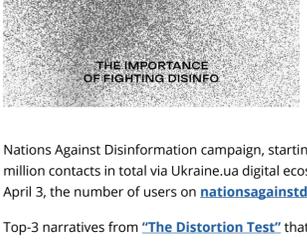


History proves Ukraine's role: from being one of the world's leading contributors to UN and NATO peacekeeping missions to sending rescuers and firefighting aviation.



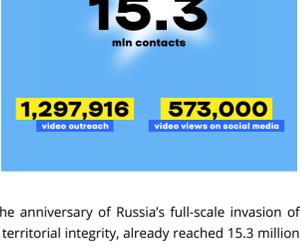
Upon receiving the candidate status in June 2022, Ukraine opened a brand new chapter of relations with the EU. Several more essential milestones still need to be achieved on the way to EU accession.

BRAND UKRAINE PROJECTS



Nations Against Disinformation campaign, starting from the launch date on February 2, 2023, reached 7.3 million contacts in total via Ukraine.ua digital ecosystem and publications in media and social media. As of April 3, the number of users on nationsagainstdisinformation.org is 28,000.

- Top-3 narratives from "The Distortion Test" that got 97% and more correct answers from users:
- The Armed Forces of Ukraine carry out attacks on the civilian population (98% of users know that this is a false statement)
 - Ukrainian refugees disturb order and peace in other countries (97% of users know that this is a false statement)
 - Russia is the main security threat to Europe (97% agrees that this is a true statement)



The #WhatWeAreFightingFor campaign, launched on the anniversary of Russia's full-scale invasion of Ukraine on February 24, 2023, to advocate for peace and territorial integrity, already reached 15.3 million contacts. The main campaign video, widely shared by international and Ukrainian partners across social media platforms, explains what Ukrainians are fighting for and why our freedom cannot be compromised or negotiated.

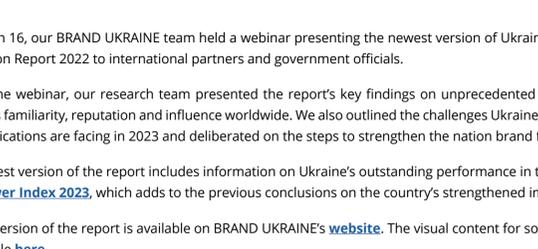


About a year ago, after the Kyiv, Chernihiv, and Sumy region were liberated from Russia's invaders, the world saw the evidence of Russia's brutal and inhuman war crimes. Wanton destruction of Ukrainian cities and villages, tortured and executed civilians, evidence of rape, mass murder – the scale of violence was unbelievable. To hold Russia accountable for all the crimes committed (over 78,000 registered to date), we created an online archive of its war crimes with facts, statistics, real stories of witnesses and survivors. In a year, the war crimes section on war.ukraine.ua was seen over 540,000 times.

The section on Russia's war crimes received 35,600 search visits, being in the top 10 for the query "Russia war crimes".

BRAND UKRAINE LIVE

Ukraine's Global Perception Report 2022 Webinar



On March 16, our BRAND UKRAINE team held a webinar presenting the newest version of Ukraine's Global Perception Report 2022 to international partners and government officials.

During the webinar, our research team presented the report's key findings on unprecedented growth in Ukraine's familiarity, reputation and influence worldwide. We also outlined the challenges UKRAINE's external communications are facing in 2023 and deliberated on the ways to strengthen the nation brand further.

The newest version of the report includes information on Ukraine's outstanding performance in the Global Soft Power Index 2023, which adds to the previous conclusions on the country's strengthened image.

The full version of the report is available on BRAND UKRAINE's website. The visual content for social media is available here.

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 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 lovable 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

