

Dear friends and partners of Ukraine,

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.

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 in Ukraine.

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.

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 Lypiatzka
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 Guardian

Ukraine steps up counteroffensive with new push south and around Bakhmut

The Washington Post

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

FOX NEWS

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

The New York Times

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

BLACK SEA GRAIN INITIATIVE

AP

Why allowing Ukraine to ship grain during Russia's war matters to the world

The New York Times

Grain Deal's End Could Have a Potential 'Catastrophic Impact' in Africa

CNN BUSINESS

Higher food prices and more hunger: Collapse of Black Sea grain deal poses a massive threat

REUTERS

Ukraine's farmers fear the worst after grain deal collapses

UKRAINE AT THE NATO SUMMIT

The New York Times

A NATO Invitation Will Make or Break Ukraine

REUTERS

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

The Guardian

No clear pathway expected for Ukraine Nato bid amid German and US caution

NEW YORK POST

Zelensky slams Biden's 'unprecedented and absurd' stance on NATO membership

ATTEMPTED COUP OF THE WAGNER PMC

The Washington Post

Wagner rebellion raises doubts about stability of Russia's nuclear arsenal

INDEPENDENT

Biden says Ukraine not 'ready' for Nato membership ahead of key summit

The New York Times

Ukraine Says It Is Ready for Arrival of Wagner Troops in Belarus

INDEPENDENT

Wagner mercenaries training Belarus special forces just miles from border with Nato-member Poland

The Guardian

Putin says he tried but failed to oust Prigozhin after Wagner mutiny

TRENDING UKRAINE-RELATED TOPICS ON GOOGLE IN JULY

CLUSTER BOMBS

UKRAINE VS FRANCE FOOTBALL MATCH

UKRAINE AT THE NATO SUMMIT

KERCH BRIDGE

UKRAINE.UA SOCIAL MEDIA: IN TREND

UKRAINE

We bet Barbie would like Ukrainian Pink Lakes

We bet Barbie would enjoy Ukrainian pink lakes. While Russia's invasion threatens our nature, we aim to save the beauty of Ukraine and show it to the world.

Learn More

UKRAINE

RUSSIA DESTROYED CULTURAL HERITAGE

In Russia's recent attack on Odesa, the terrorist state destroyed the UNESCO-protected Transfiguration Cathedral. Our video about the attack reached over 18M views.

Learn More

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 and show the reality of living there.

Learn More

UKRAINE

Explore 5 books to understand Russia's war against Ukraine

Literature is a path to understanding different nations. In our explainer, we gathered 5 books to read to know why Russia keeps attacking Ukraine (and other independent states).

Learn More

DIGITAL ECOSYSTEM OUTREACH

>64 million

Ukraine.ua digital ecosystem's outreach in July 2023

In July 2023, Ukraine.ua reached over 64 million digital contacts, with a spike in key Instagram metrics.

NEW EDITORIALS ON WAR.UKRAINE.UA

LIBERATED BUT STILL UNDER ATTACK: HOW RUSSIA IS SHELLING KHERSON, A CITY IN THE SOUTH OF UKRAINE

In 16 months of the full-scale war, Kherson suffered from Russian occupation, constant shelling, and massive floods. But its residents remain resilient and determined to rebuild and restore their city.

FAQ: WHAT ARE THE RUSSIAN DEATH TOLL AND OTHER LOSSES IN UKRAINE?

In February 2022, Russia started the full-scale invasion of Ukraine with 190,000 troops at the border. A year and a half since that, the death toll of their bloody war continues to rise.

THE FOUNDATION OF SECURITY FOR UKRAINE ON ITS WAY TO NATO WAS SET — THE MAIN OUTCOMES OF THE NATO SUMMIT

Several decisions were announced concerning military assistance and security guarantees. The Ukrainian delegation is returning with a significant security victory, noted Zelenskyy.

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

ONE (AND ONLY?) YEAR INTO THE BLACK SEA GRAIN INITIATIVE, RUSSIA CONTINUES TO BLACKMAIL THE WORLD USING FOOD

On July 17, Russia dropped from the deal that had been crucial for stabilising the global food market. Here is why this blackmail must not succeed.

RUSSIA'S FAMINE GAME

Learn more about Ukraine's role in global food security, the Grain Initiative results, and follow the timeline of Russia's targeted attacks on Ukrainian ports, grain facilities, and farmers.

ACTIVITIES FOR AUDIENCES IN AFRICA, ASIA, LATIN AMERICA AND THE MIDDLE EAST

Russia's Famine Game: an updated special project in Arabic

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

Help to spread the word in Arabic and stop [Russia's Famine Game](#).

اللعبة الروسية بالجوع

الطاعة أو الجوع

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

BRAND UKRAINE ANALYTICS

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

BRAND UKRAINE TEAM NEWS

#FreeTheLeopards at the New York Festivals

SHORTLIST

WEAR LEOPARD FREE THE LEOPARDS

#FREETHETHELEOPARDS

UKRAINE

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

COLLABORATIONS & PARTNERSHIPS: Best Use: Real-Time Response

COLLABORATIONS & PARTNERSHIPS: Best Use: User-Generated Content

The creative idea of the campaign was developed by 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 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](#).

One year of the Black Sea Grain Initiative: special newsletter

July 22, 2023, marked one year since the signing of the Black Sea Grain Initiative initiated by Ukraine to stabilise the global food supply and decrease price volatility.

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 and visuals for free share are available [here](#).

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 make Russia stop its famine games for good.

The Black Sea Grain Initiative results:

Almost **33 million tons** of agricultural products were exported to **45 countries**

60% of the volume exported to countries in Africa and Asia

Source: Volodymyr Zelenskyy, President of Ukraine

New cases on BRAND UKRAINE's official website

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 disinformation in distant regions. Read more [here](#).

NATIONS AGAINST DISINFORMATION INITIATIVE

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

RUSSIA'S FAMINE GAMES

Change the rules of the survival games run by Russia, de-block the truth about Ukraine's food supplies in the wartime. Read more [here](#).

R U S S I A ' S FAMINE GAME

OBEY OR STARVE

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

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 lovearm projects and campaigns, digital solutions, and analytical products.

Read more on BRAND UKRAINE's [website](#).

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