

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.

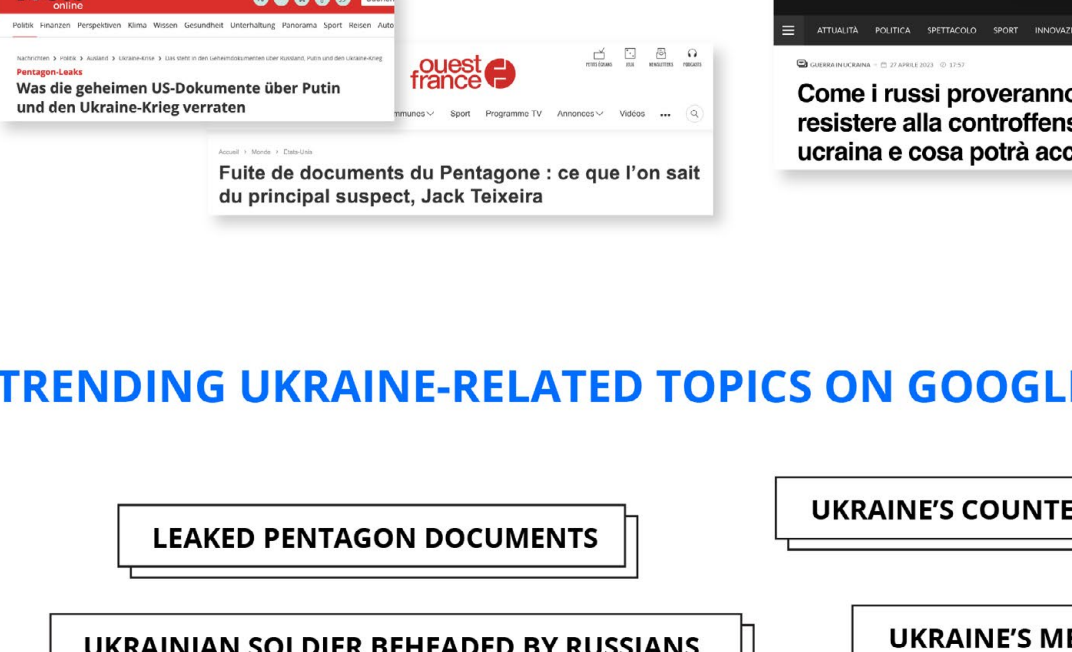
Sincerely,
Maria Lypitska, Head of BRAND UKRAINE

MONTHLY HIGHLIGHTS

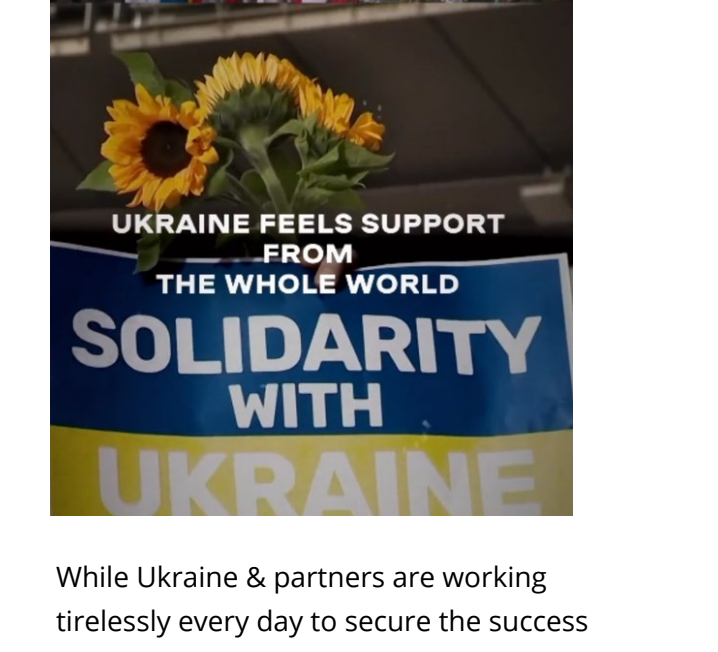
UKRAINE IN WORLD MEDIA AND GLOBAL SEARCH

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

CHINA'S ROLE IN RUSSIA'S WAR AGAINST UKRAINE



UKRAINE'S COUNTER-OFFENSIVE



TRENDING UKRAINE-RELATED TOPICS ON GOOGLE IN APRIL

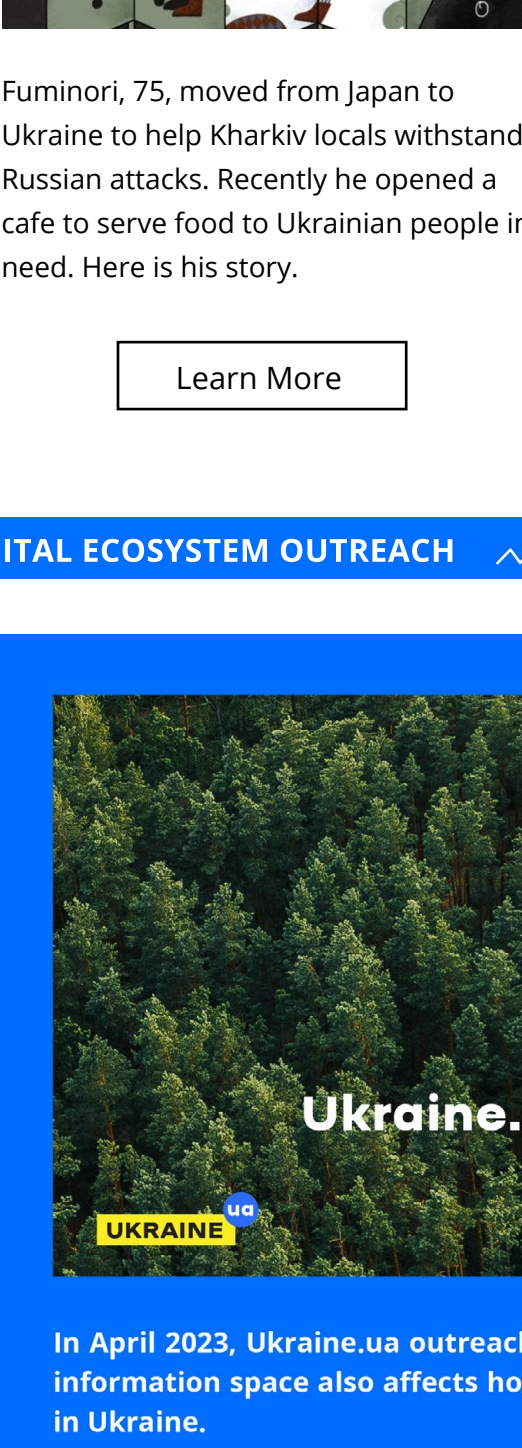
LEAKED PENTAGON DOCUMENTS

UKRAINE'S COUNTER-OFFENSIVE

UKRAINIAN SOLDIER BEHEADED BY RUSSIANS

UKRAINE'S MEMBERSHIP IN NATO

UKRAINE.UA SOCIAL MEDIA: IN TREND



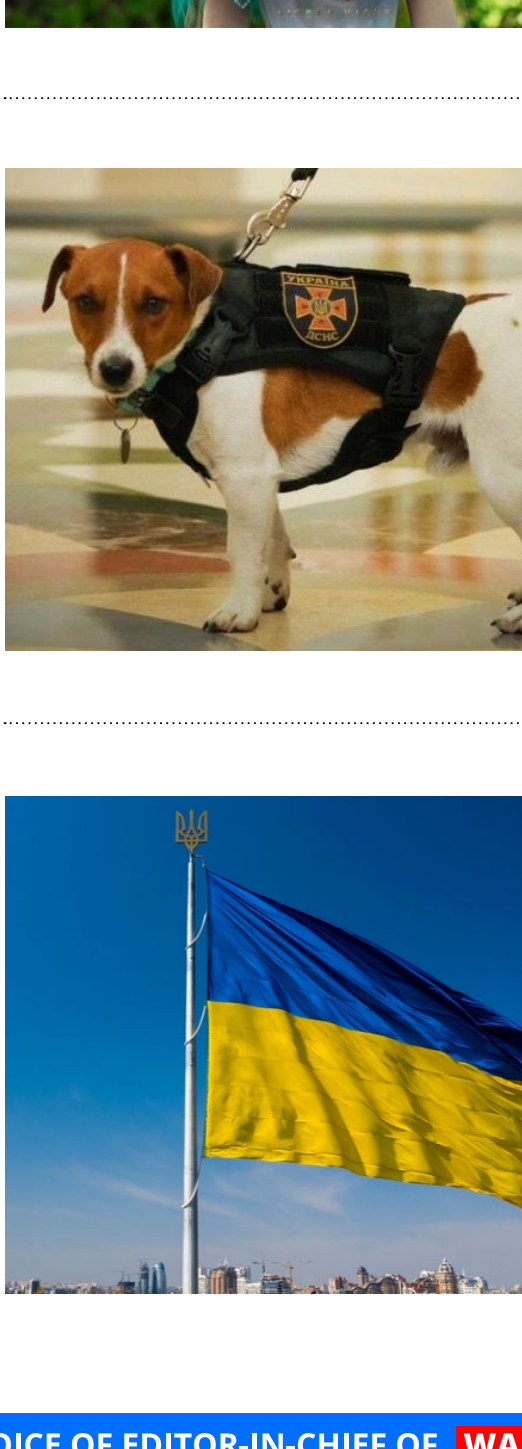
When Russian war criminals beheaded Ukrainian POW, Ukraine and the world saw again that Russia has no intentions of following international law. The reaction on Ukraine.ua Instagram was very telling — 211K shares and over 1.5M outreach.

Learn More



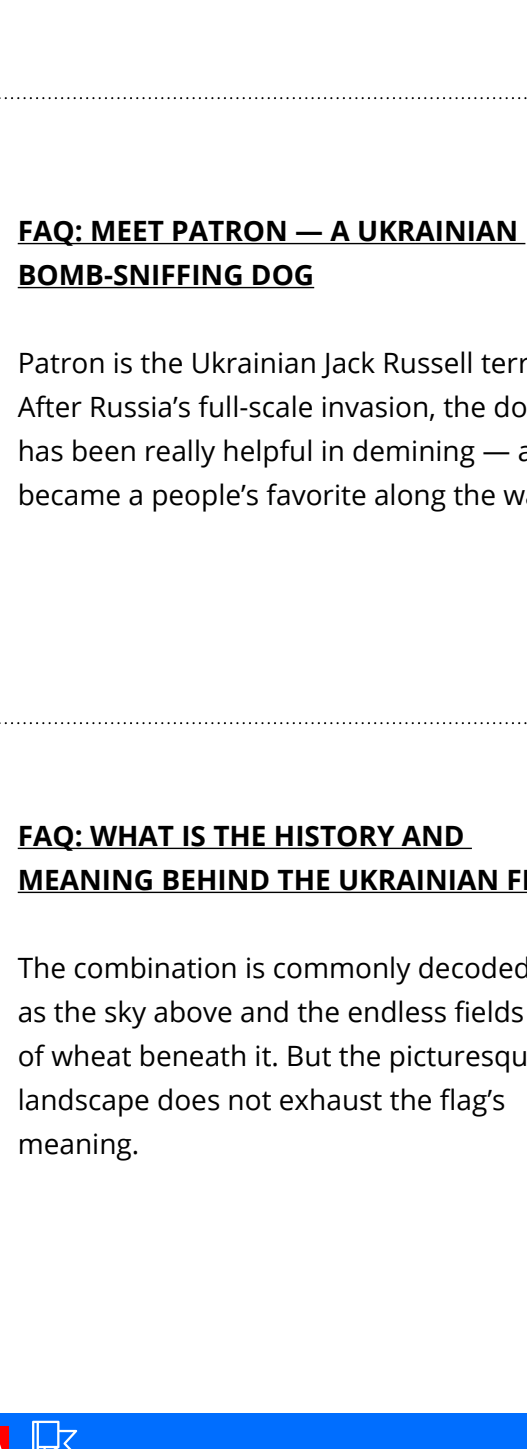
While Ukraine & partners are working tirelessly every day to secure the success of the Ukrainian counteroffensive, we took a second to thank our allies and show our gratitude to the people standing with Ukraine.

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 Chernobyl disaster anniversary reminds the global community that nuclear facilities should be treated carefully to avoid future tragedies.

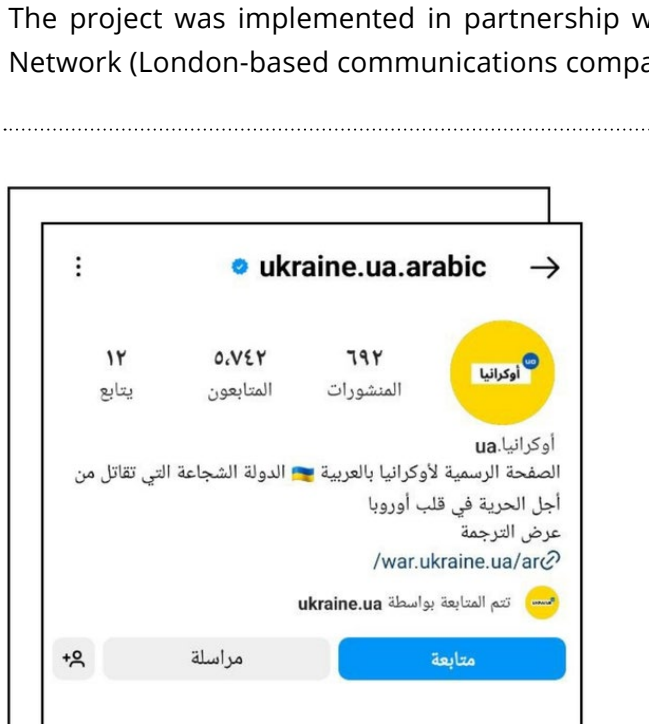
Learn More

DIGITAL ECOSYSTEM OUTREACH

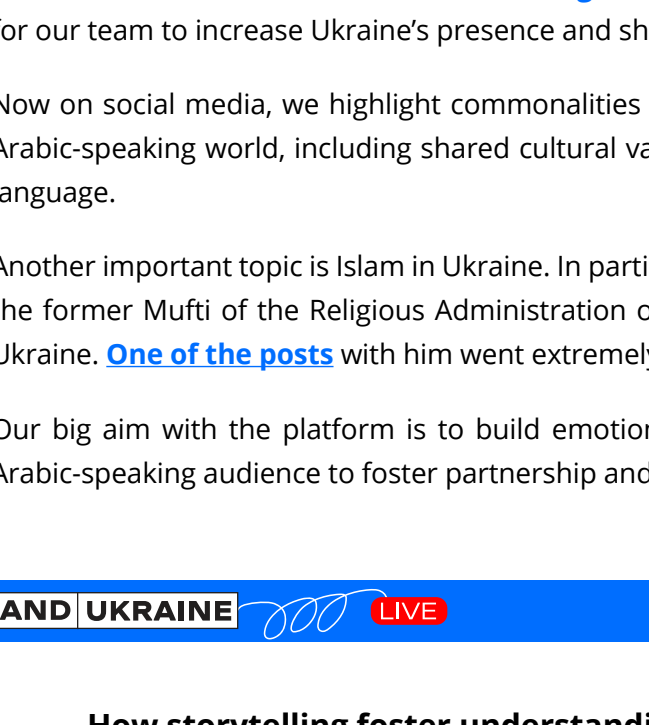


In April 2023, Ukraine.ua outreach exceeded 35 million — a slowing down dynamics of the information space also affects how social media users react to content about Russia's war in Ukraine.

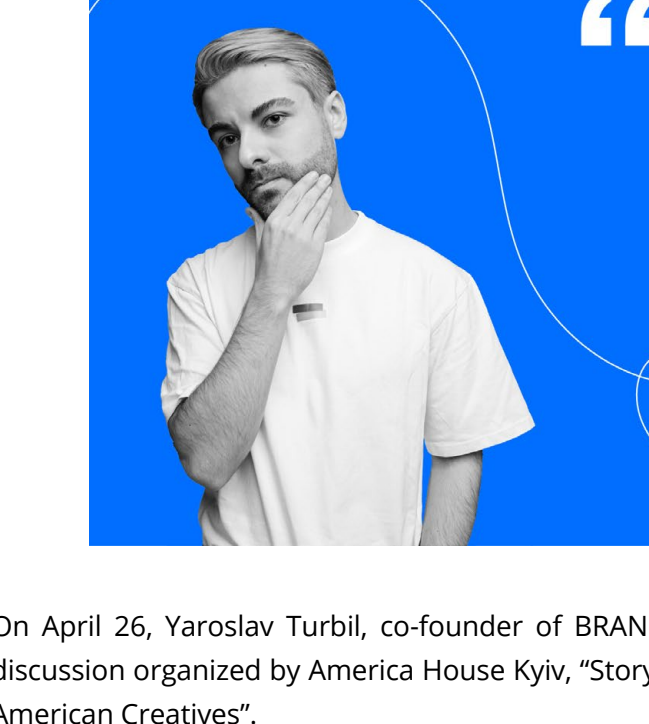
NEW EDITORIALS ON WAR.UKRAINE.UA



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.

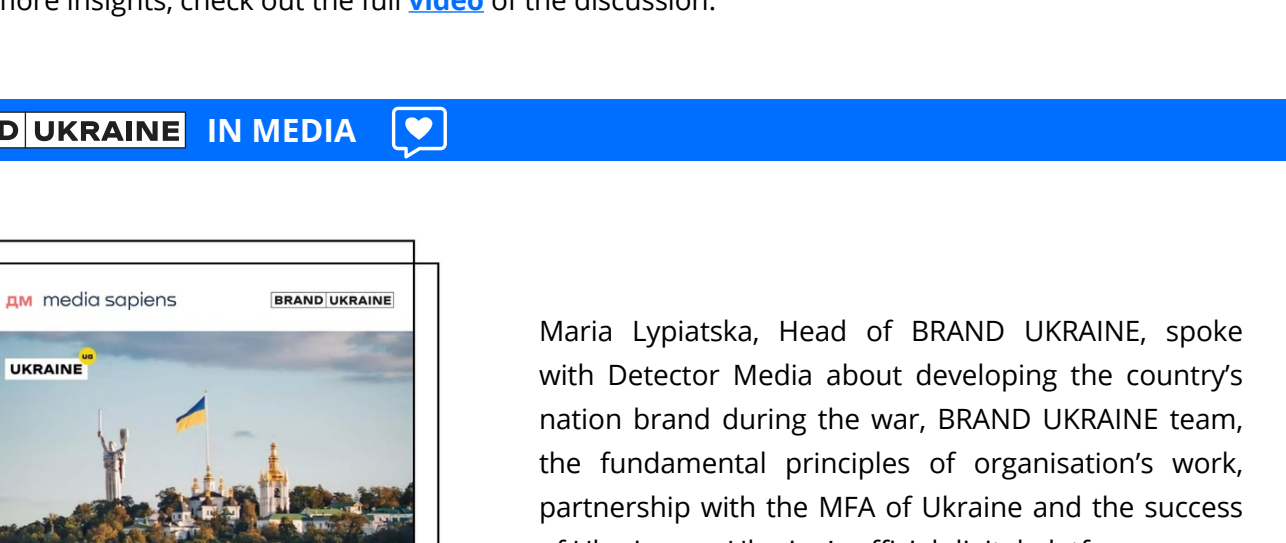


Patron is the Ukrainian Jack Russell terrier. After Russia's full-scale invasion, the dog has been really helpful in demining — and became a people's favorite along the way.



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



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.

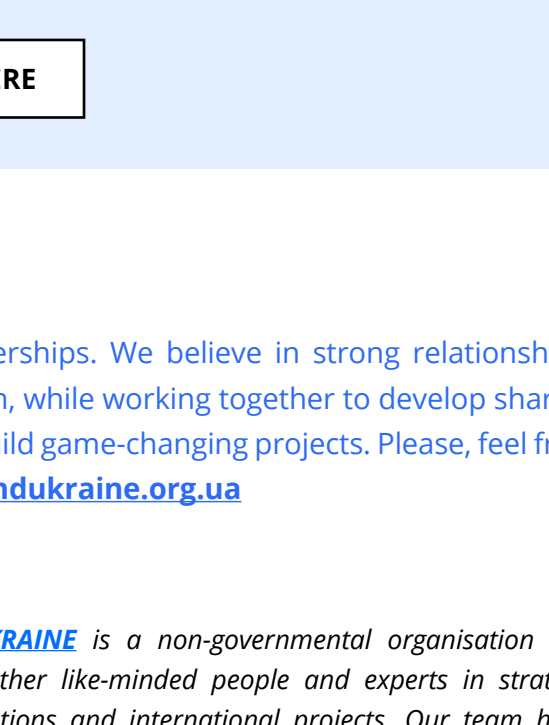
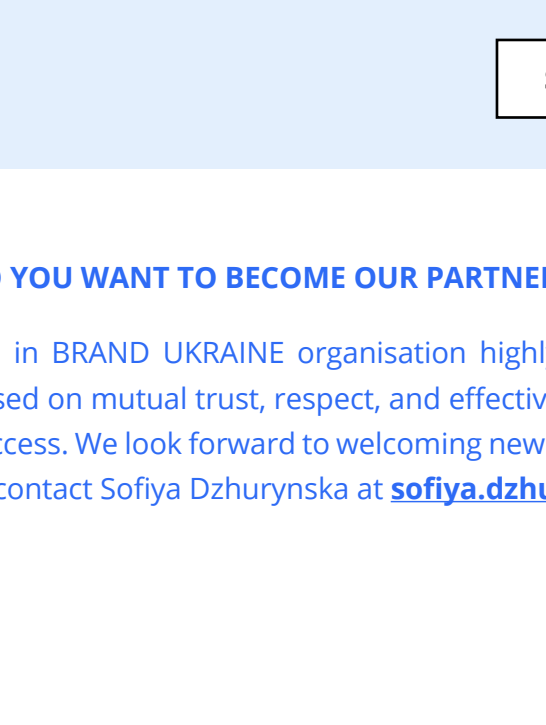
We produced tailor-made content to communicate key Ukraine's strategic narratives to target specific audiences using the dark ads tool on social media. A dark ad is a type of online advertising visible only to the advert's publisher and the intended target group.

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).

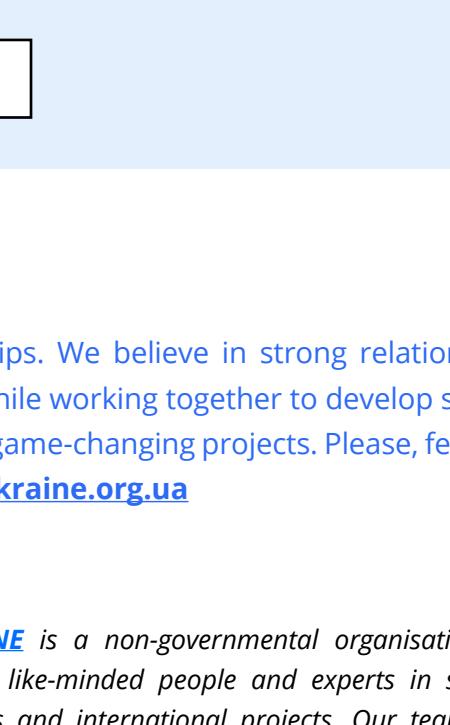


BRAND UKRAINE TEAM NEWS

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!



MORE ON WAR.UKRAINE.UA

