I am glad to share with you the latest issue of our monthly digest. In July, our team focused on planning upcoming campaigns and projects, closely following the coverage of events in Ukraine in the global media.

Recently, Russia decided to halt the Black Sea Grain Initiative. The catastrophic consequences of this war will be even more devastating in far-flung regions around the globe. Our team has distributed a special newsletter covering this issue. In the run-up to the Russia-Africa Summit, we also analysed the coverage of this event in the world's top media.

We continue to amplify Ukraine's digital voice through Ukraine.ua's channels, reaching over 64 million digital contacts this month. On July 24, Ukraine.ua launched its official WhatsApp channel, a new one-way broadcast tool, becoming one of the first verified channels

And last but not least, #FreeTheLeopards, launched by Ukraine.ua to raise awareness of the delay in delivering German Leopard 2 tanks, got into two shortlists at the New York Festivals Advertising Awards. I invite you to read more about our activities below in this digest. As always, we remain open to partnerships and collaborations.

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 JULY:**

UKRAINIAN COUNTEROFFENSIVE The Washington Post

Ukraine steps up counteroffensive with

new push south and around Bakhmut

On southern front, Ukrainian forces aim to smash through Russian defenses

FOX NEWS

Ukraine starts fresh push in major counteroffensive: 'The Ukrainians are

Amid the Counterattack's Deadly Slog, a Glimmer of Success for Ukraine moving'

BLACK SEA GRAIN INITIATIVE Russia pounds Ukrainian grain warehouses

Why allowing Ukraine to ship grain during in Odesa for fourth day, practices for Black Russia's war matters to the world

NEW YORK POST

Sea blockade The New York Times CM BUSINESS Higher food prices and more hunger: Grain Deal's End Could Have a

Collapse of Black Sea grain deal Potential 'Catastrophic Impact' poses a massive threat in Africa REUTERS® n p r Ukraine's farmers fear the worst after grain U.S. says Russia is laying the groundwork to deal collapses

UKRAINE AT THE NATO SUMMIT The New Hork Times

attack civilian ships and blame Ukraine

🔀 INDEPENDENT Biden says Ukraine not 'ready' for Nato membership ahead of key summit A NATO Invitation Will Make or **Break Ukraine**

REUTERS® NATO summit declaration says "Ukraine's future is in NATO"

Anger, acrimony and reconciliation: NATO inside

NEWS

workings spill into public view in wrangle over Ukraine ATTEMPTED COUP OF THE WAGNER PMC

The Washington Post Wagner rebellion raises doubts about stability of Russia's nuclear arsenal **SENEWS**

part of front-line fight in Ukraine, U.S. says

Wagner mercenaries not

UKRAINE AT THE NATO SUMMIT UKRAINE.UA SOCIAL MEDIA: IN TREND UKRAINE

CLUSTER BOMBS

UKRAINE

Pink Lakes

UKRAINE

How does

the frontline city of

Chasiv Yar live?

Every day, Ukrainian frontline cities

experience the horrors of Russia's cruel

war. In our series of posts, we explain the

uniqueness and importance of these towns

We bet Barbie would enjoy Ukrainian pink

lakes. While Russia's invasion threatens

Learn More

NEW YORK POST

No clear pathway expected for Ukraine Nato bid amid German and US caution Zelensky slams Biden's 'unprecedented and absurd' stance

The New York Times

on NATO membership

The New York Times

Ukraine Says It Is Ready for Arrival of

🟏 INDEPENDENT

Wagner Troops in Belarus

special forces just miles from border with Nato-member Poland Putin says he tried but failed to oust Prigozhin after Wagner mutiny

Wagner mercenaries training Belarus

KERCH BRIDGE

RUSSIA DESTROYED CULTURAL HERITAGE

In Russia's recent attack on Odesa, the terrorist state destroyed the UNESCO-

Learn More

Explore 5 books to

Literature is a path to understanding

different nations. In our explainer, we

gathered 5 books to read to know why

independent states).

Russia keeps attacking Ukraine (and other

Learn More

understand Russia's

war against Ukraine

UKRAINE

We bet Barbie would like Ukrainian

TRENDING UKRAINE-RELATED TOPICS ON GOOGLE IN JULY

UKRAINE VS FRANCE FOOTBALL MATCH

our nature, we aim to save the beauty of protected Transfiguration Cathedral. Our video about the attack reached over Ukraine and show it to the world. 18M views.

and show the reality of living there. Learn More **DIGITAL ECOSYSTEM OUTREACH**

million Ukraine ua digital ecosystem's outreach in July 2023 Photo: Valentyn Vais In July 2023, Ukraine.ua reached over 64 million digital contacts, with a spike in key Instagram metrics. LIBERATED BUT STILL UNDER ATTACK: HOW RUSSIA IS SHELLING KHERSON,

A CITY IN THE SOUTH OF UKRAINE

shelling, and massive floods. But its

to rebuild and restore their city.

Several decisions were announced

noted Zelenskyy.

concerning military assistance and security guarantees. The Ukrainian delegation is returning with a significant security victory,

> RUSSIA'S **FAMINE GAME**

RUSSIA'S FAMINE GAME:

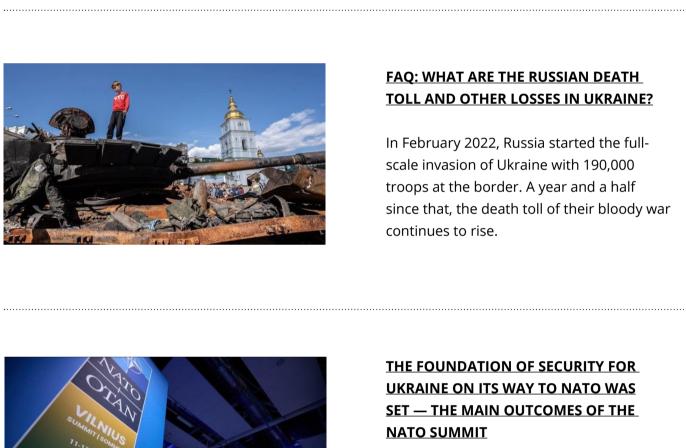
UPDATED SPECIAL PROJECT

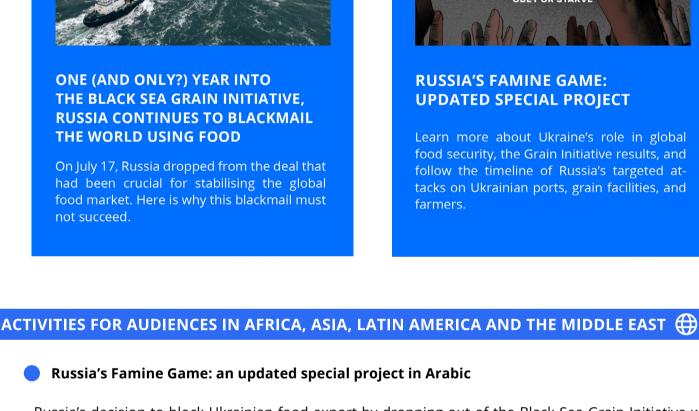
Learn more about Ukraine's role in global food security, the Grain Initiative results, and

In 16 months of the full-scale war, Kherson suffered from Russian occupation, constant

residents remain resilient and determined

NEW EDITORIALS ON WAR.UKRAINE.UA





BRAND UKRAINE ANALYTICS

BRAND UKRAINE TEAM NEWS 💙

WEAR LEOPARD

UKRAINE

in the global leading English and French-speaking media outlets.

#FreeTheLeopards at the New York Festivals

dedicated to food security has been one of the most visited pages on Arabic website.

تدمر حرب روسيا ضد أوكرانيا حياة الناس وسبل عيشهم، حتى بعيدًا عن ساحة المعركة. تحول روسيا الغذاء إلى سلاح حرب، مثل ما فعلته روسيا بإمداداتها من الطاقة. تم إطلاق لعبة التلاعب بالجوع العالمي في روسيا للمساومة على المزايا الجيوسياسية على المخاطر العالية.

Our analytical team has looked into the world's top media monitoring to analyse the coverage around the Russia-Africa Summit and Economic Forum, which took place on July 27–28 in Saint Petersburg. Check out the paper (in Ukrainian only) to know more about the expectations from the summit and which ideas prevailed

> #FreeTheLeopards, the communication campaign launched by Ukraine.ua to raise awareness of the delay in the delivery of German Leopard 2 tanks, was

COLLABORATIONS & PARTNERSHIPS: Best Use:

COLLABORATIONS & PARTNERSHIPS: Best Use:

The creative idea of the campaign was developed by

shortlisted in two categories:

Real-Time Response

User-Generated Content

Bickerstaff.734 agency.

New York Festivals is a collection of related annual arts and media awards established in 1957 in New York City. The awards include the New York Festivals Advertising Awards and many more. Groundbreaking and inspired creative submissions from agencies from over 60 countries were judged by the NYF

July 22, 2023, marked one year since the signing of the Black Sea Grain Initiative initiated by Ukraine to

Despite Russia's decision to halt the Initiative on July 17, 2023, our team has compiled and presented a comprehensive overview of the Black Sea Grain Initiative results in a special newsletter. Infographics

The stability of global food security continues to face vulnerabilities due to Russia's aggression against Ukraine. Ukraine appeals to the international community, urging condemnation of Russia's actions.

Explore our special project, Russia's Famine Games, designed to provide consolidated and verified information to global audiences and draw the world's attention to Russia weaponising a food supply. Let's

One year of the Black Sea Grain Initiative: special newsletter

Help to spread the word in Arabic and stop **Russia's Famine Game**.

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

follow the timeline of Russia's targeted attacks on Ukrainian ports, grain facilities, and farmers. Russia's decision to block Ukrainian food export by dropping out of the Black Sea Grain Initiative will have a devastating effect on millions of people around the world, including the countries in Africa and Middle East. With the regular updates on Russian attacks on Ukrainian grain, our special project

Advertising Awards international Grand Jury to determine the shortlist. Our project was one of them. Explore more about the project and its results on our website.

stabilise the global food supply and decrease price volatility.

New cases on BRAND UKRAINE's official website

disinformation in distant regions. Read more here.

RUSSIA'S FAMINE GAMES

in the wartime. Read more here.

and visuals for free share are available **here**.

make Russia stop its famine games for good.

The Black Sea Grain Initiative results: Almost 33 million tons of agricultural products were exported to of the volume exported to countries in Africa and Asia Source: Volodymyr Zelenskyy, President of Ukraine

A DATA-DRIVEN CAMPAIGN TO COUNTER DISINFORMATION IN AFRICA, ASIA AND THE MIDDLE EAST

A digital campaign based on survey results helped to discover useful findings for Ukraine's fight against

UATIONS AGAINST

DISINFORMATION

A DATA-DRIVEN CAMPAIGN TO COUNTER DISINFORMATION

Change the rules of the survival games run by Russia, de-block the truth about Ukraine's food supplies

FAMINE GAME

OBEY OR STARVE

IN AFRICA, ASIA AND THE MIDDLE EAST

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

SUBSCRIBE HERE

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 **BRAND UKRAINE** projects and campaigns, digital solutions, and analytical

products.

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