

Ukraine Crisis Euro-Barometer

Digital Index
Week 12 (21-27 March, 2022)

COUNTRIES MONITORED



Methodology*



* Data that
makes sense

The **Russia-Ukraine conflict**, as well as having grave humanitarian consequences, is already having a **direct impact on consumer behavior** and the communication and advertising **activity of brands**. Much like during the recent COVID-19 pandemic, **the war in Ukraine is occupying a significant portion of consumer attention**, transforming both their mood and consumption patterns.

Here at Nethology, we've launched a **weekly digital barometer** to study the evolution of both **user behaviour and media outputs related to the conflict**. The main objective is to measure the **evolution of interest** in the Ukrainian war among internet users and digital media.

In order to facilitate comparability over time and between the various European markets analysed, **we have created an index** that encompasses three metrics:

- Volume of **Google searches** related to the conflict
- Volume of **Media headlines** that mention the conflict
- Volume of **Twitter posts** that mention the conflict (among users with > 5,000 followers)

This report will give you access to the **most viral conflict-related search trends, news and tweets in each market**.

It also analyses which **brands have been mentioned most often in relation to the conflict**, in both digital media and on social media, and gives examples of the **most viral brand-related content**.



Table of contents

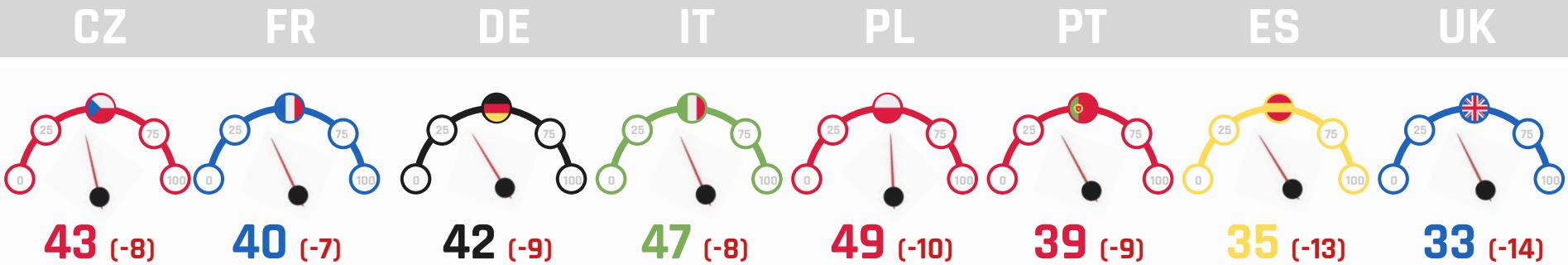
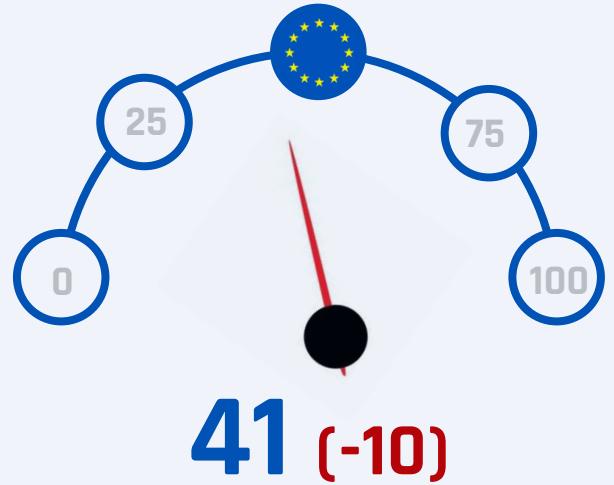
- [Summary](#)
- [Digital Index | Weekly Evolution](#)
- [Digital Index by Social Media Source](#)
- Top Content
 - [Czech Republic](#)
 - [France](#)
 - [Germany](#)
 - [Italy](#)
 - [Poland](#)
 - [Portugal](#)
 - [Spain](#)
 - [United Kingdom](#)
- [Share or Brand-Related Mentions](#)
- [Most Mentioned Brands](#)
- [Top Brand-Related Tweets](#)

COUNTRIES MONITORED



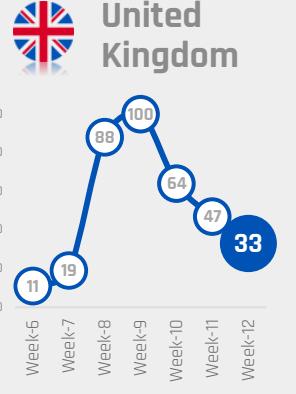
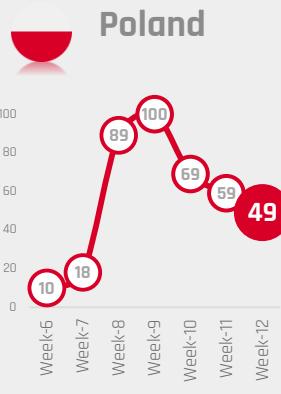
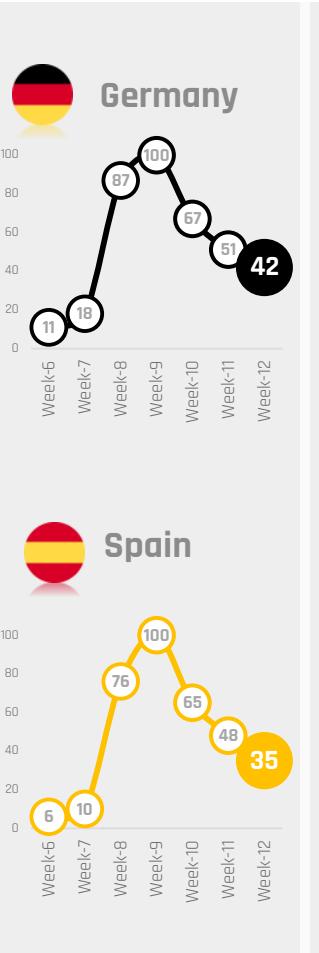
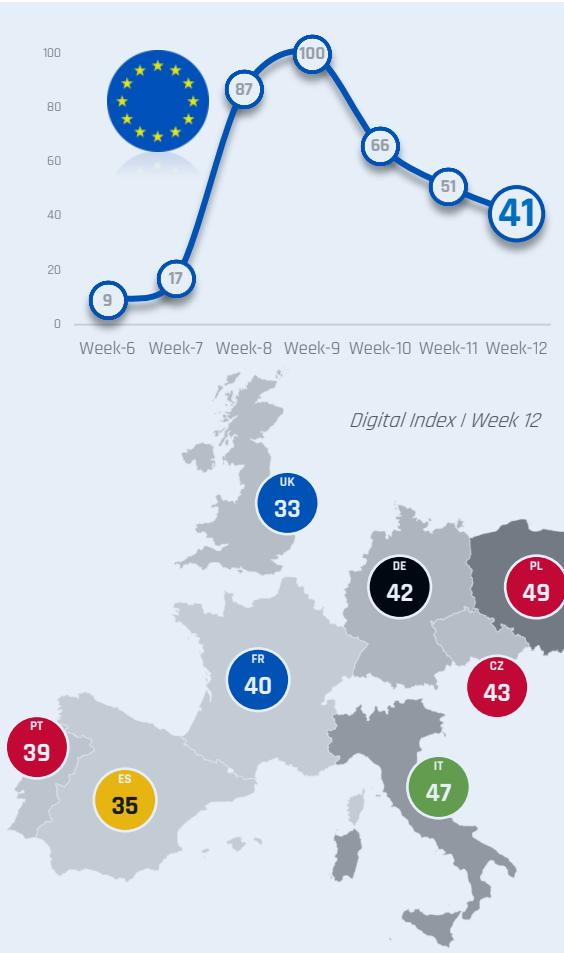
Digital Index Summary | Week 12

- Interest in the Ukraine-Russia conflict from media and social media users **continues to decline** (-10 pp). The Digital Index is **now below 50 in all countries** analysed. It falls particularly fast in the UK and in Spain (-14 pp and -13 pp, respectively).
- Poland** continues to be the country where **interest remains highest** (49), 16 pp higher than the **UK**, the country with the **lowest Digital Index**.
- As the weeks go by, the **day-to-day news stories** about the **war continue to diminish**, while the conversation about **the implications of the conflict for individual countries increases**. Although the opinion among Europeans continues to be favourable towards Ukraine, **some critical voices have emerged on social media questioning certain decisions by the Ukrainian government or the presence of neo-Nazi groups** among the Ukrainian Resistance.
- Pressure remains on **Western brands** that continue to operate in Russia or those that have decided to leave the market too late. Particularly, **several French brands are at the centre of the debate**, which explains why this discussion has increased in this country.
- Coca-Cola, McDonald's, Nestlé and Auchan** are the brands **most affected by user backlash** since the beginning of the war.



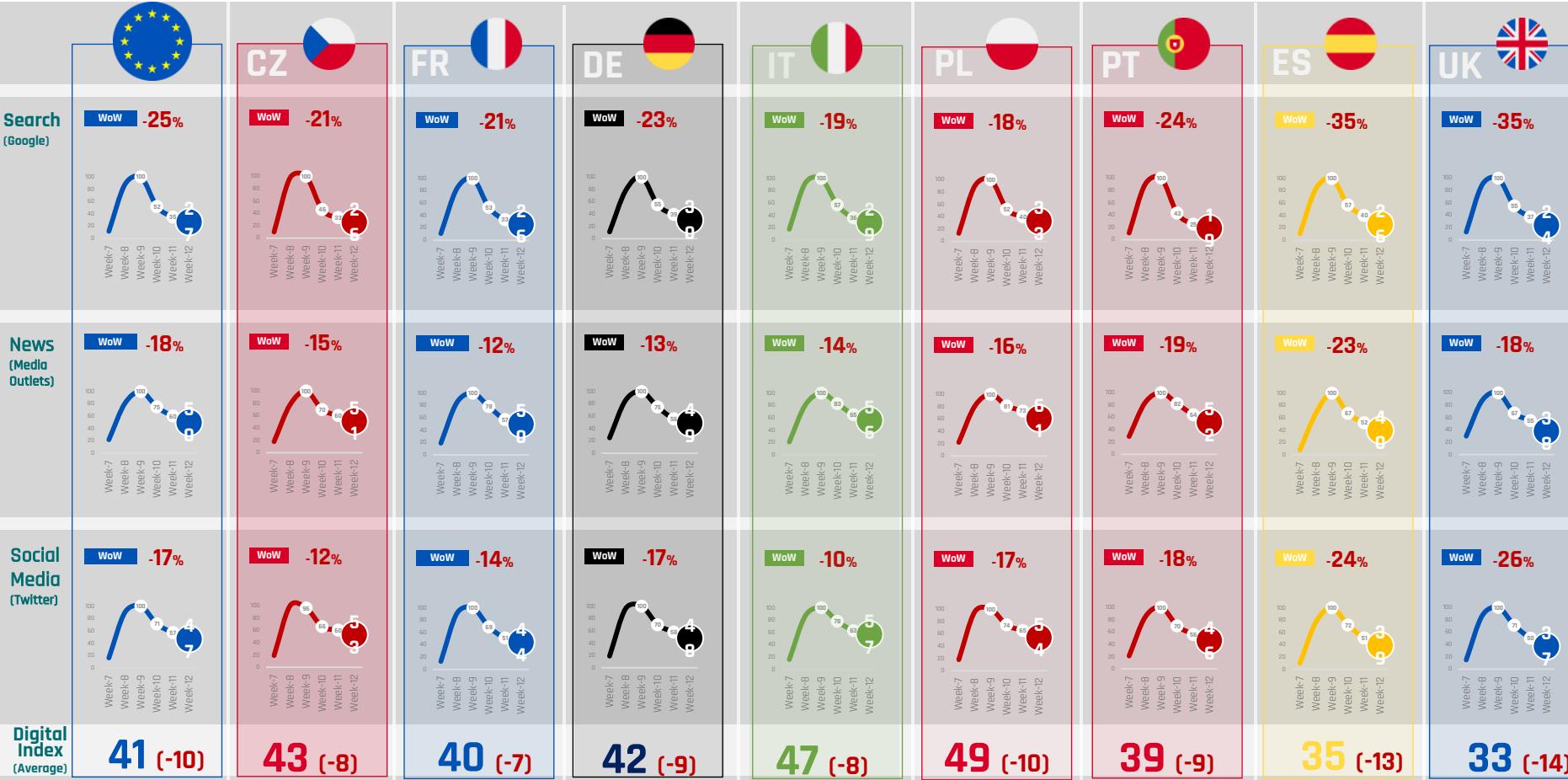
Digital Index | Weekly Evolution

(Indexed data. Max 100)

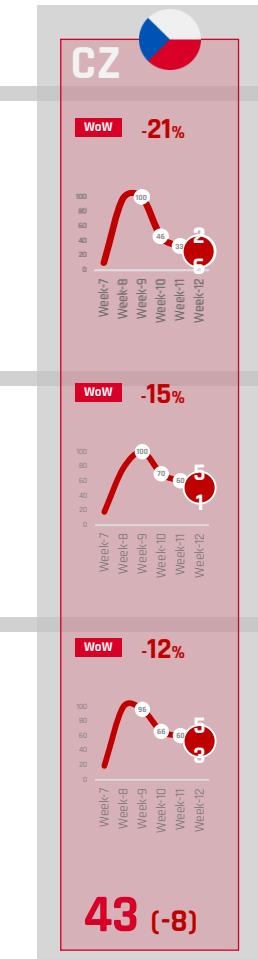


Digital Index by Source (search, news and social media) | Week 12

(Indexed data. Max 100)



Top contents | Week 12



Rank	Search	Index	Rank	Search	Index
1	ukrajinská měna	400%	6	карта украины	130%
2	modlitba za ukrajinu	300%	7	lex ukrajina	110%
3	zaměstnávání ukrajinců 2022	300%	8	ukrajinská hřívna	100%
4	příspěvek na ubytování ukrajinců	250%	9	украина новости	90%
5	mariupol	200%	10	курс доллара в украині	80%

Related rising queries

Top shared news

Idnes	 7K	Novinky	 3,6K	Novinky	 2,6K
Fiala: Dopad války na Evropu je obrovský, Západ dodá Ukrajině těžkou techniku		Šoigu přikázal zapojit do války na Ukrajině i nezletilé členy dětské polovojenské organizace		Anonymous napadli „ruský facebook“. Milionům lidí odtajnili děsy války	

Top shared tweets

 Ivo Zelinka @IvoZelinka	...	 24 ČT24 @CT24zive	...	 Petr Fiala @P.Fiala	...
Ruské 🇷🇺 invazní síly dosáhly na většině úseků fronty kulminačního bodu.		Česká televize večer odvysílá mimořádný rozhovor s ukrajinským prezidentem Volodymyrem Zelenským. Interview dnes pořídil zpravodaj v Kyjevě Michal Kubal spolu se dvěma novináři Evropské vysílací unie. Rozhovor právě zpracováváme a nabídnete vám ho ve 20:15 na ČT24 i facebooku.		Jsem hrđ na české občany, kteří pomáhají zvládnout současnou uprchlickou vlnu, která zasáhla Českou republiku.	
Co však potřebuje ukrajinská 🇺🇦 armáda, aby přešla do operační protifenzivy? Zbraně a vybavení.				Za touto pomocí je obrovský díl práce konkrétních lidí, kterým osud Ukrajiny není lhoustejný.	
Na ty doposud přispěli Češi 🇨🇿 cestou sbírky @UKRinCZE více než 750 mil Kč. Dáme miliardu 🙏?				Je to něco neuvěřitelného a je za to potřeba všem těmto lidem poděkovat.	

Related rising queries

Rank	Search	Index	Rank	Search	Index
1	crash avion chine boeing 737	Breakout	6	jean luc melenchon sondage	4150%
2	xavier dupont de ligonnès mort	Breakout	7	guerre ukraine soldats russes	2550%
3	corse mort yvan colonna	Breakout	8	élection présidentielle emmanuel macron	1700%
4	bombes au phosphore ukraine	Breakout	9	contre attaque ukrainienne	1100%
5	election présidentielle sondages	4150%	10	renault russie ukraine	900%

Top shared news

BFMTV	⬇ 23,9K	BFMTV	⬇ 13,9K	BFMTV	⬇ 13,1K
GUERRE EN UKRAINE: "C'EST RACISTE DE FERMER LES YEUX SUR LES AUTRES CONFLITS", DÉPLORE BELLERIN		GAZ: LA RUSSIE EXIGERA D'ÊTRE PAYÉE EN ROUBLES PAR LES EUROPÉENS		LA RUSSIE ACCUSÉE D'AVOIR "VOLÉ" DES CENTAINES D'AVIONS DE LIGNE	

Top shared tweets

Erik Tegnér
@tegnernerik

THREAD - Je lis partout que les Russes bloquent les civils à **#Marioupol**. Faux. J'étais sur place samedi : un couloir humanitaire est en place, bcp sortent par milliers, des soins/nourriture sont apportés. Ça c'est du factuel. La vidéo en dessous est de moi, constatez vous-même

40 (-7)

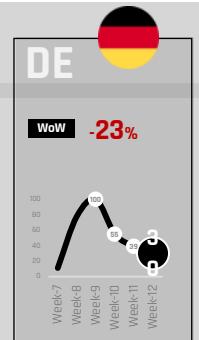
RSF @RSF_Inter

Le père de la journaliste Svitlana Zalizetska, âgé de 75 ans, a été pris en otage par l'armée russe en **#Ukraine**, dans un lieu inconnu. La condition de sa libération : que sa fille, directrice du principal journal de la ville et du site RIA-Melitopol se présente & collabore

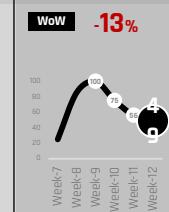
Anasse Kazib @AnasseKazib

J'ai rencontré à Paris des étudiants réfugiés d'Odessa en Ukraine, ils ont eu les transports gratuits partout sauf en France même en présentant leurs papiers ukrainiens ont leur refusé et ils ont jusqu'au 26 mai pour quitter le territoire vous savez pourquoi ? Ils sont algériens.

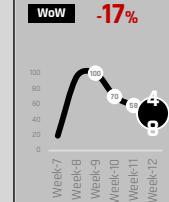
Search (Google)



News (Media Outlets)



Social Media (Twitter)



42 (-9)

Related rising queries

Rank	Search	Index	Rank	Search	Index
1	rußland ukraine krieg liveblog	2350%	6	belarus ukraine krieg	500%
2	putin sturz	1350%	7	ukraine krieg russland soldaten	450%
3	russland ukraine krieg kiew	850%	8	rußland ukraine krieg	350%
4	konzert berlin ukraine	600%	9	russland ukraine konflikt putin	300%
5	ukraine krieg russische soldaten	550%	10	belarus ukraine	180%

Top shared news

Focus



40K

Spiegel



18,2K

Welt



17K

Tierarzt rettet 260 Hunde und Katzen vor Krieg in der Ukraine

Russland akzeptiert für Gaslieferungen nur noch Rubel

Ausgerechnet Russland bewirbt sich um die Ausrichtung der Fußball-EM

Top shared tweets

Stift. Gedenkstätten Buchenwald und Mittelbau-Dora @Buchenwald_Dora

Boris Romantschenko survived the concentration camps #Buchenwald, #Peenemünde, #Dora and #BergenBelsen. Now he has been killed by a bullet that hit his house in #Charkiv, #Ukraine. He was 96 years old. We are stunned.



Justyna Gotkowska @jgptkowska

1/Liebes Deutschland, ein 🇩🇪 aus der Ostflanke. Wir haben uns über die angekündigte Zeitenwende in Berlin gefreut – über die Sanktionen, 2% BIP, Sondervermögen, über mehr Bundeswehr in Litauen und in der Slowakei & die Waffenlieferungen für die Ukraine.

Catharina Felke @CatharinaFelke

We found Russian assets worth more than \$17 billion around the world. Mansions, castles, yachts, private planes, apartments in London & Paris—you name it. You can find all of it here: [#RussianAssetTracker](http://cdn.occrp.org/projects/russia) @OCCRP



Related rising queries

Rank	Search	Index	Rank	Search	Index
1	giulia schiff ucraina	Breakout	6	cisternino ucraina	1900%
2	bonolis ucraina	Breakout	7	giletti ucraina	1450%
3	paolo bonolis ucraina	4700%	8	bomba al fosforo	1100%
4	bimba ucraina investita	4100%	9	giornalista bestemmia ucraina	950%
5	consacrazione russa e ucraina	2550%	10	russia minaccia italia	800%

Top shared news

<p>News (Media Outlets)</p>  <p>Wow -14%</p>	<p>Corriere  13,6K ANSA  11K</p> <p>Guerra in Ucraina: stop all'export di grano tenero, mais e concime. Perché la sicurezza alimentare in Italia è a rischio</p>	<p>Ucraina: Rai, non si procederà con il contratto di Orsini. Berlinguer, non condivido lo stop</p>	<p>La Repubblica  9,8K</p> <p>Ucraina - Russia, le news dalla guerra del 23 marzo. Si dimette Chubais, inviato russo all'Onu</p>
---	---	---	---

Top shared tweets

<p>Social Media (Twitter)</p>  <p>Wow -10%</p> <p>47 (-8)</p>	<p> Annalisa Cuzzocrea @la_kuzzo</p> <p>I parlamentari volontariamente assenti al discorso di Zelensky oggi alla Camera sono la vergogna del Parlamento italiano #ucraina</p>	<p> Pavlo Kovtoniuk @pavlokovtonyuk</p> <p>I give many interviews these days. The most frequent question is: how healthcare in Ukraine is affected by the war? Well, this is how. 1/3</p> 	<p> chicco testa @chiccotesta</p> <p>Il motivo per cui Putin invade Ucraina è lo stesso per cui Chrusciev invase Ungheria e Breznev la Cecoslovacchia. Non si chiama timore della NATO ma timore del contagio democratico.</p>
--	---	--	--

Top contents | Week 12

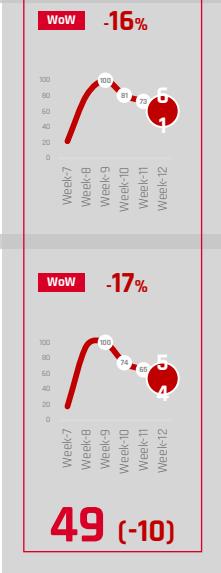


10

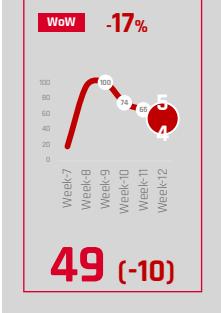
Search (Google)



News (Media Outlets)



Social Media (Twitter)



Related rising queries

Rank	Search	Index	Rank	Search	Index
1	akt zawierzenia rosji i ukrainy	Breakout	6	razem z ukrain... koncert charytatywny	1200%
2	andrzej seweryn koncert ukraina	4900%	7	poswiecenie rosji i ukrainy	1200%
3	akt poświęcenia rosji i ukrainy tekst	4900%	8	siepomaga pah ukraina	1200%
4	zawierzenie rosji i ukrainy	2950%	9	koncert dla ukrainy tvn	900%
5	akt poświęcenia rosji i ukrainy	2400%	10	słownik ukraińsko polski online	350%

Top shared news

WP	⬆️ 33,9K	Fakt	⬇️ 10,1K	WP	⬇️ 15,6K
Ukraiński żołnierz zniszczył rosyjski śmigłowiec. Był wart miliony zł		Ukraińcy świętują triumf. Zginął rosyjski dowódca spadochroniarzy		Rosjanie zorganizowali swoje igrzyska. Oto kraje, które wystąpiły	

Top shared tweets



Pavlo Kovtoniuk
@pavlokovtoniuk

I give many interviews these days. The most frequent question is: how healthcare in Ukraine is affected by the war? Well, this is how. 1/3



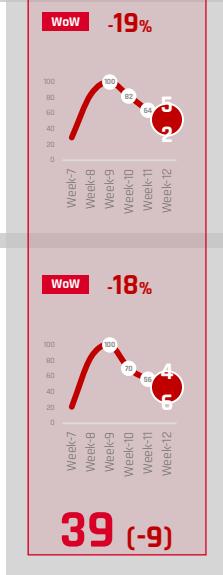
PKO Research
@PKO_Research

Bojkot sieci handlowych, które nie wycofały się z Rosją, to więcej niż tylko hasła w mediach społecznościowych. Dane o płatnościach kartami @PKOBP pokazują, że sieci, które pozostały aktywne w Rosji, mają niższą dynamikę obrotów niż konkurencja. #StandWithUkraine

[Translate Tweet](#)



**Search
(Google)**

**News
(Media Outlets)**

**Social Media
(Twitter)**

Related rising queries

Rank	Search	Index	Rank	Search	Index
1	consagração da rússia e da ucrânia ao imaculado coração de maria	Breakout	6	crimeia	200%
2	bandeira ucraniana	Breakout	7	mariupol ucrania	150%
3	guerra russia ucrânia putin	5000%	8	ucrânia população	140%
4	mario machado ucrânia	700%	9	carta ucrânia	110%
5	mário machado ucrânia	400%	10	márcio machado ucrânia	100%

Top shared news
Expresso

Membros da banda Antytila estão em combate em Kiev e perguntam a Ed Sheeran se podem atuar à distância num concerto de apoio à Ucrânia

41,5K

SIC Notícias

Os animais na Ucrânia: outras das vítimas que não são esquecidas

33,8K

Jornal de Notícias

Ucrânia destrói navio de guerra russo no porto ocupado de Berdyansk

8,2K

Top shared tweets


Mikhail Khodorkovsky (English)
@mbk_center

Mariupol before it was destroyed by the Russian army



K The Kyiv Independent ✅
@TheKyivIndependent

⚡ Mariupol City Council calls for help as residents begin to die from starvation.

More and more people are left without any food while multiple attempts to create humanitarian corridors and to provide aid have failed as Russian troops continue to violate ceasefire agreements.



Brian Bonner
@BSBonner

Day 28: West still buying \$1B daily in Russian oil & gas, banks still not cut off SWIFT, Ukraine still does not have the weapons (jets, missiles, air defenses) it needs. The West is nowhere near close to doing all it can.

Related rising queries

Search (Google)



Rank	Search	Index
1	avión accidente china	Breakout
2	consagración de rusia y ucrania al inmaculado corazón de maría	Breakout
3	huelga transportes gobierno	Breakout
4	atropello múltiple en bélgo	Breakout
5	escocia ucraña	Breakout

Rank	Search	Index
6	consagracion de rusia y ucraña	Breakout
7	comisaría policia nacional pontevedra	Breakout
8	litio ucraña	4100%
9	ucraña mata general ruso	1700%
10	gitanos en ucraña	1100%

Top shared news

News (Media Outlets)



El Español

Vladimir Putin desafía al COI con sus propios Juegos Olímpicos: 5 países y 106 medallas para Rusia

50,9K

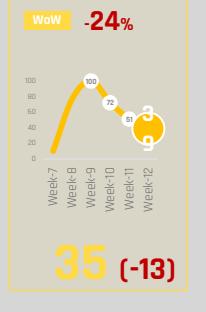
OK Diario

16,8K

El País

11,4K

Social Media (Twitter)



Arantxa Tirado
@aran_tirado

Hoy se me ha gritado en la radio "se te debería caer la cara de vergüenza" por decir que la geopolítica va de intereses económicos y no de valores. Parece que molestamos quienes no nos tragamos la propaganda bélica que nos quiere convencer que se combate a Rusia por la democracia



Maria Sakuquillo @mrsahuquillo

Hoy hace dos meses que llegué a Ucrania para esta cobertura. Son 59 días en los que he viajado por el país y lo he visto cambiar: antes de esta guerra, cuando mucha gente pensaba que un conflicto a gran escala era imposible, y tras la invasión de Putin. Esto es lo que he visto



Clara Ponsati
@ClaraPonsati

Mentre tothom mira a Ucrània, Espanya s'alía amb el Marroc per vulnerar el dret a l'autodeterminació del Sàhara Occidental, i al Parlament [@Europarl_CAT](#) no ens n'han deixat parlar.

[Translate Tweet](#)



Top shared tweets



Rank	Search	Index	Rank	Search	Index
1	ukraine sinks russian ship	Breakout	6	concert for ukraine line up	Breakout
2	nuke proof doomsday plane	Breakout	7	aj odudu comic relief dress	Breakout
3	elon musk drones ukraine	Breakout	8	ukraine concert birmingham	4700%
4	linda carty death penalty	Breakout	9	banned dog breeds	3300%
5	crimean congo haemorrhagic fever uk	Breakout	10	red arrows raf leeming flypast	3300%

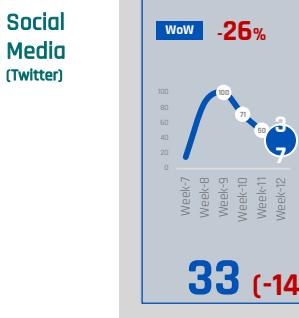
Related rising queries



Daily Mail 221,6K
Beautiful moment little Ukrainian boy is hugged by his new classmates - bringing a huge smile to his face - after fleeing to Spain with his mother to escape war

Express 181,7K **Standard** 134,8K
Ukrainian braves heavy Russian shelling to rescue ten kangaroos trapped in Kharkiv zoo

Top shared news



Adam Bielkov @AdamBielkov
 Boris Johnson chuckles and pulls faces as Rishi Sunak talks about people huddling in basements in Ukraine. #springstatement

Yvette Cooper @YvetteCooperMP
 Tory Govt just voted to make it a criminal offence for Ukrainian families to arrive in UK without the right papers with a penalty of up to 4yrs in prison.

At a time when British people have made clear we must help Ukraine, this is truly shameful. Our country is better than this

Today, Tory MPs voted to make it a criminal offence for Ukrainian families to arrive in the UK without the right papers with a penalty of up to 4 years in prison. At a time when the British people have made clear that we need to help

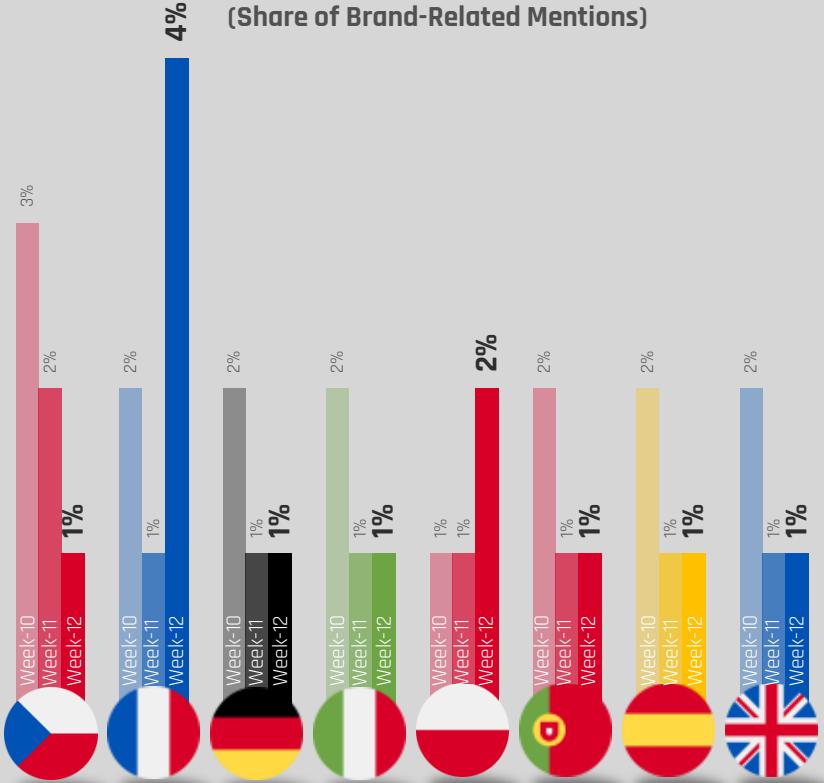
Adil Ray OBE @adilray
 Rishi Sunak's family have £727m stake in Infosys that Lesia Vasylchenko, a Ukrainian MP, warned on Friday was helping to "fund bullets that are killing children and civilians". Sunak wants everyone else to cut business ties with Russia.

Top shared tweets

Share of Brand-Related Mentions | Weekly Evolution

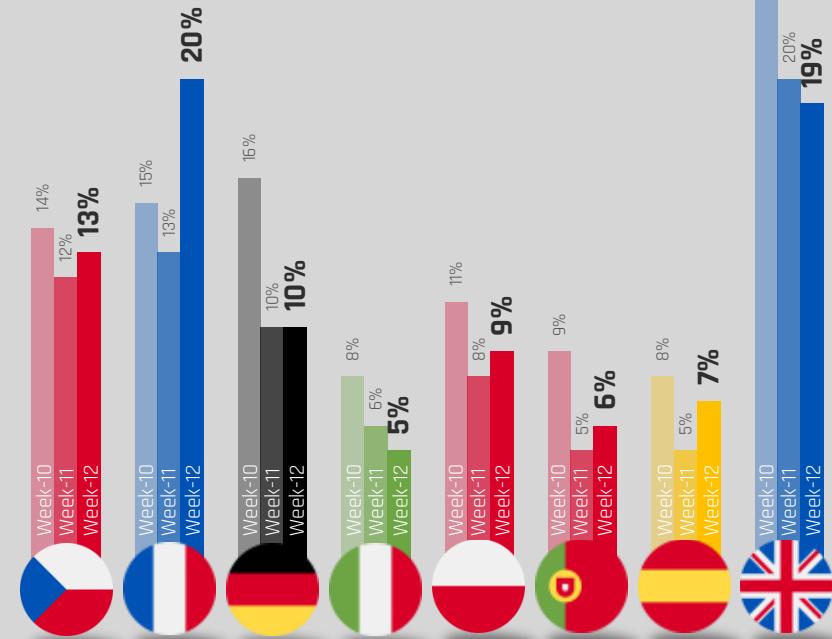
SOCIAL MEDIA

(Share of Brand-Related Mentions)



MEDIA (NEWS)

(Share of Brand-Related Mentions)



Most mentioned Brands | Week 12

(Indexed data. Max 100)

CZ		FR		DE		IT		PL		PT		ES		UK				
Rank	Brand	Index	WoW (p.p.)	Brand	Index	WoW (p.p.)	Brand	Index	WoW (p.p.)	Brand	Index	WoW (p.p.)	Brand	Index	WoW (p.p.)			
#1	Nestlé	(100)	0	Renault	(100)	+54	Gazprom	(100)	0	Renault	(100)	+93	Leroy Merlin	(100)	+35	UEFA	(100)	+15
#2	Skoda	(39)	+12	TotalEnergies	(95)	-5	Renault	(78)	+78	Gazprom	(52)	-48	Nestlé	(88)	-12	Auchan-Retail	(68)	+49
#3	Renault	(38)	+35	Leroy Merlin	(67)	+32	SAP	(76)	+61	Auchan-Retail	(51)	+51	Auchan-Retail	(65)	+1	Nestlé	(63)	+30
#4	Meta	(35)	-10	Decathlon	(22)	-17	Moody's	(55)	+51	Leroy Merlin	(46)	+39	Renault	(60)	+50	Renault	(53)	+50
#5	Kit Kat	(33)	+22	BNP Paribas	(18)	-7	Tesla	(54)	+1	Nestlé	(43)	+26	UEFA	(45)	-24	Leroy Merlin	(46)	+30
#6	Nesquik	(33)	+22	Meta	(13)	-15	Nestlé	(48)	+11	NielsenIQ	(36)	-10	Gazprom	(34)	-2	Meta	(42)	-12
#7	Decathlon	(13)	+4	Nestlé	(12)	-22	Adidas	(43)	+22	Meta	(35)	-11	Decathlon	(30)	-9	Gazprom	(32)	-7
#8	Shell	(12)	+8	Societe Generale	(12)	-33	Apple	(40)	+7	Fitch	(25)	-58	BP	(21)	+9	Decathlon	(26)	+10
#9	BP	(11)	+11	Gazprom	(11)	-21	Amazon	(39)	+16	Amazon	(24)	-10	Goldman Sachs	(20)	+11	Ikea	(19)	+13
#10	Marriott	(11)	+8	Danone	(10)	-6	Decathlon	(23)	+23	Decathlon	(23)	+23	Apple	(15)	-24	Kit Kat	(15)	+15
#11	Societe Generale	(11)	+10	Apple	(7)	-33	Netfli	(20)	+2	Netfli	(20)	+2	Mercedes-Benz	(18)	+18	Microsoft	(15)	+12
#12	TotalEnergies	(11)	+11	Women's Tennis Association	(11)	-6	UEFA	(20)	-24	UEFA	(20)	-24	Benz	(18)	+18	Kit Kat	(15)	+12
#13	Danone	(10)	+9	Danone	(10)	-6	Accor	(18)	+11	Accor	(18)	+11	McDonald's	(17)	-69	Pfizer	(14)	-14
#14	AMD	(9)	+9	Apple	(7)	-33	BP	(32)	+24	Mercedes-Benz	(18)	+18	McDonald's	(17)	-69	Polpharma	(12)	+10
#15	Apple	(9)	-19	Sanofi	(6)	-9	Uniper SE	(23)	+15	Benz	(18)	+18	Apple	(16)	+3	Bayer	(11)	-9
#16	Gazprom	(9)	-40	Deutsche Bank	(35)	-22	Volkswagen	(23)	-20	Siemens	(21)	+13	Boeing	(16)	-2	Ikea	(11)	-4
#17	GE	(9)	+9	McDonald's	(5)	-28	McDonald's	(17)	-69	Bosch	(18)	-36	Eni	(16)	-70	McDonald's	(11)	-61
#18	Interpublic Group	(9)	+9	Netflix	(5)	-8	Siemens	(21)	+13	Daimler	(18)	+5	Coca-Cola	(10)	-11	Coca-Cola	(11)	-11
#19	Johnson & Johnson	(9)	+9	Boeing	(4)	-16	Bosch	(18)	-36	Shell	(18)	+11	Nesquik	(10)	+8	Toyota	(9)	+6
#20	Kit Kat	(9)	+9	Daimler	(4)	-16	Daimler	(18)	+5	Goldman Sachs	(16)	+2	Adobe	(9)	-15	Burger King	(8)	+2
				BP	(4)	-21	Shell	(18)	+11	Goldman Sachs	(16)	+2	TotalEnergies	(12)	+10	Apple	(10)	-32
				Kit Kat	(4)	+4	UEFA	(18)	+6	UEFA	(18)	+6				Amazon	(15)	-1

More than 500 brands have been monitored.

Top 10 Companies Facing Backlash* on Twitter (since the war began)

(Indexed data. Max 100)

100

Coca-Cola



81

Nestlé



64

Auchan

LEADER MERLIN

33

pepsi



33

DECATHLON

31

Shell

28

RENAULT

KFC



22

* Methodology: Based on mentions that include the brand name and boycott-related keywords.

More than 500 brands were monitored.

Top Brand-Related Tweets | Week 12

CZ

FR

DE

IT

PL

PT

ES

UK

24
ČT24

Françouzská energetická skupina TotalEnergies oznámila, že do konce letošního roku přestane kupovat ruskou ropu a další ropné produkty.

Bill Browder

Wait, what??? French retail giant Leroy Merlin looks to expand its Russia business and increase products in stores after other brands pull out

K The Kyiv Independent

Reuters: French automaker Renault resumes production in Moscow.

On March 22, the company decided to resume operations in the country. Renault is the majority owner of AvtoVaz, Russia's largest car manufacturer famous for the Lada brand.

Olivier Truchot

On ne coupe pas le gaz russe car l'Allemagne ne veut pas mais Renault et demain Leroy Merlin doivent cesser leurs activités? 😊

Jean-Frédéric Poisson

Les entreprises françaises devraient abandonner leurs actifs en Russie car le Pdt ukrainien le demande ?! Soutien à #Renault #LeroyMerlin #Auchan etc. Les Français n'ont à subir les conséquences ni de cette guerre ni de la couardise de leurs dirigeants qui se couchent encore.

Olivier Delamarche

Pendant que Biden appelle au boycott et aux sanctions envers la Russie, Blackrock achète tranquillement 19 M de titres Polymetal. Mais on ne vous prend pas pour des cons!!

K The Kyiv Independent

⚡ Reuters: French automaker Renault resumes production in Moscow.

Dmytro Kuleba

Renault refuses to pull out of Russia. Not that it should surprise anyone when Renault supports a brutal war of aggression in Ukraine. But mistakes must come with a price, especially when repeated. I call on customers and businesses around the globe to boycott Group Renault.

K The Kyiv Independent

⚡ Poland won't pay for Russian gas in rubles says CEO of PGNiG.

Pawel Majewski, head of Polish largest oil and gas company, said that the contract with Gazprom envisions the payment method and Poland won't change it.

Enrico M. Allevi

"BENE" La FRANCIA mantiene le Sue "ZIEINDE" in RUSSIA (da Leroy Merlin alla NESTLE e tanto ALTRO). GERMANIA Idem, GRECIA, SPAGNA pure Loro, PAESI del NORD neppure faticano. ISRAELE fa "ponti d'oro" alla "FINANZA RUSSA" e va ALLA "GUERRA". L'UN GENIO!!!

Pietro Raffa

== Nestlé ha annunciato ufficialmente la cessazione delle importazioni e delle esportazioni da e verso la Russia. Ha dichiarato che non pagherà più le tasse in Russia e che tutti i profitti realizzati andranno in aiuti umanitari

#UkraineWar

Cesare Camboni

Faccio notare che la F1 corre in Arabia Saudita che da 7 anni bombarda il Yemen. La stessa F1 che ha cacciato il pilota Russo e cancellato la gara in Russia.

#merde

Exen

So, let me get this straight. Leroy Merlin in Kyiv just got bombed to shreds by Russians. And this is the same Leroy Merlin that is not only not leaving Russia but even expanding its business there. Am I getting this right?

Dmytro Kuleba

By refusing to pull out of Russia, Jonson & Johnson chose to make blood profits. Their taxes allow Russian war machine to murder innocent Ukrainian men, women, children, and elderly. Jonson & Johnson must change their minds. Do the right thing. Choose humanity, not war crimes.

Dmytro Kuleba

By refusing to end business activities in Russia, Auchan Holding makes a conscious choice to further sponsor Russian atrocities in Ukraine and make blood profits. I call on all customers and partners around the globe to boycott @AUCHAN_France @alcampo @Leroymerlinfr @Decathlon

Bill Browder

Renault resumes car production in Moscow as rivals cut ties with Russia. Not that I had any plans to buy one of their cars in the first place, but now I never will.



Dmytro Kuleba

By refusing to end business activities in Russia, Auchan Holding makes a conscious choice to further sponsor Russian atrocities in Ukraine and make blood profits. I call on all customers and partners around the globe to boycott @AUCHAN_France @alcampo @Leroymerlinfr @Decathlon

M

Esto sucede en estos países, recordemos que la F1 quitó a Rusia de su calendario por no respetar los derechos humanos pero como todos estos países le dan un cheque importante siguen corriendo.

Bahrain, Catar, Jeddah, Abu Dhabi...

Esperemos que se cancele la carrera.

PabloMM

Han expulsado a Rusia de todas las competiciones deportivas, pero el mundial de fútbol en Catar, el banco oficial de los talibanes, y la Fórmula 1 en Arabia Saudita, uno de los regímenes más despotistas del planeta.

Alerta News 24

URGENTE: Polonia no pagará el gas ruso en rublos, dice el director general de PGNiG. Paweł Majewski, jefe de la compañía de petróleo y gas más grande de Polonia, dijo que el contrato con Gazprom contempla el método de pago y que Polonia no lo cambiaría.

Chris Bryant

Renault resumes manufacture in Russia. It's time we stopped buying them in the UK.

K The Kyiv Independent

⚡ Ukraine's FM Dmytro Kuleba calls on global consumers to boycott Auchan, Alcampo, Leroy Merlin, Decathlon.

He accused the French companies of "making a conscious choice to further sponsor Russian atrocities in Ukraine" over their decision to continue doing business in Russia.

Anonymous

BREAKING NEWS: Hacker group Anonymous has released 10 GB of data from Swiss company Nestlé. This is the collective's retaliation for continuing the company's business in Russia.

List of all monitored Companies/Brands/Organizations



3M	Amway	BlackRock	Citi	Dentons	Facebook	Halliburton	Inter. Ice Hockey Federation	Kuehne + Nagel AG	McDonald's	Nintendo	PPG	Savills	TJ Maxx	WeWork
Abbott Labs	Anheuser-Busch	BMW	Citrix	Dentsu Inter.	Farfetch	Hapag Lloyd	Inter. Paper	Lomb Weston	McKinsey	Nissan	Prada	SC Johnson	Toshiba	Whirlpool
AbbVie	Apple	BNP Paribas	Clarivate	Deutsche Bank	Fäzer	Harley-Davidson	Inter. Skating Union	Land Rover	Mercedes	Nivea	Preem AB	Scandinavian Tobacco	TotalEnergies	White & Case
Abrdn	Arconic	Boeing	Cleary Gottlieb	DHL	Fedex	Heidrick & Struggles	Inter. Tennis Federation	Latham & Watkins	Mercedes-Benz	Nokia	Procter & Gamble	Scania	Tous	Winston & Strawn
Accenture	Asda	Bolt	Clifford Chance	Diageo	Ferragamo	Heineken	Inter. Weightlifting Federation	Lego	Merck	Nokian Tyres	Publicis Group	Schlumberger	Toyota	Wintershall Dea AG
Accor	Asian Infrastructure Investment Bank	Bombardier	Clorox	DiracTV	Ferrari	Henkel	Interpublic Group	Leica Camera AG	Meto	Norsk Hydro	Puma	Schneider Electric	Trafigura	Wise PLC
Acronis	Asos	Boohoo Group	Cloudflare	Discover	FICO	Herbalife	Intuit	Lenovo	Metro	Norton Rose Fulbright	PVH	SEAT	Trane Technologies	Women's Tennis Association
Activision Blizzard	Assicurazioni Generali	Booking	CMA CGM	Disney	Fieldfisher	Herbert Smith	IOC	Leroy Merlin	Metso Outotec	Norwegian Cruise Lines	PwC	Sephora	Trimble	World Athletics Council
Adenza	Aston Martin	Bosch	Coca-Cola	DLA Piper	FIFA	Hermés	IPG Photonics	Levi Strauss	Mettler Toledo	Novartis	Qualcomm	Shell	TripAdvisor	World Boxing Association
Adidas	AstroZeneca	Bose	Cogent Communications	Dove	Fitch	Hilton	Iveco	Lexmark	Michelin	Nvidia	R&A	Sidley Austin	TSMC	World Boxing Council
ADM	Asus	BP	Coinbase	Dow	Focus Brands - Cinnabon	Hines	J Sainsbury	LG Electronics	Microsoft	Oceano Cruises	Robobank	Siemens	Twitter	World Boxing Organization
Adobe	Atlas Copco	Bridgestone	Colgate-Palmolive	Dropbox	Ford	Hitachi	Jaguar	Liebrecht & Wood	Miele	Omnicom Group, Inc.	Radio Free Europe	Signet Jewelers	Uber	World Federation of Exchanges
ADP	Atlassian	British Airways	Commerzbank	DSV A/S	Formula One	HMM	Japan Tobacco	Linde	Mohawk Industries	OMV	Raiffeisen	Skadden	UEFA	World Rowing Federation
AECOM	Auchan-Retail	Brown-Forman	Continental	Dunkin Donuts	Fortinet	Hogan Lovells	JCB	Lindt-Sprungli	Mondelez	OneWeb	Ralph Lauren	Skoda	Under Armour	World Rugby Union
AerCap	Audi	Bryan Cave	Coty	DXC Technology	Fortive	Honda	JD Sports	Linklaters	Mondelez	OnlyFans	Raytheon	Snap	Unilever	WPP PLC
AIIB	Authentic Brands Group - Reebok	Budvar	Coupa	EarthDaily Analytics	Freshfields	Honeywell	JetBrains	Live Nation Entertainment	Monroe Energy	Oracle	Reckitt Benckiser Group	Societe Generale	Uniper SE	WWE
Air Liquide	Autodesk	Bumble	Coursera	eBay	Gazprom	HP	Johnson & Johnson	Logitech	Moody's	Oriflame Cosmetics	Regent Seven Seas Cruises	SonoSim	Uniqlo	XBOX
Air Products	Avery Dennison	Bunge	Credit Agricole	Electronic Arts	GE	HSBC	Johnson Controls	London Stock Exchange Group	Morgan Lewis	Orkla	Remity Global	Sony	United Airlines	Xerox
Airbnb	Avid	Burberry	Credit Suisse	ELKO	Geberit	Hyatt	JPMorgan	L'Oréal	Morrisons	Otis Worldwide	Renault	Spotify	Universal Pictures	Yokohama
Airbus	Bacardi	Burger King	Crocs	Elsevier	General Mills	Hyundai	JTI	Louis Dreyfus	Mothercare	Panasonic	Richemont	Squire Patton Boggs	UPS	YOOX
Akamai	Bain	Calfrac Well Services	Cummins	Emerson Electric	Geodis	IBM	Juniper Networks	Louis Vuitton	Movistar	Papa John's	Ricoh	Stanley Black & Decker	Upwork	Young Living
Akin Gump	Baker Botts	Canada Goose	CUPRA	Emirates Airlines	GloboSmithKline	ICBC	JYSK	Lumen	MSC	Par Pacific	Rockwell Automation	Starbucks	Valero Energy	YouTube
Alaska Airlines	Baker Hughes	Canadian Tire	Daimler	Enel	Glencore	ID Logistics	Kearny	Maersk	MSDI	Paramount	Rockwool	State Street	Volio	Yum Brands
Alcoa	Baker McKenzie	Canon	Donone	Eni	Global Foundries	Ikea	Kellogg	Magna	MVRDV	Paulig	Roku	Subaru	Vanguard	Zara
Aldi	Baker Tilly	Cargill	Dassault Aviation	EPAM	GM	Imperial Brands	Kering	Mango	Nalco Water (Ecolab)	Pioneer	Rolex	Subway	VISA	ZHA
Allen & Overy	Ball Corporation	Carlsberg	DB Schenker	Equinor	Goldman Sachs	Indeed	KFC	Manitowac	Nasdaq	PayPal	Rolls-Royce	Supermercados Dia	Viva Energy	Zoom
Allianz	Bank of China	Carnival	DBB	Ericsson	Google	Inditex	Kimberly-Clark	Marks & Spencer	Natura	Pepsi	Rosneft	Suzuki	VMWare	
Alphabet	Borilla	Caterpillar	Debevoise & Plimpton	Esri	Grainpro	ING	Kinross Gold	Marriott	Nesquik	Pfizer	S&P	Swarovski	Vodafone	
Astlom	BASF SE	CBRE	Decathlon	Estee Lauder	Grammyly	Instagram	Kit Kat	Mars	Nestlé	Philip Morris	Subre	Swatch	Volkswagen	
Amadeus IT Group	BAT	Centrica	Dechert	Etsy	Grant Thornton	Intel	Knight Frank	Marsh McLennan	Netflix	Pirelli	Salesforce	Sylvamo	Volvo	
Amazon	Boyer	Cersonit	Deere	Eurovision	Greif	Intercontinental Exchange	Koch Industries	Mastercard	Netscout	Pizza Hut	Samsonite Inter.	Take-Two Interactive	Waitrose	
AMO	BBDO	Chanel	Deezer	Eversheds Sutherland	Gruma	Intercontinental Hotels	Komatsu	Mattel	New Development Bank	PlayStation	Samsung	Tesla	WarnerMedia	
American Airlines	BCG	Chevrolet	Dell	Expedia	Grupo Stellantis	Inter. Boxing Federation	Korean Air Lines	Mazda	NHL	Polpharma	Sandvik	Thermo Fisher	Waters Corporation	
American Express	Bentley	Chipperfield	Deloitte	Exxon	Grupo Tendam	Inter. Cat Federation	KPMG	McCain Foods	NielsenIQ	PornHub	Sanofi	TikTok	Weatherford Inter.	
AmerisourceBergen	Bimbo	Cisco	Delta Air Lines	EY	H&M	Inter. Cycling Union	Kraft Heinz - JBS	McCormick	Nike	Porsche	SAP	Timken	Western Union	

Read our weekly updated reports



Week 10



Week 11

Netheology*

**Interested in more
data that makes sense?**

Subscribe to our weekly report.

Víctor Gil
Chief Research Officer
vgil@nethodolo.gy

Contact us

Nethodology
Avinguda Drassanes 6
Planta 22 - 08001 Barcelona (ES)

Nethodology
Paseo de la Castellana 139
5º Izquierda - 28020 Madrid (ES)

Nethodology*



About us

About Nethodology

We are a Market Research company specializing in **Consumer Behaviour, Online Reputation and Social Listening.**

We combine our **research team's knowledge** and experience with **powerful digital intelligence tools** to discover trends and insights.

CONSUMER BEHAVIOUR

A consumer journey analysis that includes secondary data sources to detect trends in any consumer category. The methodology employed assures the validity and representativeness of the research.

ONLINE REPUTATION

Real-time user opinion research to monitor changes that could negatively impact brand reputation. When a potential crisis is detected, a response plan is developed.

SOCIAL LISTENING

Advanced solutions to actively listen to conversations and opinions online. Allowing for real-time monitoring of brands, competitors, products and campaigns.



We strive to go **beyond the data** to discover valuable **business insights.**

Brand success stories, our most prized assets

"The confidence from our clients
is our greatest satisfaction".





Data that makes sense

Nethodology
Avinguda Drassanes 6
Planta 22 - 08001 Barcelona (ES)

Nethodology
Paseo de la Castellana 139
5º Izquierda - 28020 Madrid (ES)

Contact
info@nethodolo.gy
www.nethodolo.gy

Nethodology*