

Dear friends and partners of Ukraine,

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

In June, our team was celebrating its first award at Cannes Lions. The Carol for Charity project won a Silver Lion in the Radio & Audio category and a Bronze Lion in the Media category at the Cannes Lions International Festival of Creativity 2023.

Every small victory brings us closer to the big one. Every recognition of Ukraine's creativity adds to the overall efforts.

Needless to say, we continue to cover important and often tragic events in Ukraine on Ukraine.ua channels. One of the most important topics for Ukraine at the moment — our counteroffensive efforts — was brilliantly explained to foreign audiences in our editorial for war.ukraine.ua. I highly recommend reading it and sharing with your foreign friends and colleagues.

Because of the Russian invasion, some Ukrainian cities now only exist in photos and memories. The heartbreaking video which we jointly launched with the President of Ukraine tells the stories of those places. This project is a reminder for us of what we are fighting for and why we wake up every morning.

Our Arabic audience was amazed by the beauty of the Ukrainian mosque in the post on Ukraine.ua social media in Arabic. It demonstrated our common points of contact, despite the distance of the continents. Communication with this part of the world is an opportunity for us to destroy stereotypes about Ukraine and present it as a friendly country, open to joint projects and exchange of experiences and no less magical culture.

I invite you to read more of our updates in the digest below.

As always, we are open for partnerships and cooperation.

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 JUNE:

## DESTRUCTION OF THE KAKHOVKA DAM

The Washington Post

Damage to Russian-held hydroelectric plant floods south Ukraine battlefield

The New York Times

As Water From Destroyed Dam Rises, Ukrainians Face a Fresh New Horror

NEW YORK POST

Ukraine claims intercepted call proves Russia blew up Nova Kakhovka dam

4 NEWS

Satellite images show the scale of the Ukraine dam destruction

## PMC "WAGNER" ATTEMPTED COUP IN RUSSIA

POLITICO

Prigozhin's Wagner mutiny is over. What now?

THE WALL STREET JOURNAL

What Does the Russian Military Chaos Mean for Ukraine?

USA TODAY

Putin won't wipe out Prigozhin's Wagner Group. He needs mercenaries to fight Russia's wars.

4 NEWS

Biden admin, foreign officials react as Wagner Group makes 'march for justice' toward Moscow

## UKRAINE'S COUNTEROFFENSIVE

5 NEWS

These villages were liberated in Ukraine's grinding counteroffensive. They're little more than ruins.

THE WALL STREET JOURNAL

Ukraine Probes Russian Defenses for Weak Points After Kicking Off Counteroffensive

USA TODAY

'There is no doubt it has begun.' Ukraine counteroffensive may be underway: Live updates

The New York Times

Russian Forces Strike Back Against Ukraine's Advancing Troops

## TRENDING UKRAINE-RELATED TOPICS ON GOOGLE IN JUNE

KAKHOVKA DAM

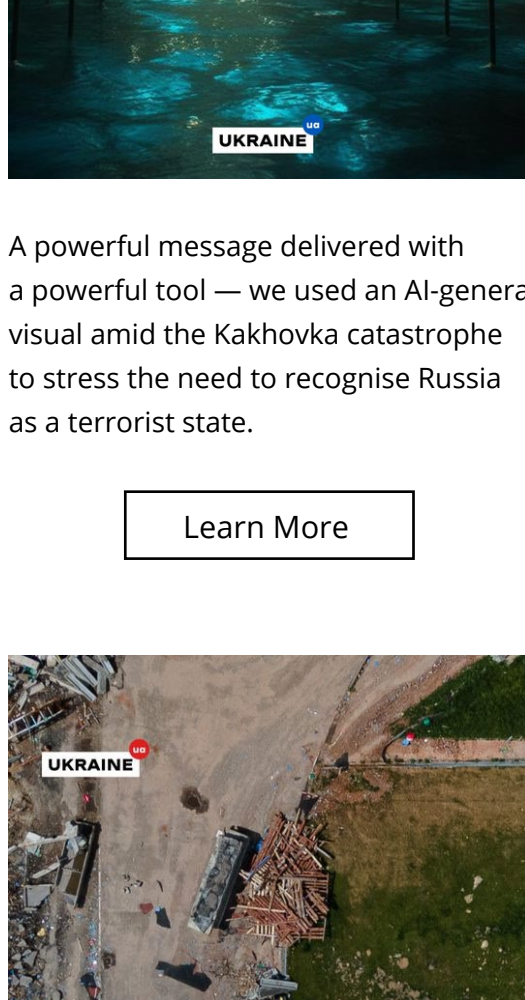
GERMANY VS UKRAINE FOOTBALL MATCH

UKRAINE UNDER-21 FOOTBALL TEAM

UKRAINE NATIONAL FOOTBALL TEAM

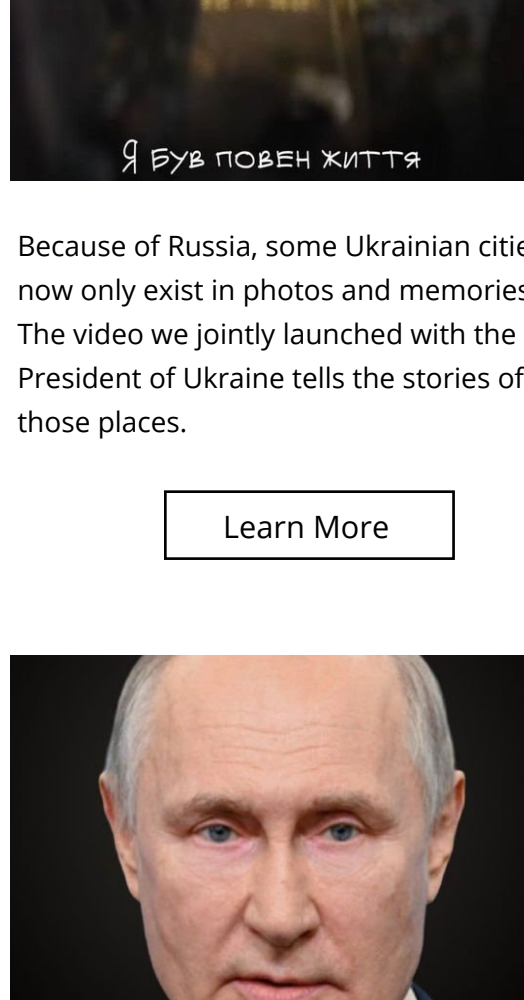
## UKRAINE.UA SOCIAL MEDIA: IN TREND

UKRAINE



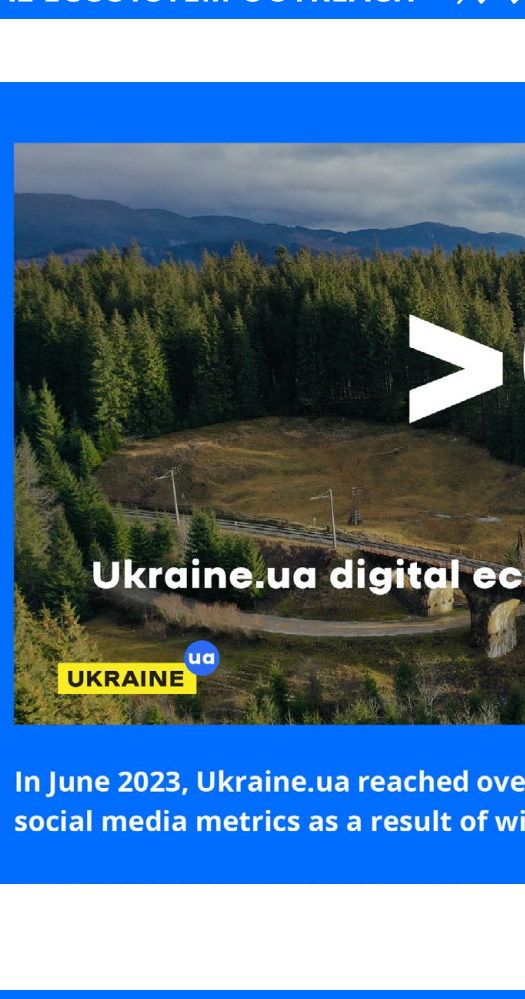
A powerful message delivered with a powerful tool — we used an AI-generated visual amid the Kakhovka catastrophe to stress the need to recognise Russia as a terrorist state.

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Because of Russia, some Ukrainian cities now only exist in photos and memories. The video we jointly launched with the President of Ukraine tells the stories of those places.

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Russia appeals to the fair play concept, but there's nothing fair about Russia's acts, neither on tennis courts nor on the battlefield. We explained the facts in our video which received over 1.2 million views.

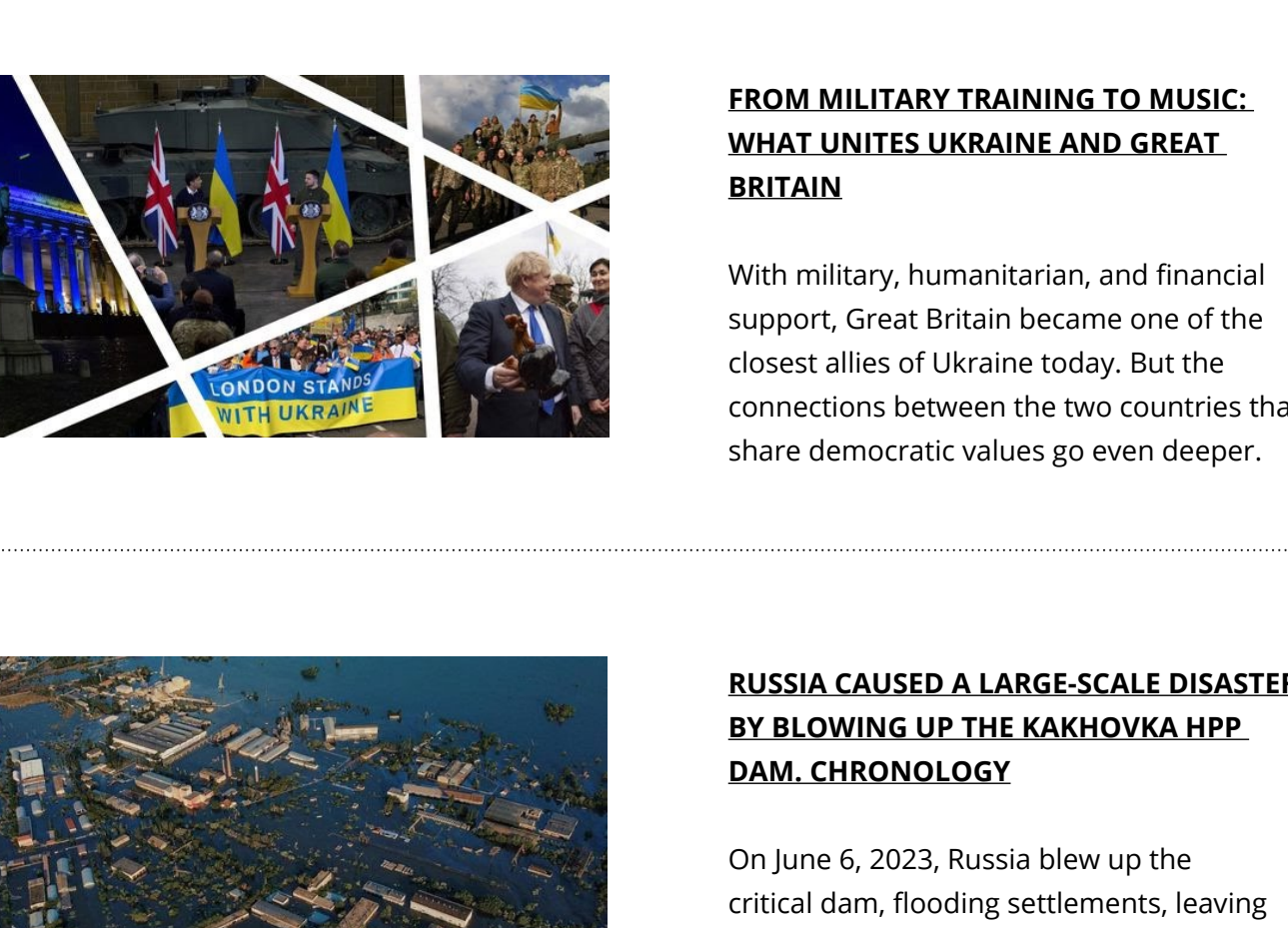
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Putin is awful, and you don't need a new Netflix show to know that. But we couldn't miss the buzz to deliver the message — Putin is a true villain and must be held accountable for Russia's war crimes.

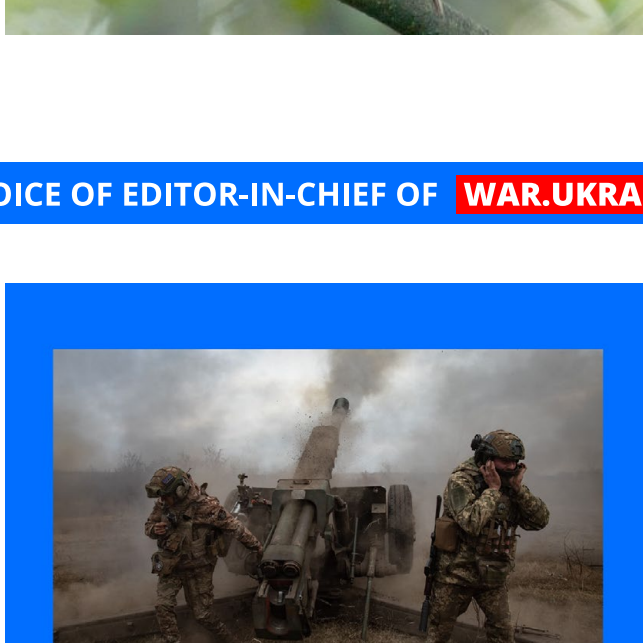
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## DIGITAL ECOSYSTEM OUTREACH



In June 2023, Ukraine.ua reached over 64 million digital contacts, receiving a boost in all key social media metrics as a result of wide and relevant coverage of war-related events.

## NEW EDITORIALS ON WAR.UKRAINE.UA



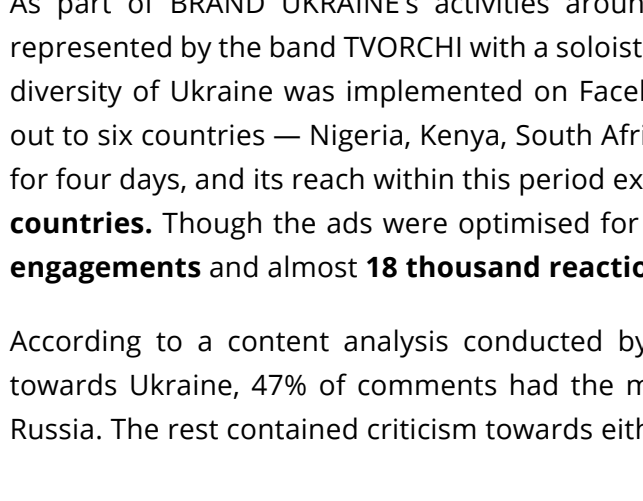
## FROM MILITARY TRAINING TO MUSIC: WHAT UNITES UKRAINE AND GREAT BRITAIN

With military, humanitarian, and financial support, Great Britain became one of the closest allies of Ukraine today. But the connections between the two countries that share democratic values go even deeper.



## RUSSIA CAUSED A LARGE-SCALE DISASTER BY BLOWING UP THE KAKHOVKA HPP DAM. CHRONOLOGY

On June 6, 2023, Russia blew up the critical dam, flooding settlements, leaving thousands of Ukrainians without homes, and causing long-lasting damage to the global ecosystem.



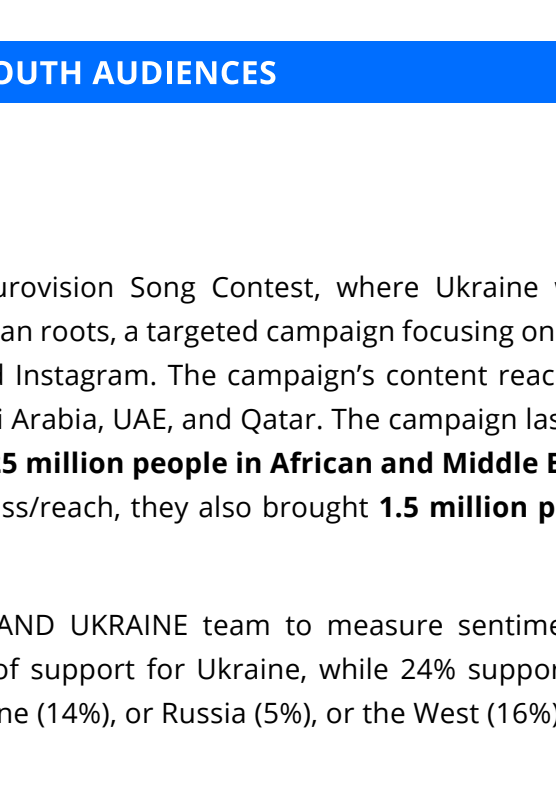
## FAQ: WHAT IS THE NATIONAL ANIMAL OF UKRAINE?

While Ukraine does not officially have a national animal, many species have a special place in Ukrainian folklore with deep spiritual meaning.

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



Ukrainian counteroffensive is ongoing: it may not be a single blow, but the operations will last until all the temporarily occupied territories of Ukraine are liberated from Russia.



Russia started a war against Ukraine that does not spare anyone. These are the stories of six out of several hundred children who were killed by Russian soldiers and missiles.

## BRAND UKRAINE ACTIVITIES FOR THE GLOBAL SOUTH AUDIENCES

## Targeted campaign in Africa and the Middle East

As part of BRAND UKRAINE's activities around the Eurovision Song Contest, where Ukraine was represented by the band TVORCHI with a soloist of Nigerian roots, a targeted campaign focusing on the diversity of Ukraine was implemented on Facebook and Instagram. The campaign's content reached out to six countries — Nigeria, Kenya, South Africa, Saudi Arabia, UAE, and Qatar. The campaign lasted for four days, and its reach within this period exceeded **25 million people in African and Middle East countries**. Though the ads were optimised for awareness/reach, they also brought **1.5 million page engagements** and almost **18 thousand reactions**.

According to a content analysis conducted by the BRAND UKRAINE team to measure sentiments towards Ukraine, 47% of comments had the message of support for Ukraine, while 24% supported Russia. The rest contained criticism towards either Ukraine (14%), or Russia (5%), or the West (16%).

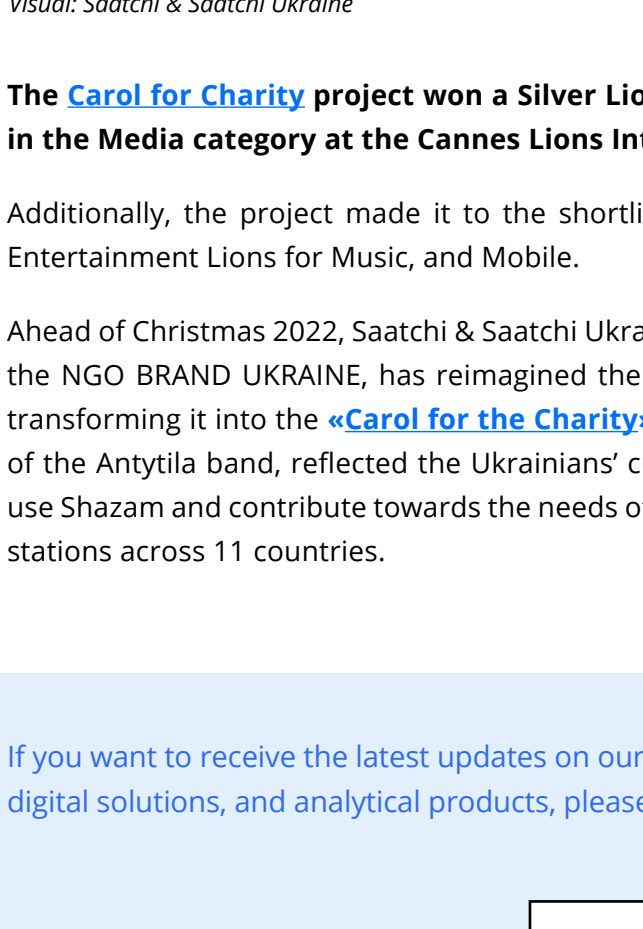
## The most beautiful mosques in Ukraine



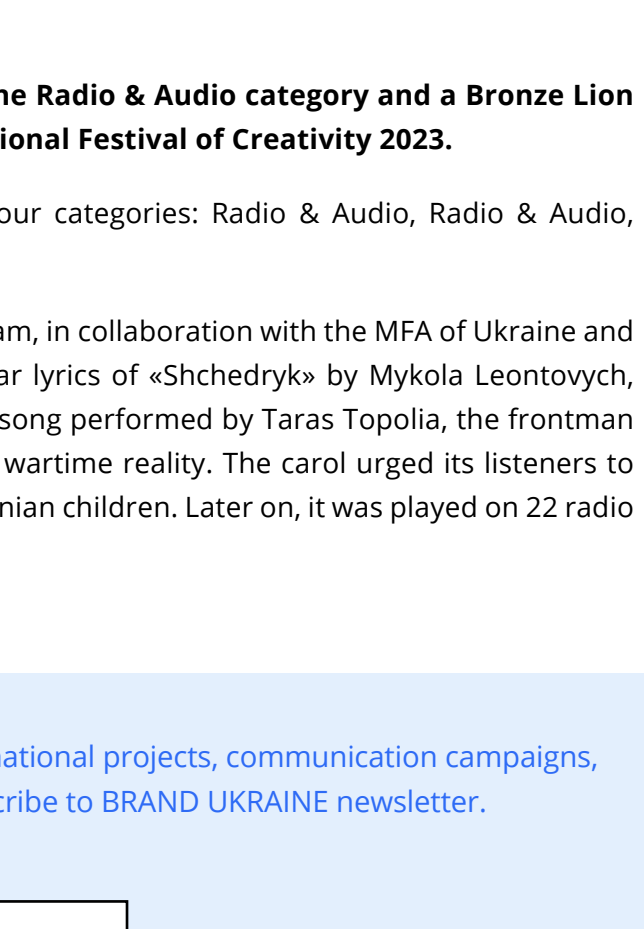
One of the goals of Ukraine.ua in Arabic is to show that Ukraine is a diverse country that respects all cultures and religions.

In June, we released an [explainer](#) about the most famous mosques in Ukraine, demonstrating the common links that the counties share, which received a positive reaction from our followers.

## BRAND UKRAINE TEAM NEWS



Visual: Saatchi & Saatchi Ukraine



The **Carol for Charity** project won a Silver Lion in the Radio & Audio category and a Bronze Lion in the Media category at the Cannes Lions International Festival of Creativity 2023.

Additionally, the project made it to the shortlist in four categories: Radio & Audio, Radio & Audio, Entertainment Lions for Music, and Mobile.

Ahead of Christmas 2022, Saatchi & Saatchi Ukraine team, in collaboration with the MFA of Ukraine and the NGO BRAND UKRAINE, has reimagined the familiar lyrics of «Shchedryk» by Mykola Leontovych, transforming it into the **«Carol for the Charity»**. The song performed by Taras Topolia, the frontman of the Antytila band, reflected the Ukrainians' current wartime reality. The carol urged its listeners to use Shazam and contribute towards the needs of Ukrainian children. Later on, it was played on 22 radio stations across 11 countries.

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 [sofiya.dzhurynska@brandukraine.org.ua](mailto:sofiya.dzhurynska@brandukraine.org.ua)

BRAND UKRAINE

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

