

Dear friends and partners of Ukraine,

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

In May, we focused our efforts on presenting Ukraine within the Eurovision Song Contest 2023, held by the UK on behalf of Ukraine in Liverpool.

#OpenYourHeartForUkraine and #TheUnityWave united Ukraine's supporters and friends all over the world, resulting in 41 million outreach, 70+ media publications and 37 thousand visitors of Ukraine.ua interactive space in Liverpool.

Two of our projects received awards at the Kyiv International Advertising Festival 2023 — Carol for Charity and #FreeTheLeopards.

We continued to strengthen Ukraine's voice in the Global South countries. You will find two interesting insights from our ongoing work with the Arabic-speaking audiences further in the digest.

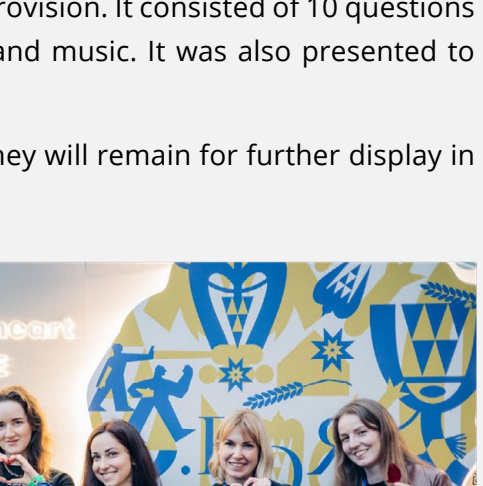
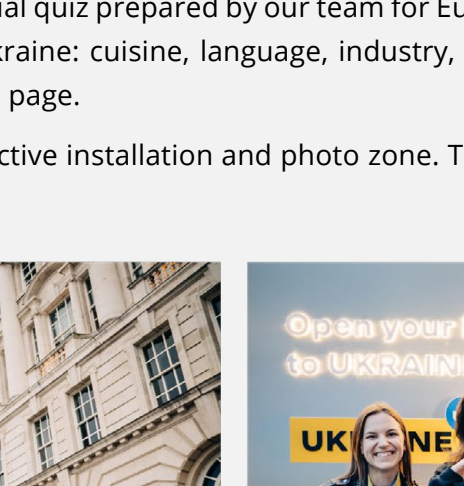
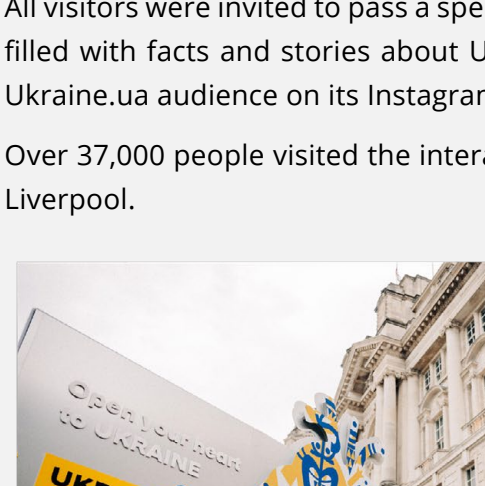
I also invite you to read insightful and thought-provoking articles and editorials on war.ukraine.ua and follow Ukraine.ua accounts on social media.

Sincerely,
Maria Lypiatka, Head of BRAND UKRAINE

MONTHLY HIGHLIGHTS

SPECIAL PROJECT: UKRAINE.UA AT THE EUROVISION SONG CONTEST 2023

During the Eurovision Song Contest 2023, Ukraine.ua launched a very [special project](#) to present Ukraine to the world. The project consisted of a communication campaign #OpenYourHeartForUkraine and Ukraine.ua interactive space at the Eurovision Village in Liverpool, UK.



Ukraine.ua Interactive Space

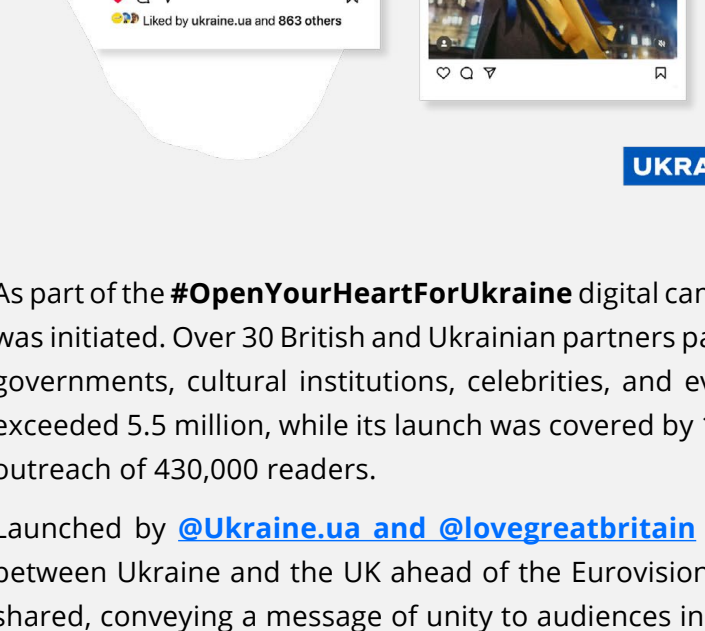
The interactive space was represented by a photo zone and an interactive installation on the Discover Ukraine alley, showcasing the beauty and resilience of Ukraine amidst war.

The heart-shaped photo zone represented the symbol of Ukraine at this year's Eurovision Song Contest — the song "Heart of Steel" by TVORCHI. The illustration inside the heart featured Ukrainian vytynanka — a unique type of folk art that tells the most important stories of wartime Ukraine. Visitors could open their hearts to Ukraine, viewing vytynanka through a red filter where war symbols vanished, revealing a peaceful Ukraine in its beauty and culture.

The interactive installation showed the diversity of Ukraine's culture with a steel map of a sovereign Ukraine at the centre to symbolise what all Ukrainians are fighting for. To show that Ukraine is much more than just social media posts labelled as "sensitive content", screens mounted on the walls displayed contrasting images of a peaceful Ukraine and the war.

All visitors were invited to pass a special quiz prepared by our team for Eurovision. It consisted of 10 questions filled with facts and stories about Ukraine: cuisine, language, industry, and music. It was also presented to Ukraine.ua audience on its Instagram page.

Over 37,000 people visited the interactive installation and photo zone. They will remain for further display in Liverpool.



#OpenYourHeartForUkraine

The [#OpenYourHeartForUkraine](#) campaign launched on May 9, 2023, with a powerful manifesto video created in partnership with TVORCHI. Narrated by TVORCHI's vocalist Jeffrey Kenny, the video with an instrumental version of Ukraine's Eurovision entry "Heart of Steel" called for unity and support for Ukraine. Through a captivating storyboard showcasing Ukraine's people, nature, and architecture alongside war footage, the video encouraged viewers to explore Ukraine beyond the wartime headlines. Released as an Instagram collaboration between [@Ukraine.ua](#) and [TVORCHI](#), the video received over 380,000 views and provoked significant media interest.

#TheUnityWave



UKRAINE

As part of the [#OpenYourHeartForUkraine](#) digital campaign, a social media flash mob called [#TheUnityWave](#) was initiated. Over 30 British and Ukrainian partners participated in the flash mob, including high-level officials, governments, cultural institutions, celebrities, and even pets. [#TheUnityWave's](#) outreach on social media exceeded 5.5 million, while its launch was covered by 15 Ukrainian and international media with an estimated outreach of 430,000 readers.

Launched by [@Ukraine.ua](#) and [@lovegreatbritain](#) on Instagram, [#TheUnityWave](#) showed the solidarity between Ukraine and the UK ahead of the Eurovision final. In less than a week, 18 collaborative posts were shared, conveying a message of unity to audiences in both countries. Among them: [Volodymyr Zelenskyy](#) - [Rishi Sunak](#), [Olena Zelenska](#) - [Akshata Murty](#), [Dmytro Kuleba](#) - [James Kleverly](#), [MFA Ukraine](#) - [FCDO](#), [TVORCHI](#) - [Mae Muller](#), [National Opera of Ukraine](#) - [Royal Opera House](#) and many others

Results

Ukraine.ua interactive installation and photo zone
37 000+ visitors
111.4K impressions of Instagram's red AR filter received

Digital campaign #OpenYourHeartForUkraine
41+ million contacts reached
570 000+ content interactions received
#TheUnityWave involved over 30 British and Ukrainian partners

Media coverage
52 publications in Ukrainian media
17 publications in foreign media
Data as of May 31, 2023

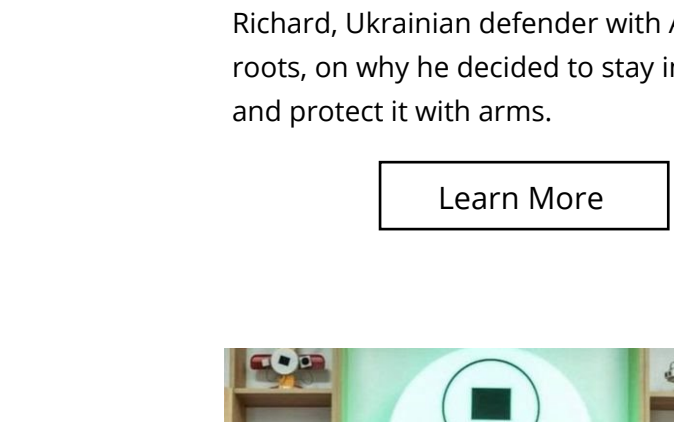


Read more about the Eurovision project by the BRAND UKRAINE team on our [website](#)

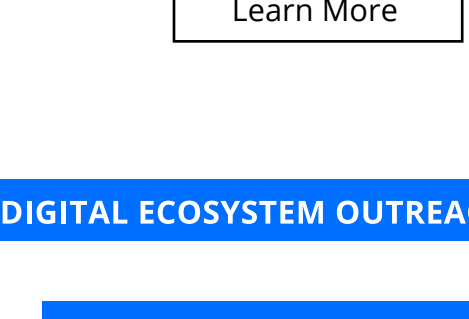
UKRAINE IN WORLD MEDIA AND GLOBAL SEARCH

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

EUROVISION SONG CONTEST



BATTLE FOR BAKHMUT



G7 HIROSHIMA SUMMIT

