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 Sincerely, Maria Lypiatska, Head of BRAND UKRAINE

MONTHLY HIGHLIGHTS (

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

Ukraine.ua audience on its Instagram page.

outreach of 430,000 readers.

Media coverage

Data as of May 31, 2023

Ukraine Eurovision act's city

Ternopil attacked before

BATTLE FOR BAKHMUT

Russia's Wagner boss says over 20K

troops have died in Bakhmut, Ukraine

chief claims Russian troops fled **Bakhmut posts amid Ukrainian** advances

G7 HIROSHIMA SUMMIT

Japan G-7 Summit: 'Critical' meeting for top powers with Russia, China focus

to fight for the future

000

BAKHMUT

UKRAINE

STORM SHADOW MISSILES

UKRAINE.UA SOCIAL MEDIA: IN TREND

Everything you

TVORCHI

Major facts about the band represe at Eurovision 2023

need to know about

TVORCHI rose from a student duo to

Russia turned once flourishing Bakhmut

battlefield, Russian war criminals raze

Learn More

into a ruin. Unable to win on the

Ukrainian cities to the ground.

DIGITAL ECOSYSTEM OUTREACH

POLITICO

TODAY

Russian mercenary leader wants

Zelensky makes dramatic Japan appearance

EUROVISION

as G7 leaders take aim at Russia and China

In Hiroshima, Zelenskyy borrows history

Kremlin generals he once mocked to hold Bakhmut: Live Ukraine updates

NEW YORK POST

ВВС

performance

publications in Ukrainian media

BRAND UKRAINE

interactive space at the Eurovision Village in Liverpool, UK. UKRAINE

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

MONTHLY DIGEST

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 with 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

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 <u>@Ukraine.ua and TVORCHI</u>, the video received over 380,000 views and provoked significant media interest.

#TheUnityWave

 Liked by juliamogilyuk and 16 716 others Liked by ukraine.ua and 863 others

UKRAINE

As part of the **#OpenYourHeartForUkraine** digital campaign, a social media flash mob called <u>#TheUnityWave</u> 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

Launched by <u>@Ukraine.ua and @lovegreatbritain</u> 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: <mark>Volodymyr Zelenskyy –</mark> Rishi Sunak, Olena Zelenska - Akshata Murty, Dmytro Kuleba - James Kleverly, MFA Ukraine - FCDO,

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

TVORCHI - Mae Muller, National Opera of Ukraine - Royal Opera House and many others

content interactions received

publications in foreign media

Digital campaign #OpenYourHeartForUkraine

#TheUnityWave involved over 30 British and Ukrainian partners

Sweden wins Eurovision contest marked

by kitsch and tributes to Ukraine

UKRAINE IN WORLD MEDIA AND GLOBAL SEARCH TRENDING UKRAINE-RELATED TOPICS IN WORLD'S **TOP ONLINE NEWS MEDIA IN MAY: EUROVISION SONG CONTEST**

> 'Liverpool is a Little Kyiv': cities unite on livestream for Rave UKraine events

> > battle invaders'

The New Hork Times

Hypersonic Russian Missiles Over Kyiv

F-16 FOR UKRAINE

Ukraine Says It Shot Down

Eurovision will be a chance to stand with the people of Ukraine as they

'That spirit of togetherness is more important than ever at a time when conflict has once again darkened the continent's doors'

MASSIVE ATTACKS ON KYIV & OTHER CITIES

system in Kyiv has been fixed, U.S. says

The.

it happened

AP U.S. News World News Politics Sports Entertainment Business Technology Health Science Oddities Lifestyle Photography V Biden's shift on F-16s for Ukraine came after months of internal debate

INSIDER

Biden says Zelenskyy gave a 'flat assurance' that F-16s fighter iets

😑 🕬 World Africa Americas Asia Australia China Europe India Middle East Unit

Retired colonel explains why F-16 jets

could be a 'game changer'

UKRAINE'S COUNTER OFFENSIVE

UKRAINE

Ukrainian defender

of African origin on

his reasons to fight

Richard, Ukrainian defender with African

Nanit

Nanit Robot, Ukrainian EdTech-startup, is

revolutionizing professional orientation and

robotics with dual-use projects for war and

Learn More

Cartoon production has been developing in Ukraine over the years — and some of the most successful pieces were released

"WITHOUT THIS WAR, DAD WOULD HAVE" LIVED TO BE 100 YEARS OLD." FIVE SHORT STORIES OFSENIOR UKRAINIANS KILLED

Russia's war against Ukraine continues to take a heavy toll on the elderly population. Many have lost their homes and families. For some, the war has taken their lives.

RUSSIA CARRIED OUT MORE THAN 1,000 ATTACKS ON HEALTH CARE IN UKRAINE

urgently needed care, endanger healthcare providers, and undermine health systems.

DURING THEFULL-SCALE WAR

These attacks not only kill and maim civilians but also deprive people of

internationally. Here is a selection of four modern and one classic Ukrainian

animation movies you will enjoy.

BY RUSSIA

peace. Here is the team's story.

eeling that I join the fight against e enemy is priceless."

wouldn't attack Russian territory as drastic policy shift takes shape

Russia-Ukraine war live: two dead and 30

injured in Russian attack on Dnipro clinic - as

F-16 FOR UKRAINE

EVENTS IN BELGOROD REGION

Read more about the Eurovision project by the BRAND UKRAINE team on our website

The New Hork Times Russians launch 'largest barrage of drones since war began', in deadly Ukraine's Advances Near Bakhmut Ukraine attack Expose Rifts in Russian Forces The Washington Post Ukraine live briefing: Damaged Patriot Moscow's division deepen as Wagner

The New Hork Times What Is the F-16 Fighter Jet and G7 summit: Zelenskyy pushes Ukraine peace Why Does Ukraine Want It? plan in Hiroshima

TRENDING UKRAINE-RELATED TOPICS ON GOOGLE IN MAY

DRONE ATTACK ON KREMLIN

roots, on why he decided to stay in Ukraine representatives of Ukraine in Eurovision 2023. Here is their story. and protect it with arms. Learn More Learn More

million Ukraine.ua digital ecosystem's outreach in May 2023 UKRAINE In May 2023, Ukraine.ua digital ecosystem's outreach exceeded 64 million digital contacts, which is 81.5% more than in April. NEW EDITORIALS ON WAR.UKRAINE.UA **UKRAINE AT THE EUROVISION SONG CONTEST: 12FACTS ABOUT UKRAINE, TVORCHI, AND MORE**

One of the thematic streams that is regularly communicated أوكرانيا.ua ❷ 21 May at 22:32 through Ukraine.ua social media in Arabic is the value of لصورة: erlseup@ freedom for Ukrainians. In May, one of the Facebook posts dedicated to Kyiv with a caption "Kyiv, the capital of freedom" provoked huge engagement among Arabic-speaking users with over a thousand comments, both pro- and anti-Ukrainian, which will be a valuable ground for further analysis, insight from which we will share in our next digest.

On May, 20–14 there was a rising trend in Arabic language for the queries هل اوكرانيا دولة مسلمة (Is Ukraine a Muslim country) على اوكرانيا دولة عربية (Is Ukraine an Arab country). The interest most likely increased because of Volodymyr Zelensky's meetings with the leaders of Arabic countries in Saudi Arabia — Kuwait, Oman,

Digital data-driven communications campaign in seven countries — China, India, Indonesia, Kazakhstan, Morocco, Turkey, and UAE — helped to discover the useful findings for Ukraine's fight against

Follow the **link** to find out more on our approach and country specific recommendations on further

How civil society changes

Maria Lypiatska, head of BRAND UKRAINE, took part in the discussion "How civil society changes the course of the war" at Lviv Media Forum on May 26. The focus was on public initiatives supporting the

"Ukraine's success in global communications is the result of the synergy of many participants and the unity of Ukrainian society against the common enemy. I am glad that today we are talking about the mutual reinforcement of the state and civil society. One of our most successful projects is a direct proof of that. Ukraine.ua>s success became possible due to this synergy — a combination of creative approaches, understanding of digital trends, data-driven approach on the part of BRAND UKRAINE and strategic framework, data verification and validation on the part of the state," said Maria Lypiatska.

the course of the war"

BRAND UKRAINE

GOLD X2 | SILVER X1 | BRONZE X3 | SHORTLIST X2

Why the deportation of Ukrainian children

to Russia is an act of genocide

No one in Ukraine is safe from the horrible war crimes Russia is committing, even children.

Thousands of them have been forcefully deported to erase their Ukrainian identity.

ACTIVITIES FOR THE GLOBAL SOUTH AUDIENCES

This month, we want to share insights about developing Ukraine.ua in Arabic and present a new case study on our experimental data-driven campaign targeted at the audiences of seven Global South countries, which

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

BRAND UKRAINE

was finalised in April.

Ukraine.ua social media in Arabic

Google Trends insight

New case study on <u>brandukraine.org.ua</u>

communications in the Global South countries.

Discussion

Maria Lypiatska Head of BRAND UKRAINE

BRAND UKRAINE TEAM NEWS 💙

INTERNATIONAL

state during wartime for future stability and development.

disinformation in the distant regions.

UAE, Iraq.

BRAND UKRAINE

WEAR LEOPARD REE THE LEOPARDS #FREETHELEOPARDS

the Olena Zelenska Foundation secured sixteen prestigious awards in just two days.

Festival 2023 — Carol for Charity and #FreeTheLeopards.

DO YOU WANT TO BECOME OUR PARTNER?

SAATCHI & SAATCHI

#FreeTheLeopards campaign, developed by Bickerstaff.734 agency for BRAND UKRAINE and MFA of Ukraine, received multiple accolades at the festival. The campaign won 2 Gold, 1 Silver, 3 Bronze and 2 Shortlists awards. The campaign was launched on Ukraine's official Instagram page, Ukraine.ua, in January 2022 to raise awareness of the delay in delivering German Leopard 2 tanks. The campaign quickly went viral, reaching an impressive 111 million people worldwide (as of February 3, 2023). Congratulations to all the partners!

Two partner projects from BRAND UKRAINE received awards at the Kyiv International Advertising

The festival brought an impressive collection of <u>awards</u>, including the Grand Prix, 2 Best of Contest, 3 Gold, 1 Silver, 7 Bronze, and 2 Shortlists for the Carol for Charity project by Saatchi & Saatchi Ukraine agency. The project reimagining the world-famous Ukrainian "Carol of the Bells" to help Ukrainian children cared for by

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**

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 **BRAND UKRAINE** products.

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 Read more on BRAND UKRAINE's website. Follow us on social media: <u>Facebook</u>, <u>LinkedIn</u>.

MORE ON WAR.UKRAINE.UA