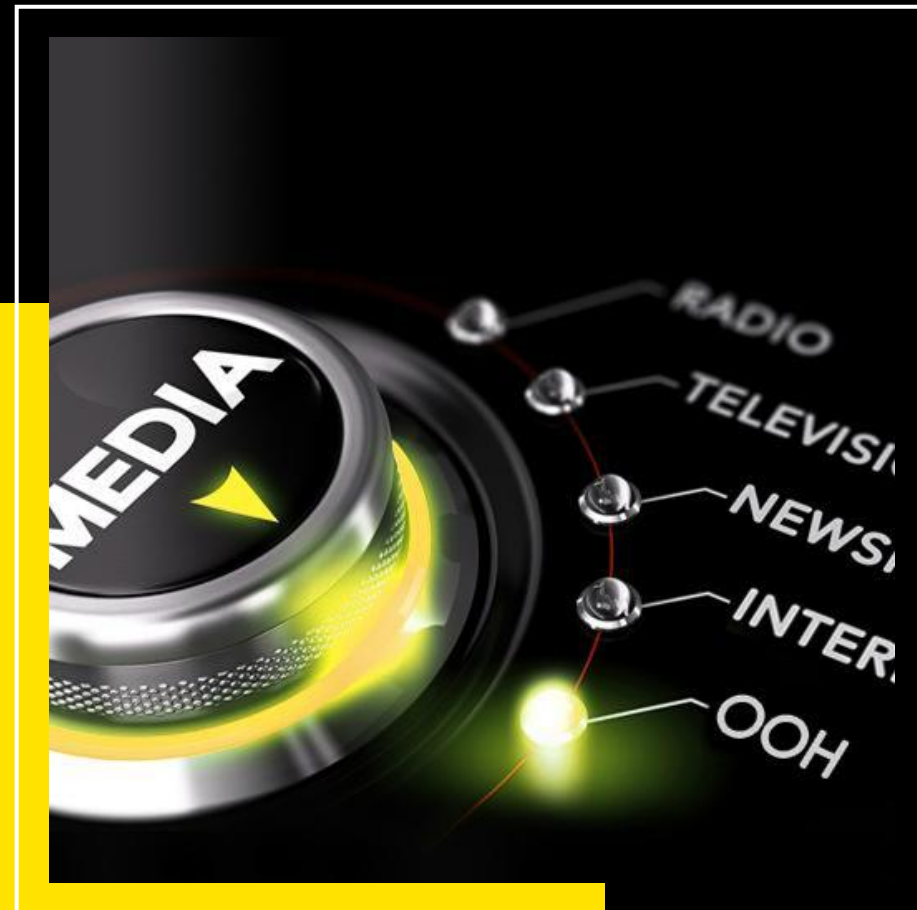


The Power of Resilience

Ukrainian OOH
overcomes war's
challenges

World Congress 2023



LISBON, PORTUGAL - JUNE 7TH - 9TH 2023



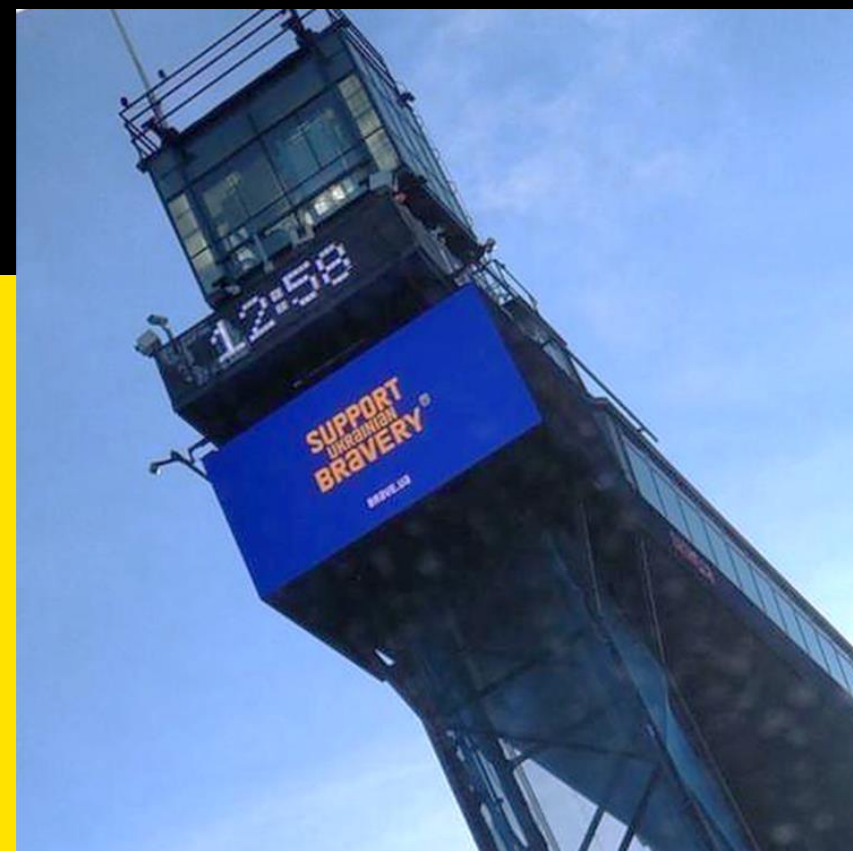
VIKTOR IVANCHENKO

MARKETING STRATEGY LEAD



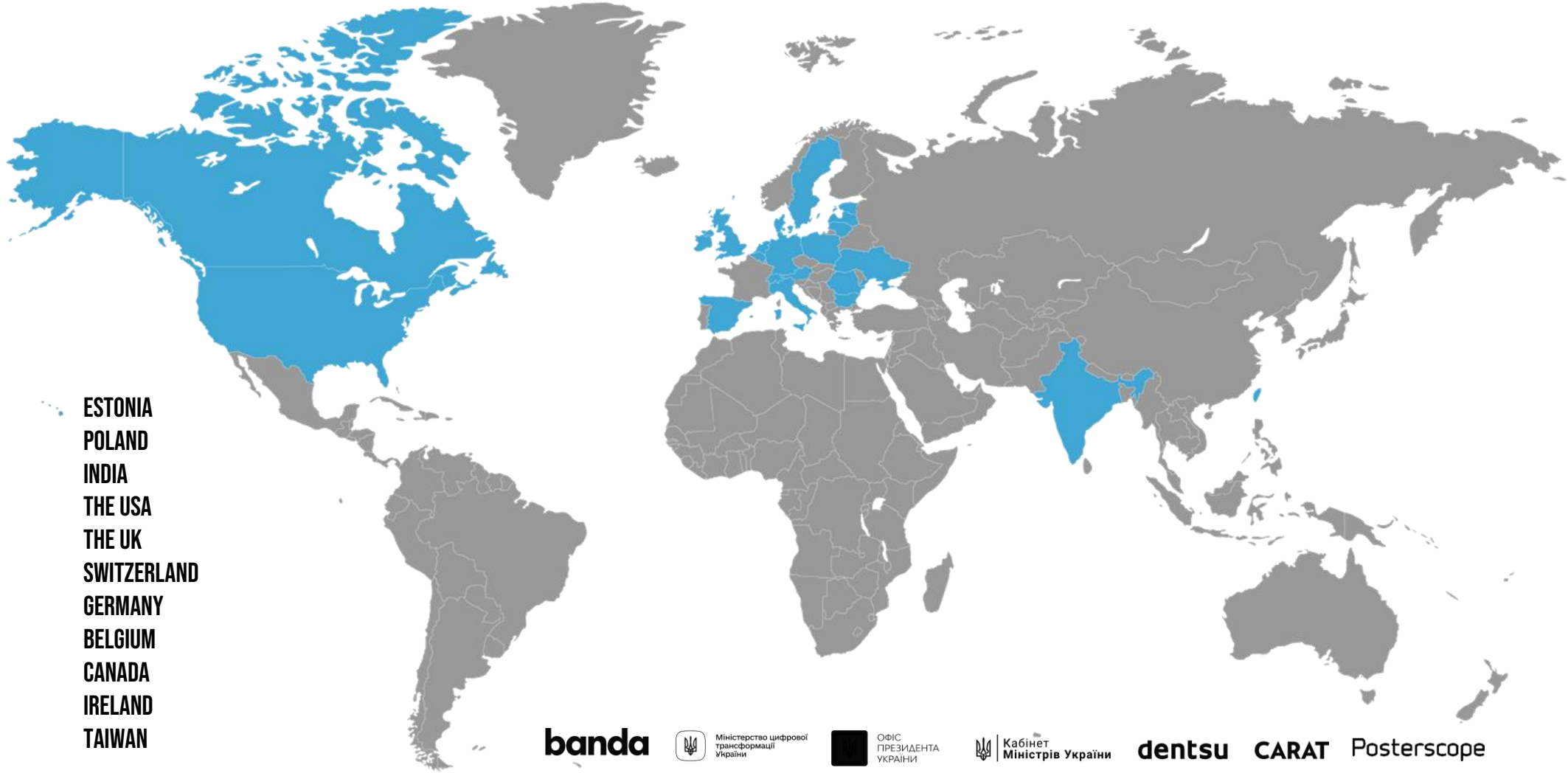
BE BRAVE LIKE UKRAINE

Global media campaign to establish Ukraine
as a global brand



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WORLD WIDE SUPPORT



UKRAINE
ROMANIA
DENMARK
LITHUANIA
SWEDEN
THE NETHERLANDS
SPAIN
ITALY
LATVIA
BULGARIA
AUSTRIA

ESTONIA
POLAND
INDIA
THE USA
THE UK
SWITZERLAND
GERMANY
BELGIUM
CANADA
IRELAND
TAIWAN

banda



Міністерство цифрової
трансформації
України



ОФІС
ПРЕЗИДЕНТА
УКРАЇНИ



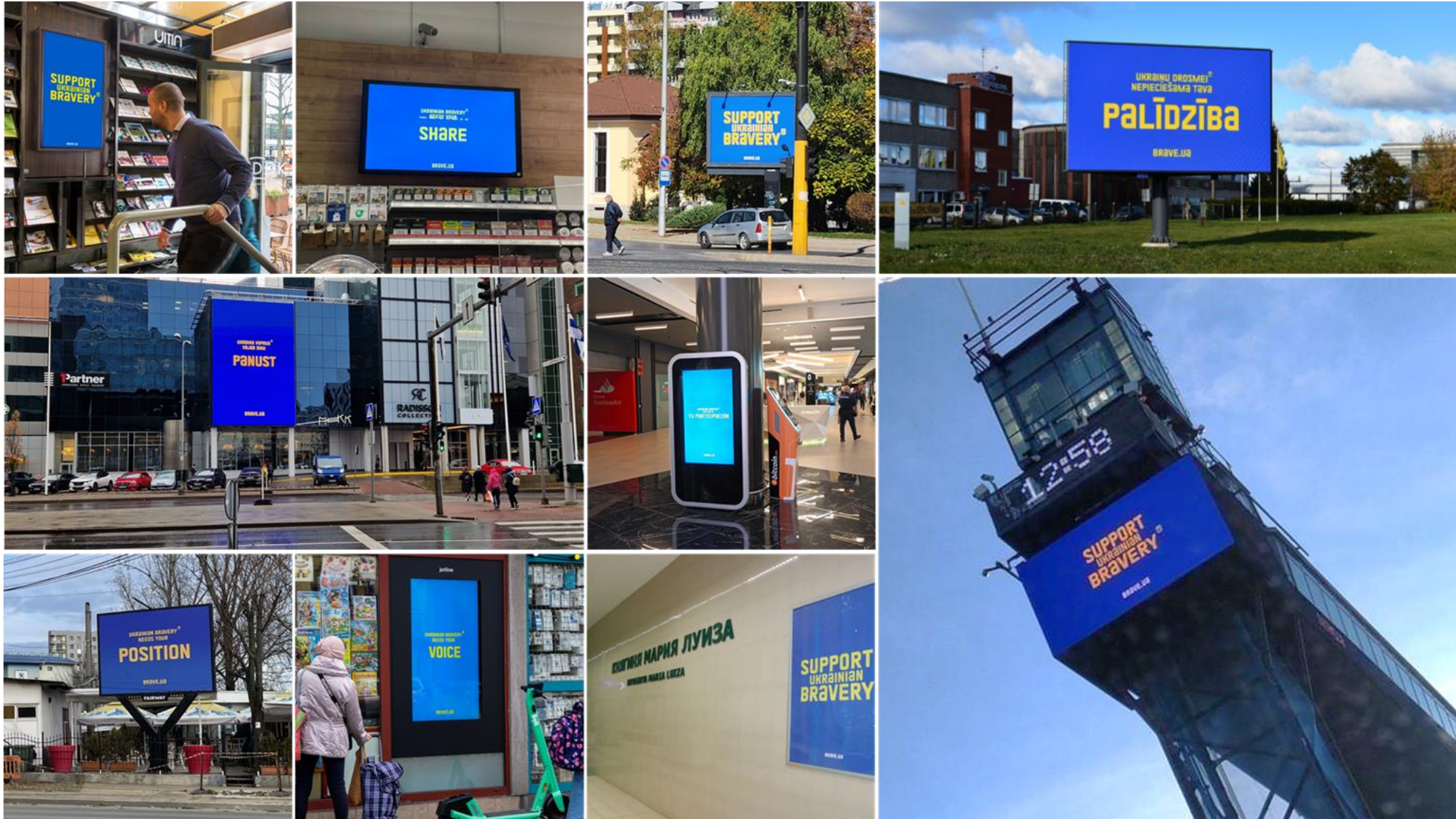
Кабінет
Міністрів України

dentsu

CARAT

Posterscope

WORLD WIDE SUPPORT



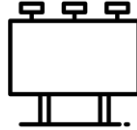
OVERALL RESULTS



21
countries



14/28+
days



13,000+
screens



1BILLION+
OOH impressions



\$4.7m+
Ratecard value

160+
cities

The campaign is live
to this day in some
countries

DOOH+OOH
(outdoor, indoor, transport)

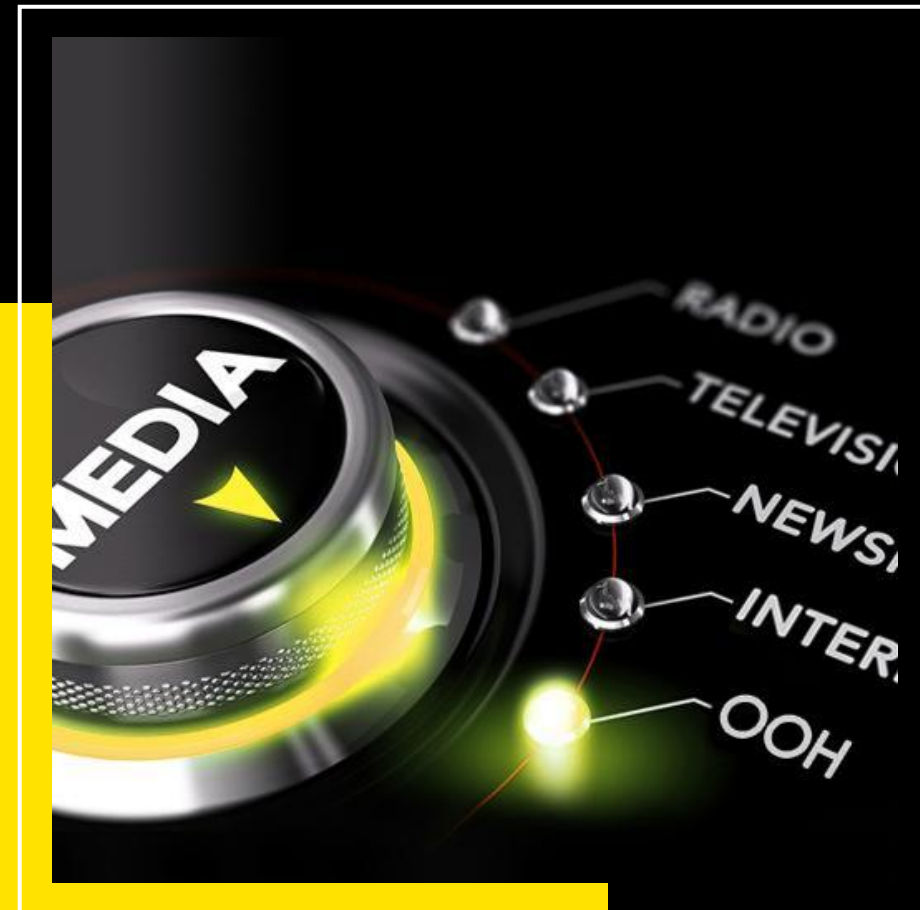




The Power of Resilience

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24.02.2022 – THE BEGINNING.

ALREADY 470 DAYS SINCE THE FULL-SCALE INVASION



Forecasts of the first week of the war

Decrease in GDP



-50%

Collapse of the
advertising market



-80%

Share of the poor and below
the poverty line



90%

**AND WE PERSEVERED
AND OVERCAME
DENIAL & ANGER**



THE STRUGGLE PRESERVED THE CONDITIONS OF EXISTENCE



AFTER 300 DAYS SINCE THE FULL-SCALE INVASION

GDP decline in 2022



-29%

Extremely insufficient
income level May 2023



32%



**WE STARTED
WORKING IN
THE MIDDLE OF
MAY 2022**



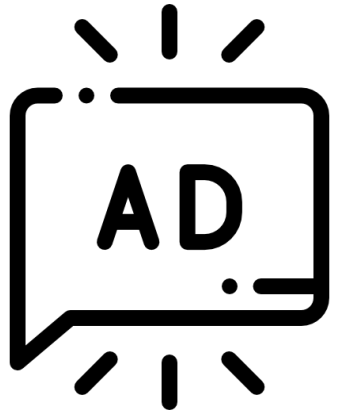
WHAT ARE THE RESULTS OF THE ADVERTISING MARKET IN 2022?



TV DOWN BY 81%, DOOH AT DIGITAL LEVEL



MARKET



-63%



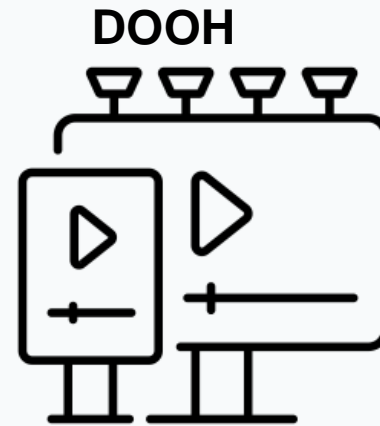
-81%



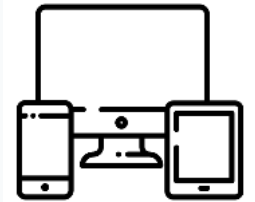
-61%



-57%



-47%

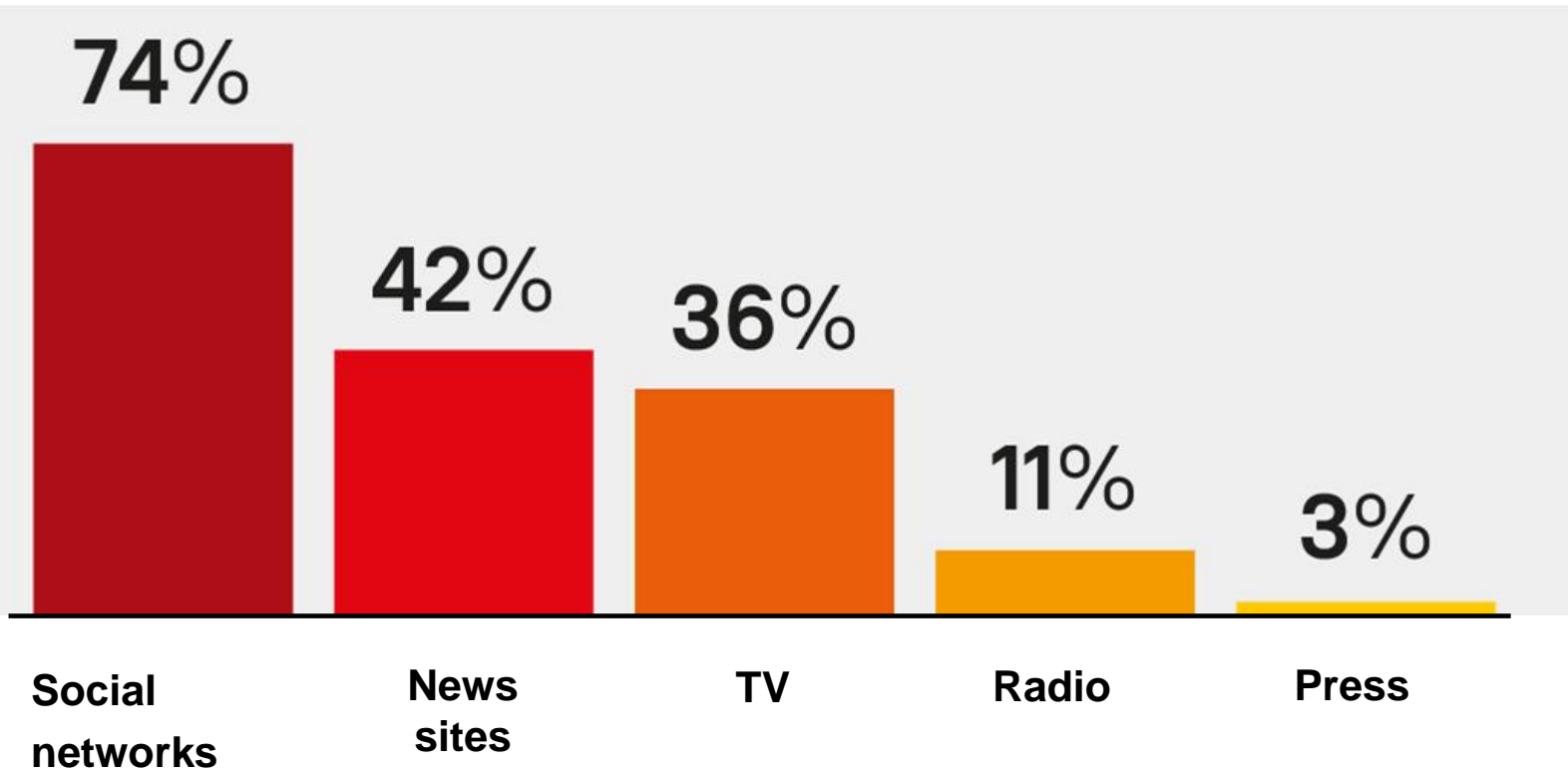


-42%

NEW MARKET. NEW COMMUNICATION CHANNELS



NEWS



Data – USAID Interviews. Usage within the last 30 days. FORBES publication

WE ARE BRAVE



**Bravery
instead
Bargaining**

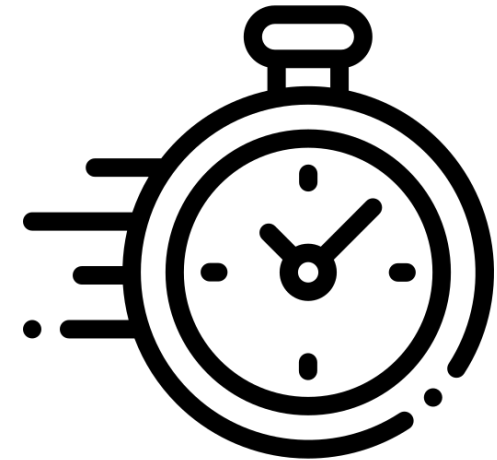
Information
burnout



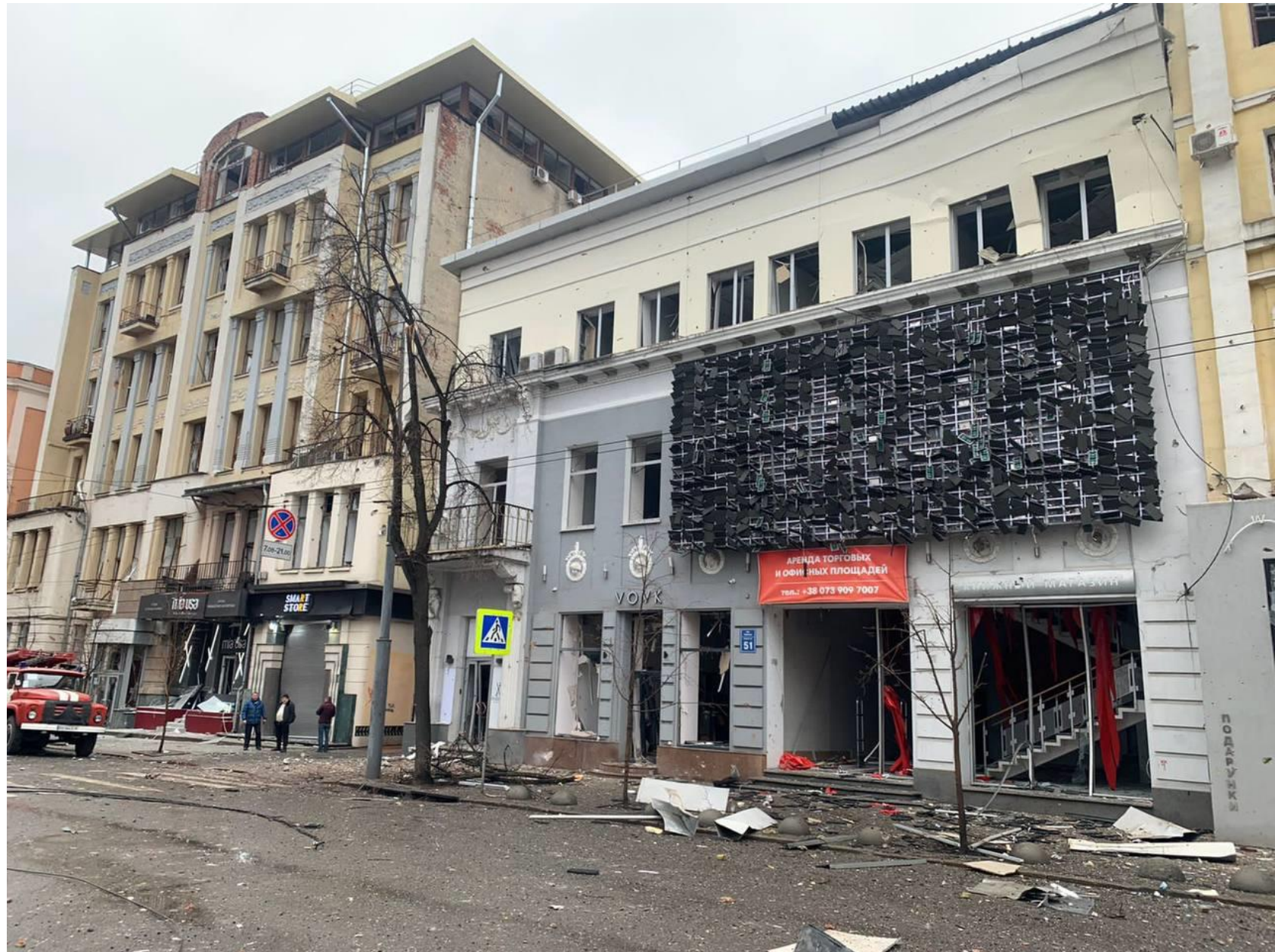
Increasing influence of
big cities



"Short-term"
planning



SHOT BY THE INVADERS










Media owners, small and major, continued to work, and did their best to keep the market going, recover and remain an integral part of the advertising landscape and of the Ukrainian economy.



MAP OF OPPORTUNITIES



-  Classic OOH
-  DOOH
-  Public transport
-  Subway
-  Rail advertising geography



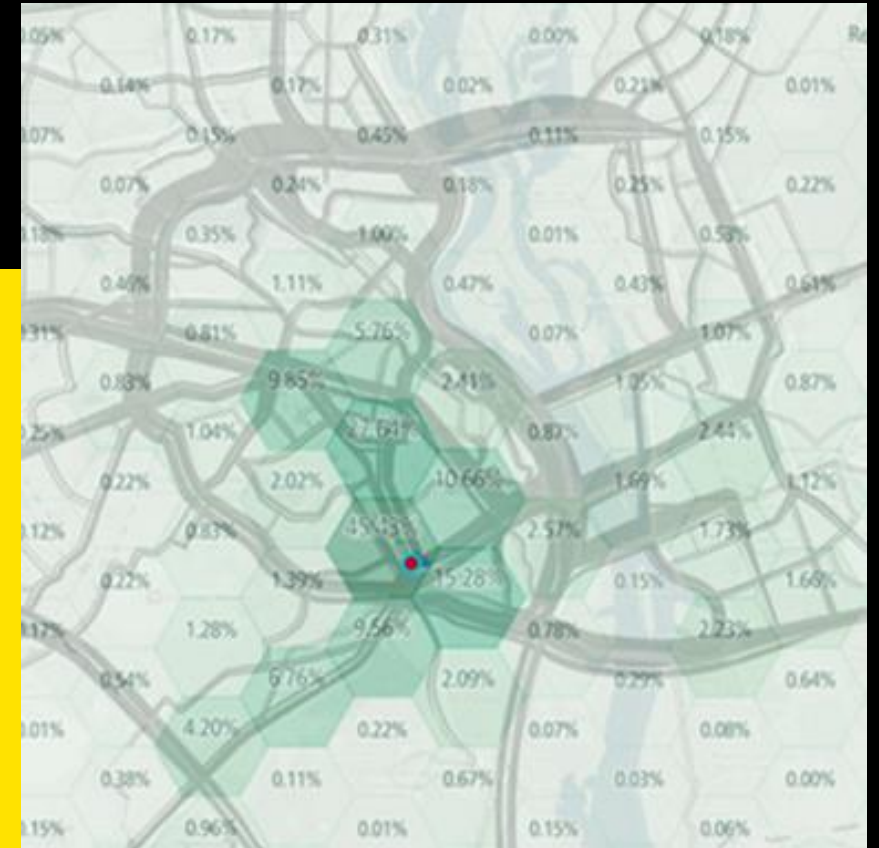
Campaign scale: from national to hyperlocal.

Plentiful inventory:

- About 11 thousand own sites
- About 50 thousand via partners

PRIME

Tools, actions, innovations



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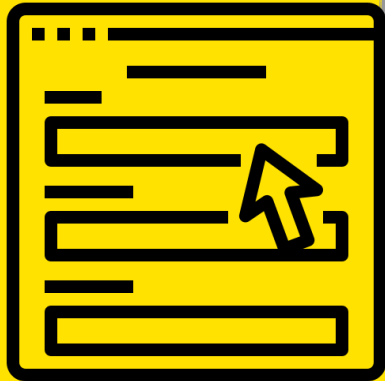
DELIGHT & ACCELERATION



DATA.
SUPPORT ECOSYSTEM



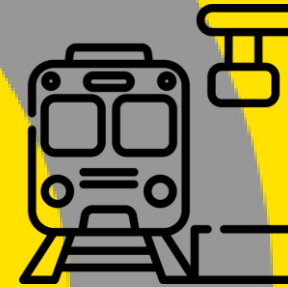
**Register
and classifiers**



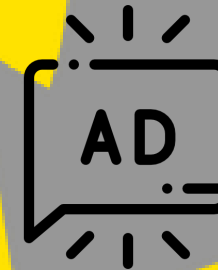
**Financial and
economic
block**



**Audience
data**



Inventory

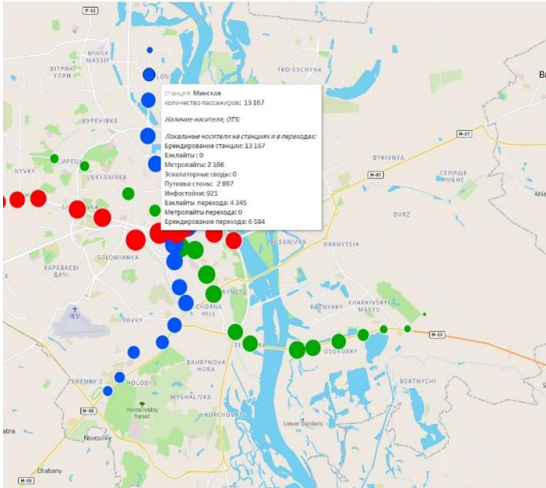


**Advertising
monitoring**

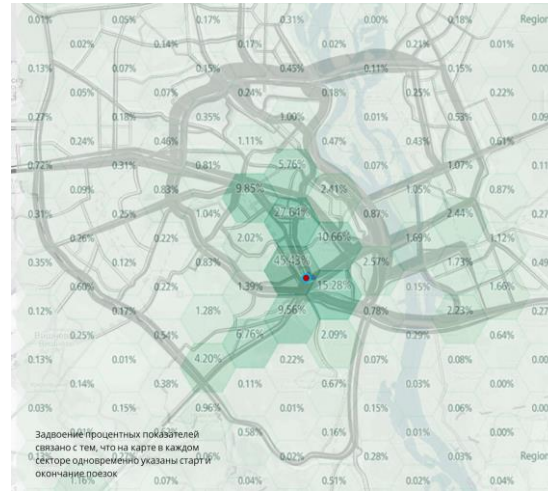
DATA DRIVEN. INPUTS.



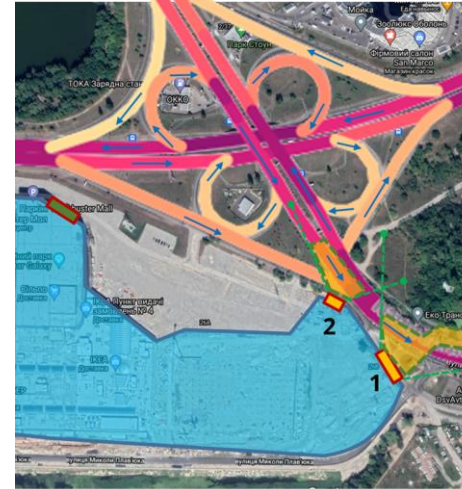
Telco data



Trips heatmaps



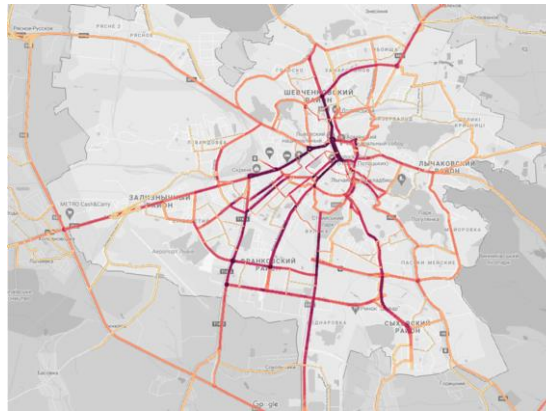
OOH inventory



Placement monitoring



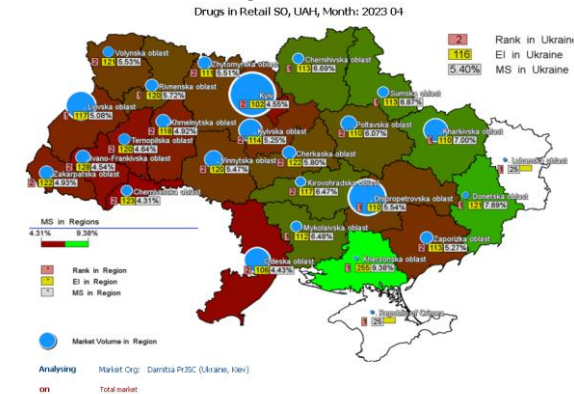
Traffic intensity



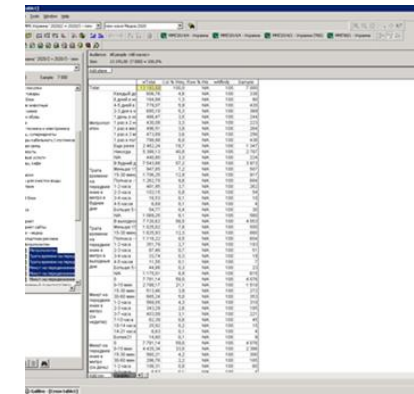
Population density



Sales monitoring



Audience Research

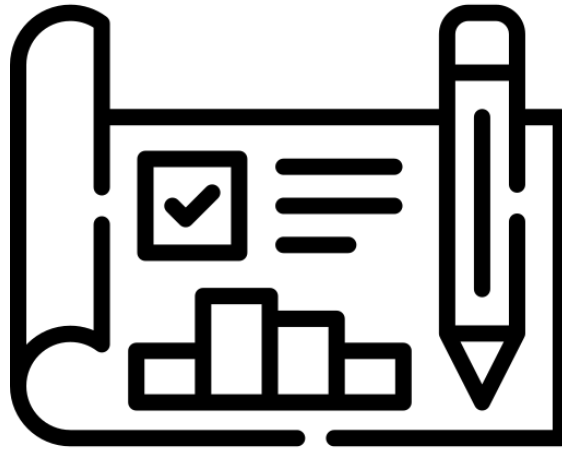


Average
percentage of
inventory sold



70%

Monthly sales plan
growth



+15%

Number of
advertising
campaigns per month

> 125



WE WILL OVERCOME EVERYTHING



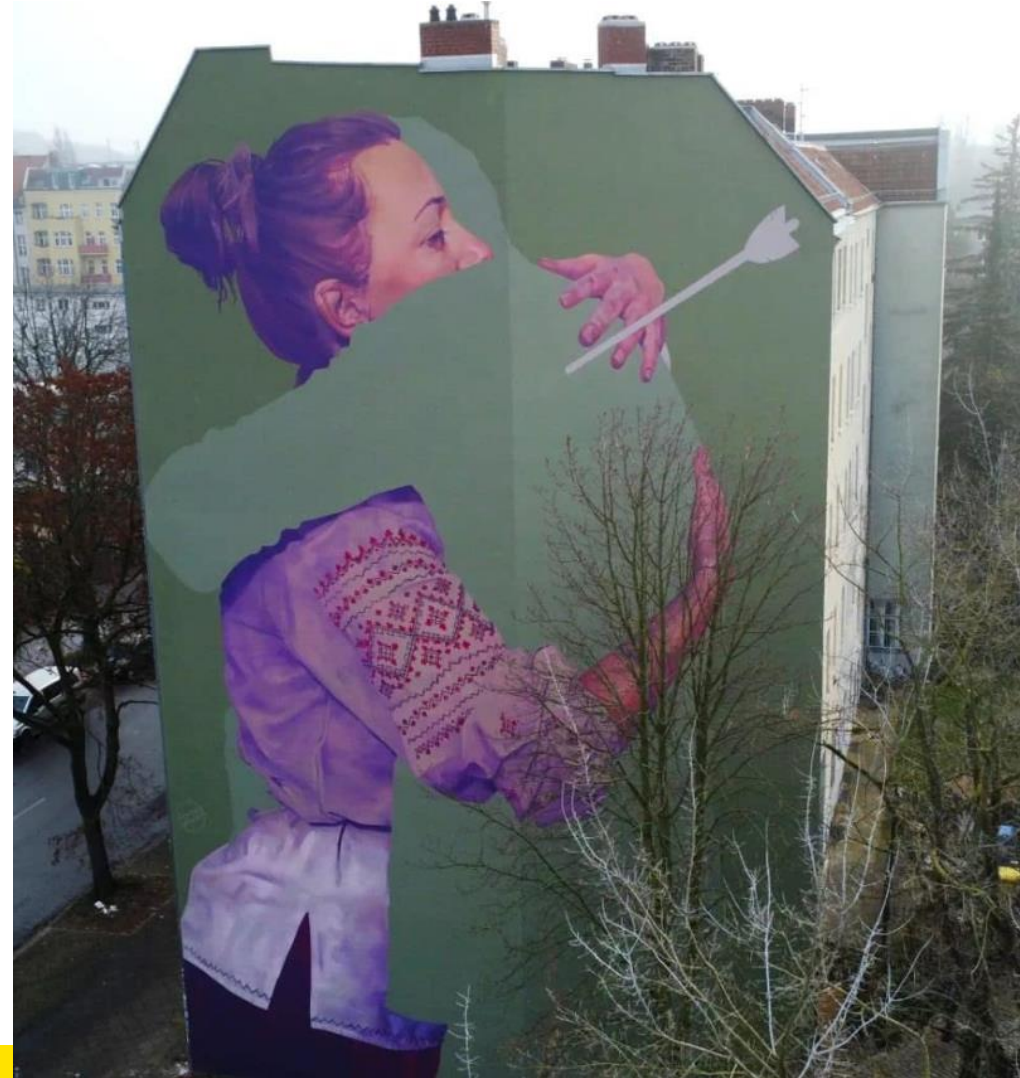
Дякуємо за тепло
героям цієї зими!

#ГероїГазовогоФронту

Андрій Клец
Оператор з видобутку газу Укргазвидобування



SOCIAL MURALS IN CITIES (KYIV, BERLIN)

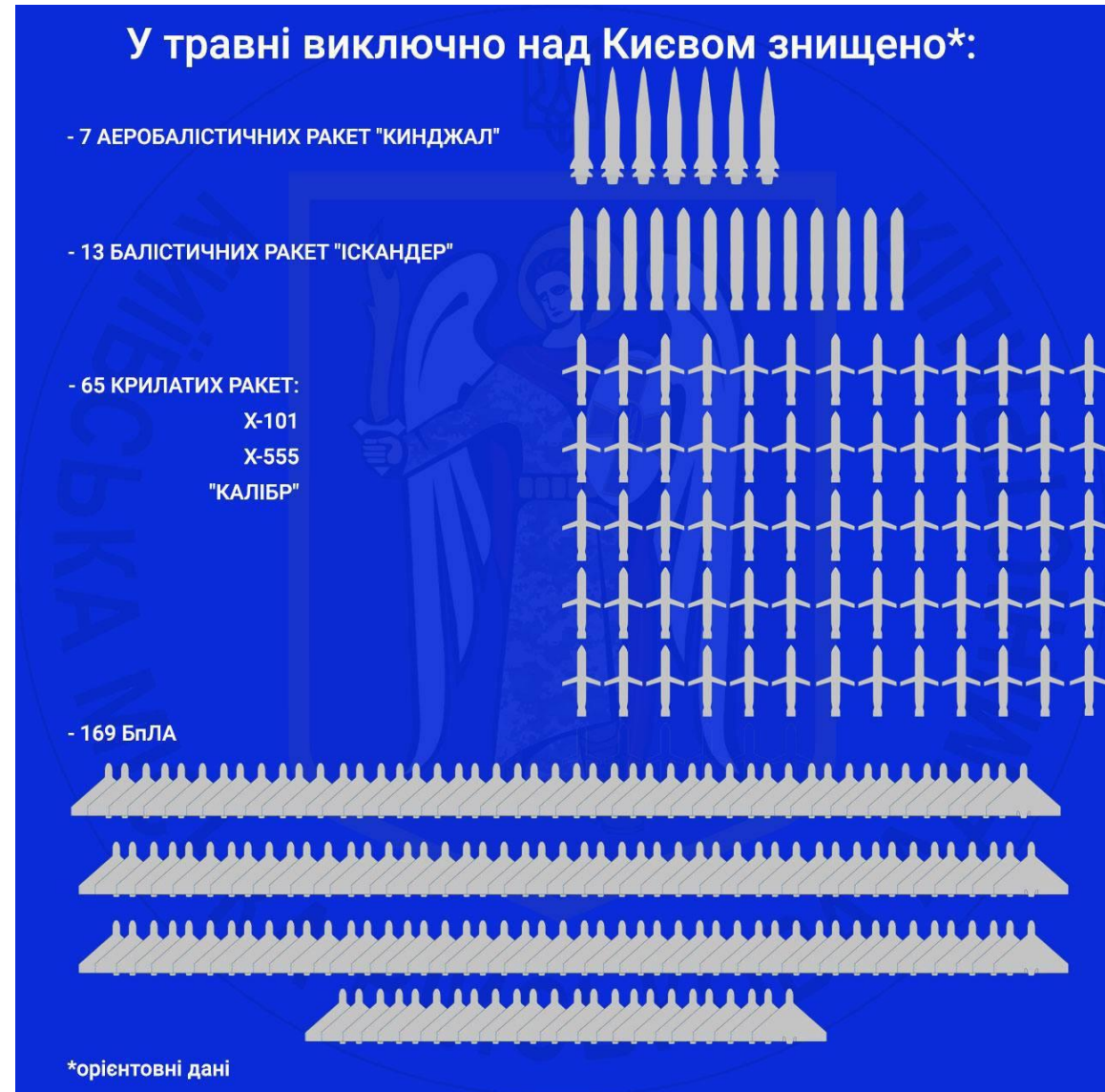


THEY WANTED TO BRING DEATH AND DESTRUCTION, BUT KYIV CONTINUES TO LIVE AND WORK



In May, it was shot down over Kyiv

- 7 aeroballistic missiles Kinzhal
- 13 ballistic missiles Iskander
- 65 cruise missiles
 - Kh-101
 - Kh-555
 - Caliber
- 169 drones



**THANK YOU FOR
YOUR SUPPORT!**

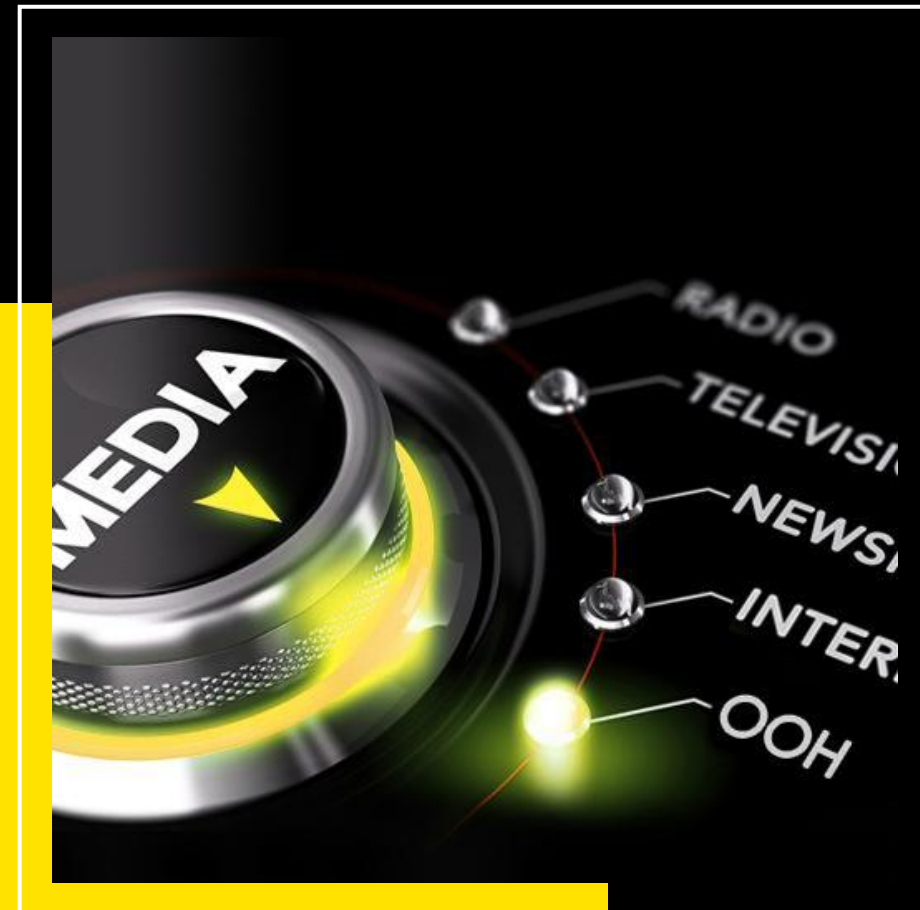
WE INVITE YOU TO COOPERATE



The Power of Resilience

Glory to Ukraine!

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