BRAND UKRAINE

Dear friends and partners of Ukraine,

I am glad to share with you the latest issue of our monthly digest.

In April 2023, our efforts were focused on the organisation's capacity development and preparations for Ukraine's participation in the Eurovision song contest. We are grateful to all the partners and volunteers for their support in joining this opportunity to deepen the knowledge about Ukraine among 200 million Eurovision viewers around the globe.

Our priority in 2023 is to make Ukraine's voice loud and heard within the circle of the closest partners, but also beyond the Euro-Atlantic community. In April, we finished one of our experimental data-driven campaigns targeted at the audiences of seven Global South countries and are happy to share some insights with you in this digest.

Global South audiences will be in special focus of our activities in 2023. We will continue to develop Ukraine.ua in Arabic language and implement tailor-made communications campaigns for the selected countries and regions.

I invite you to read the issue and find more interesting facts and ideas for developing Ukraine's external communications.

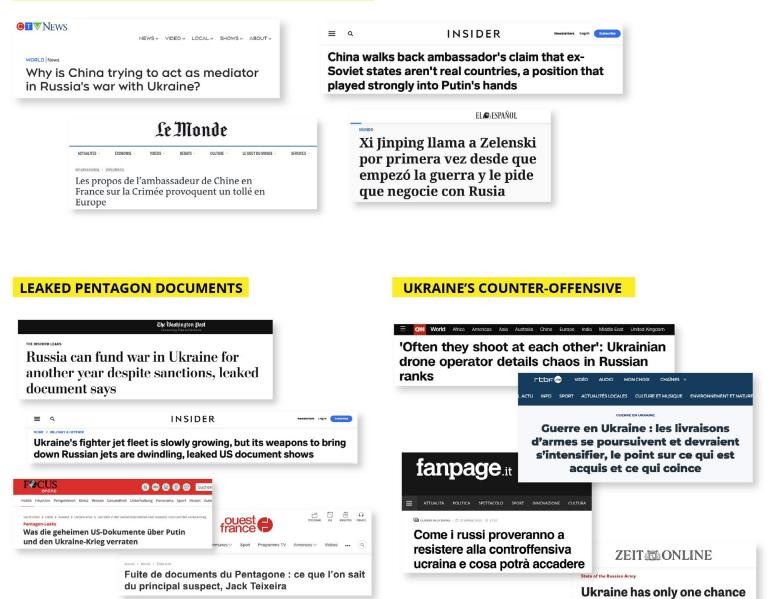
Sincerely, Maria Lypiatska, Head of BRAND UKRAINE



UKRAINE IN WORLD MEDIA AND GLOBAL SEARCH

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

CHINA'S ROLE IN RUSSIA'S WAR AGAINST UKRAINE



TRENDING UKRAINE-RELATED TOPICS ON GOOGLE IN APRIL

LEAKED PENTAGON DOCUMENTS

UKRAINIAN SOLDIER BEHEADED BY RUSSIANS

UKRAINE'S COUNTER-OFFENSIVE

UKRAINE'S MEMBERSHIP IN NATO

UKRAINE.UA SOCIAL MEDIA: IN TREND



Ukrainian POW, Ukraine and the world saw again that Russia has no intentions of following international law. The reaction on Ukraine.ua Instagram was very telling -211K shares and over 1.5M outreach.

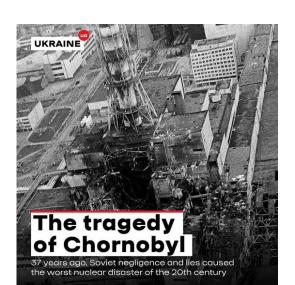






While Ukraine & partners are working tirelessly every day to secure the success of the Ukrainian counteroffensive, we took a second to thank our allies and show our gratitude to the people standing with Ukraine.

Learn More



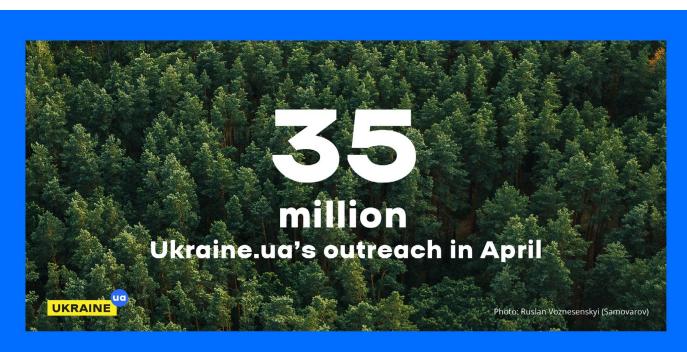
Fuminori, 75, moved from Japan to Ukraine to help Kharkiv locals withstand Russian attacks. Recently he opened a cafe to serve food to Ukrainian people in need. Here is his story.

Learn More

While Russia keeps its nuclear blackmail, the Chornobyl disaster anniversary reminds the global community that nuclear facilities should be treated carefully to avoid future tragedies.

Learn More

DIGITAL ECOSYSTEM OUTREACH



In April 2023, Ukraine.ua outreach exceeded 35 million — a slowing down dynamics of the information space also affects how social media users react to content about Russia's war in Ukraine.

NEW EDITORIALS ON WAR.UKRAINE.UA



FAQ: WHAT DO UKRAINIAN ANIMATION **MOVIES LOOK LIKE?**

Cartoon production has been developing in Ukraine over the years — and some of the most successful pieces were released internationally. Here is a selection of four modern and one classic Ukrainian animation movies you will enjoy.



<u>FAQ: MEET PATRON — A UKRAINIAN</u> **BOMB-SNIFFING DOG**

Patron is the Ukrainian Jack Russell terrier. After Russia's full-scale invasion, the dog has been really helpful in demining — and became a people's favorite along the way.



FAQ: WHAT IS THE HISTORY AND **MEANING BEHIND THE UKRAINIAN FLAG?**

The combination is commonly decoded as the sky above and the endless fields of wheat beneath it. But the picturesque landscape does not exhaust the flag's meaning.

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



The Geneva Convention (III) forbids violence against people in captivity. But in a year of full-scale war, numerous Russian war crimes were recorded: mistreatment, abuse, and even brutal execution of Ukrainian POWs.

BRAND UKRAINE activities for the Global South audiences

In February-April 2023, BRAND UKRAINE's team has implemented a pilot digital campaign, based on the findings of the survey run in fall 2022 in seven Global South countries — China, Kazakhstan, Indonesia, India, Morocco, Turkey, and UAE.

The survey allowed to outline the most successful and confusing messages for the respondents in those countries and defined the clusters of the respondents who support Ukraine and those who are persuadable to support the pro-Ukrainian position.

We produced tailor-made content to communicate key Ukraine's strategic narratives to target specific audiences using the dark ads tool on social media. A dark ad is a type of online advertising visible only to the advert's publisher and the intended target group.

The ads campaign was implemented on Ukraine.ua accounts on Instagram, Facebook and Youtube. The total campaign outreach was over 16,016,818 contacts.

Here are some practical takeaways from the campaign:

- According to the survey results, the message about Ukraine's fight for freedom and sovereignty was the most successful one and made respondents feel more favourable to Ukraine. This guess was also proved by the results of the dark ads campaign; the video delivering this message got the best performance and the best combination of a number of views combined with positive engagement.
- Most users perceive Russia's war against Ukraine through the West-Russia rivalry lens. Comments • on the campaign on social media would often claim that Russia is fighting both Ukraine and the larger West or Ukraine's decision to join the West was to blame for the invasion.
- Communications with the Global South should take into account that Russia's war in Ukraine is often compared to the local conflicts — in Iraq, Syria, Palestine. While Western audiences have not experienced such large-scale conflict at their borders since WW2, this is not the case for audiences in the Global South.

The project was implemented in partnership with the MFA of Ukraine and in cooperation with Zinc Network (London-based communications company).





Ukraine.ua is now available in Arabic on Instagram, Facebook, and Twitter. This is an important milestone for our team to increase Ukraine's presence and share of voice in the Global South region.

Now on social media, we highlight commonalities and areas of mutual interest between Ukraine and the Arabic-speaking world, including shared cultural values, historical ties, and religious heritage in the Arabic language.

Another important topic is Islam in Ukraine. In particular, we are featuring content related to Said Ismagilov, the former Mufti of the Religious Administration of Muslims of Ukraine, who joined the Armed Forces of Ukraine. One of the posts with him went extremely viral on all social media.

Our big aim with the platform is to build emotional connections and bridges between Ukraine and the Arabic-speaking audience to foster partnership and support among the nations.

BRAND UKRAINE LIVE

How storytelling foster understanding in times of global challenges and war?



On April 26, Yaroslav Turbil, co-founder of BRAND UKRAINE and Head of Ukraine.ua, joined an online discussion organized by America House Kyiv, "Storytelling In War Time: A Conversation With Ukrainian and American Creatives".

When Russia's full-scale war against Ukraine started, Ukraine.ua became the voice of the Ukrainian people and a trusted source of information for the world. Today, Ukraine.ua boasts a regular audience of over 2 million people and a 1 billion total outreach in 2022. The discussion explored how storytelling brings people together amid global challenges and why stories about Ukrainians inspire millions of people online.



Maria Lypiatska, Head of BRAND UKRAINE, spoke with Detector Media about developing the country's nation brand during the war, BRAND UKRAINE team, the fundamental principles of organisation's work, partnership with the MFA of Ukraine and the success of Ukraine.ua, Ukraine's official digital platforms.

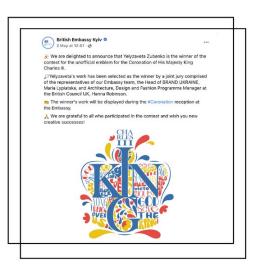
Read more in the full interview (in Ukrainian) <u>here</u>.

BRAND UKRAINE TEAM NEWS

Our BRAND UKRAINE team is thrilled to be among the jury for choosing the unofficial emblem for the Coronation of His Majesty King Charles III.

We are grateful to the British Embassy Kyiv for this opportunity to take part in this momentous event.

Congratulations to the winner Yelyzaveta Zubenko!





#Eurovision2023

From May 9 to 13, 2023, the 67th Eurovision Song Contest was held in Liverpool on behalf of last year's winner, Ukraine. Due to Russia's full-scale invasion, Ukraine couldn't host the event. However, the close UK-Ukraine partnership made it possible to hold the contest on behalf of the two countries in the UK, with Ukraine being represented in a separate space called Discover Ukraine at the Eurovision Village.

Throughout April, our team was actively working on this special project. We want to tell the Eurovision's multi-million audience the story of real Ukraine, where beauty lives next to the reality of war, to show **#WhatWeAreFightingFor** and encourage people to open their hearts to Ukraine.

Our team has already successfully boarded the Tvorchi Express from Kyiv to Liverpool by Ukrzaliznytsia. More details are coming soon! Follow the news.

Follow news about **Discover Ukraine** at Eurovision Village.

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.



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



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.

Read more on BRAND UKRAINE's website.

Follow us on social media: Facebook, LinkedIn.

MORE ON WAR.UKRAINE.UA