

Ukraine Crisis Euro-Barometer

Digital Index

Week 13 (28 March-3 April, 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**.



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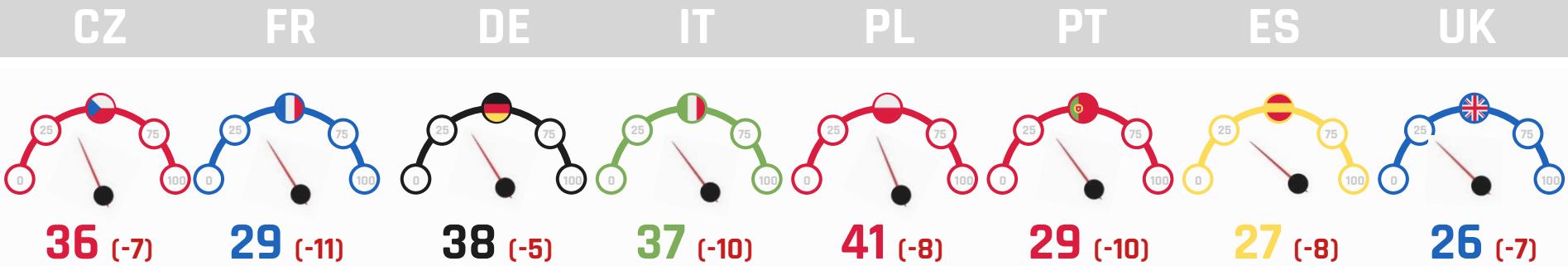
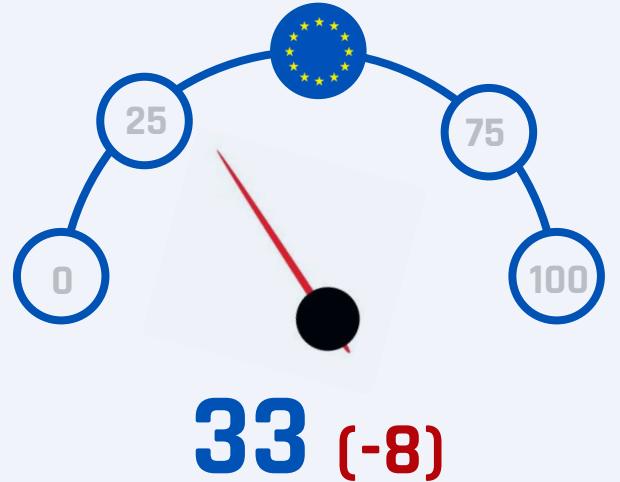
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COUNTRIES MONITORED



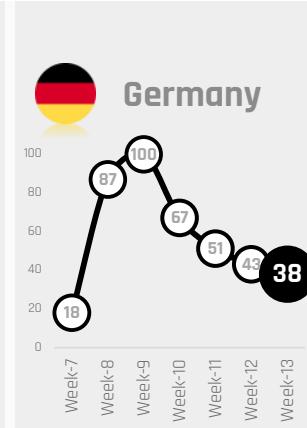
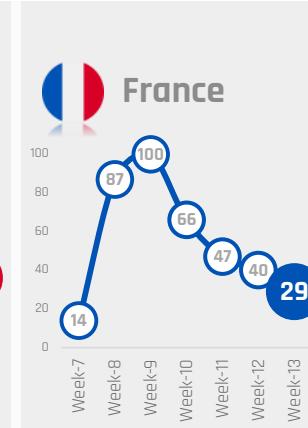
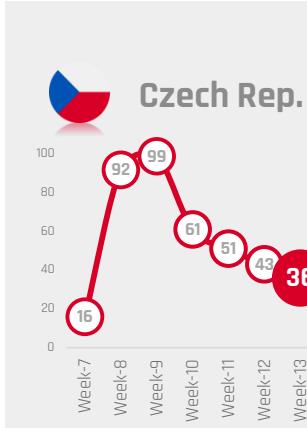
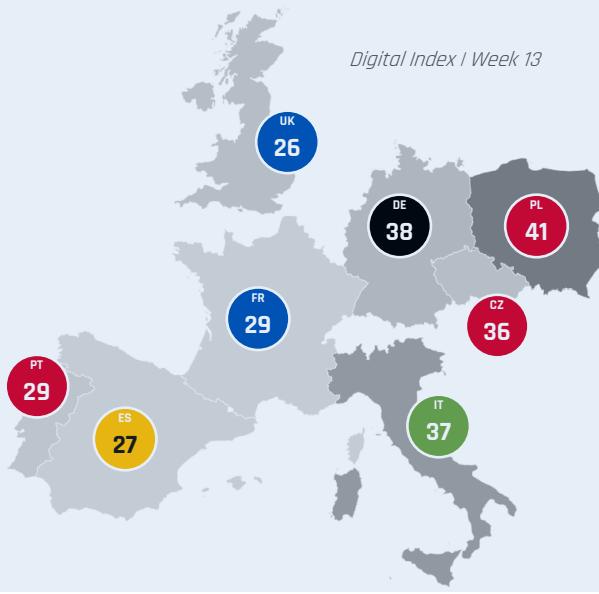
Digital Index Summary | Week 13

- Both **public and media interest** in the war in Ukraine **continues to fall** (-8 from the previous week). This week, our **Digital Index stands at 33 points**, meaning interest in the conflict is now **just a third of the peak** reached during the second week of the war.
- Interest remains **highest in Poland** (41), **Germany** (38) and **Italy** (37). At the **opposite** end of the spectrum lie the **UK** (26) and **Spain** (27). There is now a clear difference between the westernmost and easternmost EU countries. In countries less dependent on doing trade with Russia (inc. gas supplies) and less affected by the refugee crisis because of geographical distance, the media agenda and social media conversations are increasingly focusing on local issues once again.
- References to brands** and companies remain **more or less stable**, both in media and on social media, showing just a slight downward trend. **French brands** continue to be the **most mentioned** across all markets.



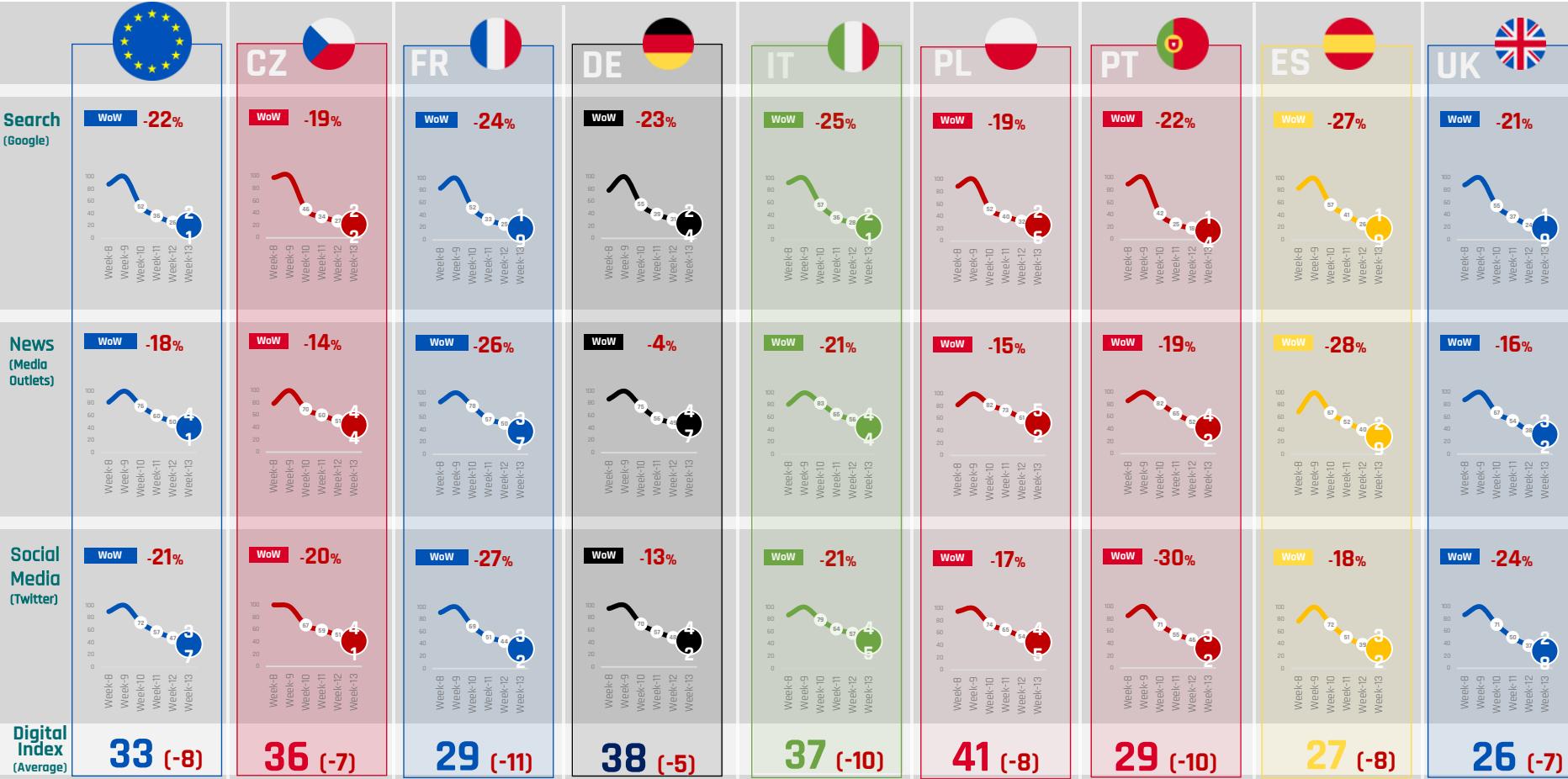
Digital Index | Weekly Evolution

(Indexed data. Max 100)

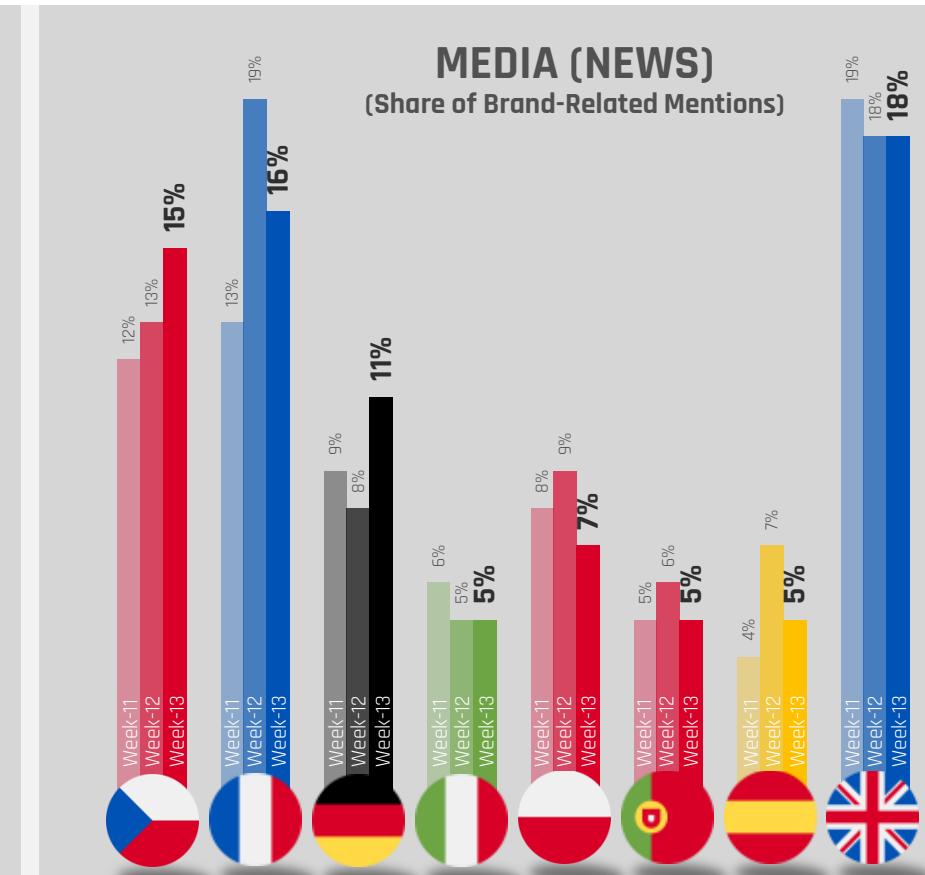
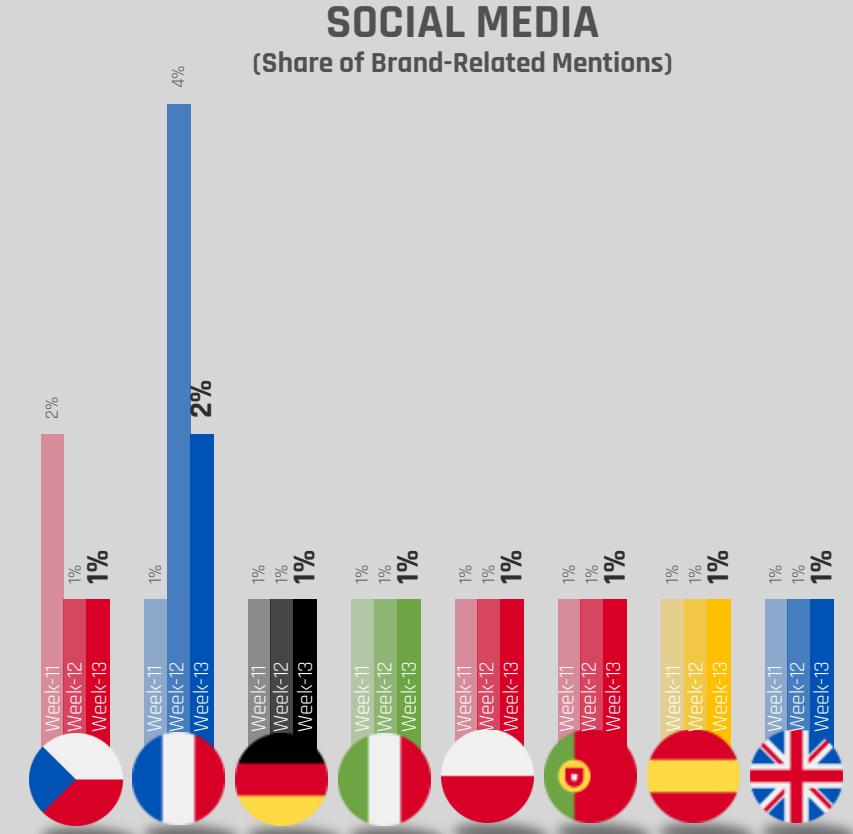


Digital Index by Source (search, news and social media) | Week 13

(Indexed data. Max 100)



Share of Brand-Related Mentions | Weekly Evolution



Most mentioned Brands | Week 13

(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	Gazprom	(100)	+77	Auchan-Retail	(100)	+35	Gazprom	(100)	+15	Gazprom	(100)	+48	Decathlon	(100)	+65	Gazprom	(100)	+75
#2	Ferrari	(65)	+56	Decathlon	(100)	+77	BASF SE	(24)	+16	Eni	(43)	+21	Gazprom	(99)	+61	Heineken	(61)	+61
#3	Heineken	(25)	+25	Renault	(71)	-29	Henkel	(20)	-47	Formula One	(36)	+31	Auchan-Retail	(63)	-6	BP	(31)	-6
#4	Skoda	(19)	-42	Gazprom	(55)	+42	Heineken	(19)	+19	NielsenIQ	(23)	-19	Leroy Merlin	(45)	-55	Heineken	(57)	+57
#5	Carlsberg	(17)	+17	Leroy Merlin	(54)	-11	Bayer	(17)	+3	Grupo Stellantis	(19)	+9	McDonald's	(29)	+19	Puma	(53)	+53
#6	Decathlon	(8)	-7	Societe Generale	(46)	+35	SAP	(13)	-81	Heineken	(18)	+14	Carlsberg	(24)	+22	Mastercard	(53)	+53
#7	Boeing	(7)	-6	Kraft Heinz - JBS	(12)	-10	Zoom	(12)	+9	Dell	(8)	+7	Johnson & Johnson	(21)	+18	Inditex	(36)	+35
#8	Nestlé	(7)	-93	Heineken	(39)	+38	Boeing	(9)	-1	Netflix	(8)	-15	Nestlé	(21)	-63	Alphabet	(18)	+1
#9	NHL	(6)	-7	TotalEnergies	(38)	-53	BMW	(8)	0	AstroZeneca	(7)	+5	Cersanit	(16)	+9	Carlsberg	(17)	+15
#10	Hines	(5)	+5	BNP Paribas	(29)	+15	Sanofi	(21)	+14	Siemens	(8)	-4	BP	(14)	-11	Decathlon	(19)	+12
#11	Netflix	(5)	-3	McKinsey	(21)	+18	Alstom	(20)	+19	Uniper SE	(8)	-16	Microsoft	(12)	+8	Alphabet	(18)	+1
#12	Renault	(5)	-38	Carlsberg	(15)	+15	Deutsche Bank	(8)	-23	Goldman Sachs	(7)	+2	Polpharma	(12)	0	Boeing	(12)	-14
#13	eBay	(4)	+4	Commerzbank	(8)	-6	Porsche	(7)	-6	Mastercard	(6)	-2	Adobe	(11)	0	Marks & Spencer	(12)	-17
#14	Budvar	(3)	+3	Deutsche Bank	(8)	-23	Tesla	(6)	-24	Siemens	(8)	-4	Shell	(6)	-8	Shell	(12)	-21
#15	Exxon	(3)	+3	Goldman Sachs	(11)	+9	Volkswagen	(6)	-29	Uniper SE	(8)	-16	Pfizer	(11)	-1	Adidas	(11)	-9
#16	GE	(3)	0	Exxon	(11)	+9	Alphabet	(11)	+11	Mastercard	(6)	-2	3M	(5)	+5	Goldman Sachs	(11)	-3
#17	Goldman Sachs	(3)	-3	JPMorgan	(11)	+10	Schneider Electric	(11)	+11	Goldman Sachs	(7)	+2	Ford	(5)	+5	Microsoft	(11)	-3
#18	Hitachi	(3)	+3	Louis Vuitton	(11)	+9	Porsche	(7)	-6	Porsche	(7)	-6	Alphabet	(2)	+2	Formula One	(10)	-10
#19	HP	(3)	+1	Schneider Electric	(11)	+11	Tesla	(6)	-24	Tesla	(6)	-24	BASF SE	(13)	+13	H&M	(10)	+8
#20	Ikea	(3)	-9	Volkswagen	(6)	-29	Volkswagen	(6)	-29	Boeing	(4)	-12	Carlsberg	(2)	0	Mastercard	(10)	+2

More than 500 brands have been monitored.

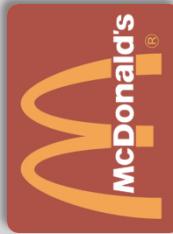
Top 10 Companies Facing Backlash* on Twitter (since the war began)

(Indexed data. Max 100)

100



93



80



49



41



41



35



24



17



12

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

More than 500 brands were monitored.

Top Brand-Related Tweets | Week 13



CZ

FR

DE

IT

PL

PT

ES

UK



Joe
@JoeCalmero

Zé by Rusové zvažovali opustit soutěž UEFA (Ligu mistrů atd.) a hráli v Asii? @LudekMadi
@bielsistacz @JaromirBosak



MIKE BOROWSKI
@BOKOWSKI

Des salariés français d'Auchan et Leroy Merlin insultés par leurs clients, certains même violents, juste parce que ces enseignes sont en Russie. Que ces mêmes clients aient le courage face aux voyous en bas de chez eux, ce serait plus utile pour la société.



Robin Alexander
@robinalexander..

Manuela #Schwesig gibt sich reumüdig wegen ihrer Nähe zu Russland. Aber in Mecklenburg-Vorpommern hält Rot-Rot weiter eine schützende Hand über die dubiose Gazprom- "Klima"-Stiftung. Für @welt berichtet @Matthias_Kamann welt.de/politik/deutsch...



Sirio
@strifermerenda

paghiamo il gas russo a rate in 80 anni con il rublo di Salvini...
#rublo #Gazprom #Gas #Putin



Konkret24
@konkret24

Sekí tysięcy odtworzeń w mediach społecznościowych ma nagranie z rzekomego otwarcia pierwszej restauracji Wujaszek Wanja w Rosji w miejscu dotychczasowego lokalu McDonald's. Lecz ani nowa sieć jeszcze nie ruszyła, ani film nie jest prawdziwy X



Clint Ehrlich
@ClintEhrlich

The Ukrainian military is violating the Geneva Conventions. They're using civilian DHL trucks to attack Russian forces.

That is textbook "perfidy" – prohibited by Article 37 of First Protocol Additional to the 1949 Geneva Conventions. ■



Carles Planas Bou
@carlespb

El NYT destapa que durante 5 años la finlandesa Nokia ayudó a Rusia a crear el sistema con el que espía a sus ciudadanos y reprime a la oposición. Moscú tiene pinchada la mayor empresa de telecomunicaciones del país y puede acceder a llamadas, emails...



Garry Kasparov
@Kasparov63

The American food company Mars is still operating in Russia, thereby collaborating with Putin's dictatorship and his invasion and war crimes in Ukraine. Is this to be expected for a company after for the god of war?

1:04 AM · Apr 3, 2022 · TweetDeck

Pavel Butorin
@PavelButorin

Piercing Russia's digital Iron Curtain - Radio Free Europe/Radio Liberty counters Kremlin propaganda about the war against Ukraine with uncensored news for Russian audiences -- @CBSSunday report on @RFERL, @CurrentTimeTV

Grégoire Barbe
@GregoireBarbe

Nokia quitte la Russie, et dénonce la guerre en Ukraine. Mais ce que l'on découvre est effarant: l'entreprise a largement collaboré avec le gouvernement russe, en lui fournissant des moyens de surveiller les télécommunications des opposants

Anibal Garzón
@AnibalGarzon

Coca Cola, Nestlé, IBM, BMW, Adidas, o Volkswagen, entre otras; son las mismas grandes empresas que hoy se visten de "demócratas" por anunciar que se van de Rusia, pero que fueron las mismas que financiaron y/o apoyaron al nazismo

The Spectator Index
@spectatorindex

BREAKING: China's Sinopec suspends talks over major investment in Russia

1:05 PM · Mar 28, 2022 · TweetDeck

Gutab@
@EstupiWiceloch

Chiński potentat naftowy Sinopec wstrzymuje inwestycje w Rosji. Kraje G7 odrzucają żądanie Putina płatności w rublach. Podlega się izolacji Rosji, a prasa określa Niemców jako pozytycznych idiotów Putina. Życzę Państwu odrębny nadzieję. Dzień dobry.

Patrick McGee
@PatrickMcGee

Here's how this is happening: Yandex - aka Russia's Google - has embedded "free and unlimited" coding software into tens of thousands of apps, which collects user data and stores it in servers in Finland and Russia. Yandex confirms this, but says it's not used for surveillance.

Agence France-Presse
@AFP_Prespol

La cervecera holandesa Heineken se retira de Rusia por la guerra en Ucrania #AFP

Brian J. Karen
@BrianJKaren

BIG: Heineken Heineken is SELLING off its Russian business worth about 400 million to protest Putin's invasion.

12:36 AM · Mar 26, 2022 · Twitter for iPhone

Rostez
@rostez

Nokia se podílela na budování sítěhovalo systému v Rusku

Translatr Tweet

Caroline Tardy
@CarolineT284

Dès le 1er avril, Poutine a exigé que le gaz russe soit payé en roubles. Berlin et Paris déclarent qu'ils sont prêts à l'arrêt des importations. Demain un épisode hivernal est annoncé. Si Gazprom coupe l'approvisionnement, les Européens auront un avant-goût de l'agenda 2030! 🇺🇦

Anonymous Operations
@AnonOpSE

Following Heineken, Carlsberg also leaves Russia

The company will sell assets in the Russian Federation and leave the Russian market.

Ultima Notizia
@ultimoNotizia

Il presidente russo #Putin ha incaricato il Consiglio dei ministri, la Banca centrale e #Gazprom di attuare misure per il pagamento in rubli delle forniture di gas al Paesi dell'Ue e a tutti quelli che hanno introdotto misure restrittive nei confronti di Mosca entro il 31 marzo.

Mariusz Kowalczyk
@Makowalczyk

Dyrektor generalny Yandexa (rosyjski odpowiednik Google) Jelena Bunina wyjechała z Rosji i się zwolniła. Napisała, że nie może mieszkać w kraju, który prowadzi wojnę ze swoimi sąsiadami.

Cabine Desportiva
@CabineSport

Rússia estuda aderir à Confederação Asiática, o que permitiria não estar sob a alcada da Uefa, informa o portal russo "Championat."

Clubes russos poderiam disputar a Champions da Ásia e a Rússia teria direito a participar na qualificação para a Taça Asiática de seleções.

Anibal Garzón
@AnibalGarzon

Coca Cola, Nestlé, IBM, BMW, Adidas, o Volkswagen, entre outras; son las mismas grandes empresas que hoy se visten de "demócratas" por anunciar que se van de Rusia, pero que fueron las mismas que financiaron y/o apoyaron al nazismo

Anton Gerashchenko
@Gerashchenko_en

Blood money and greed! 42 large international companies ignore to leave/reduce activities in Russia. Currently one of the biggest investors in Russian economy of killing Ukrainians are French companies. Retail chains ADEO group: Leroy Merlin, Auchan and Decathlon.

List of all monitored Companies/Brands/Organizations



10

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	

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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".



Read our weekly updated reports



Week 10



Week 11



Week 12

JNethodology*



Data that makes sense

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