

# Ukraine Crisis Euro-Barometer

Digital Index - Week 11 (13-20 March, 2022)

## COUNTRIES MONITORED



Methodology\*

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

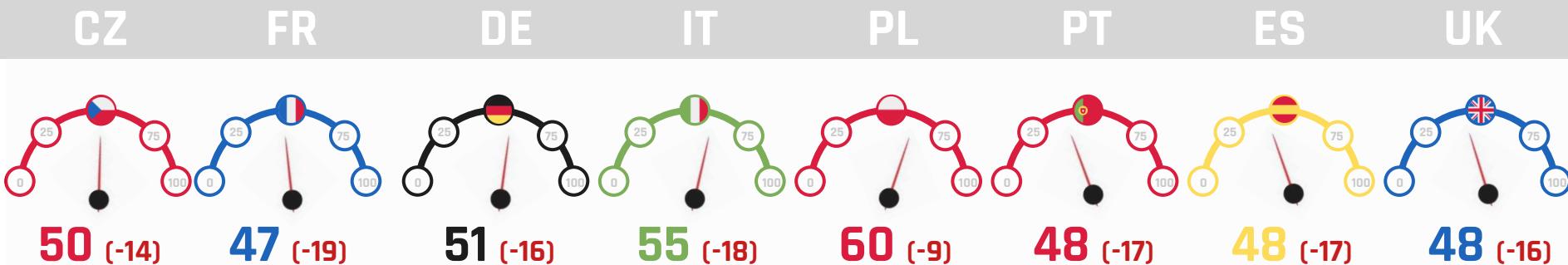
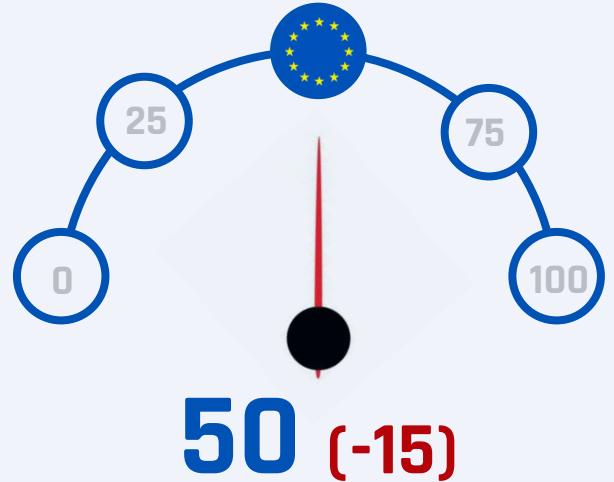
- [Summary](#)
- [Digital Index | Weekly Evolution](#)
- [Digital Index by Social Media Source](#)
- Top Content
  - [Czech Republic](#)
  - [France](#)
  - [Germany](#)
  - [Italy](#)
  - [Poland](#)
  - [Portugal](#)
  - [Spain](#)
  - [United Kingdom](#)
- [Share or Brand-Related Mentions](#)
- [Most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

### COUNTRIES MONITORED



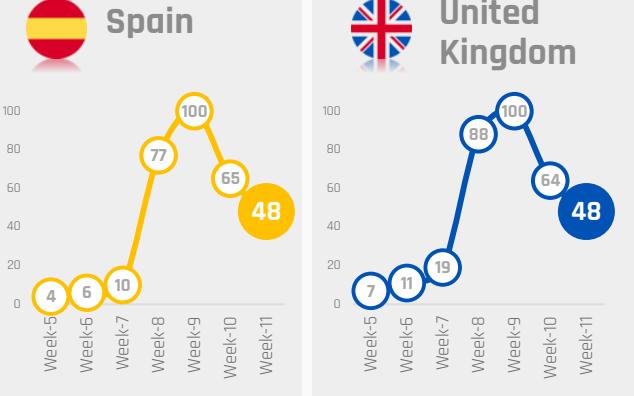
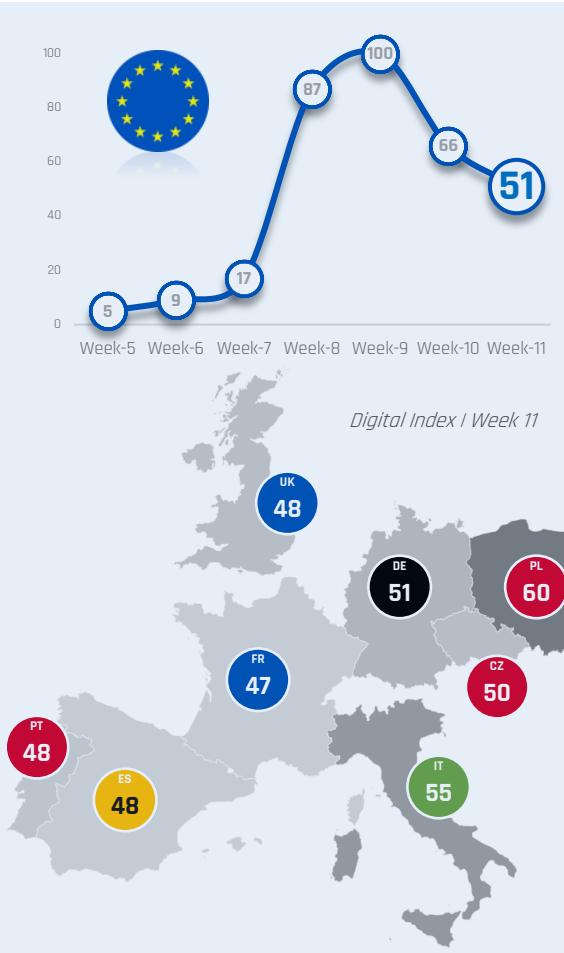
# Resume Digital Index | Week 11

- User and media interest in the **Russia-Ukraine conflict** remains at a **high level**, although there is continuity in the **slight decrease recorded in the previous week**. The **EU Digital Index** reaches a value (50) that is precisely **half of the maximum peak** recorded two weeks ago.
- Poland** has the **highest index** (60), followed by Italy (51) and Germany (51). At **the exact opposite** of the spectrum lies **France** (47) with the largest drop in index score from the previous week (-19).
- Overall, regarding the analysis of all countries, **news stories directly related to war** in the strictest of terms (troop movements, bombings, etc.) **begin to be replaced by other stories that cover the local repercussions** of the war in the respective countries (refugee shelters, specific food shortages, rising cost of energy, etc.). **On social media, a tweet from actor Arnold Schwarzenegger asking Russians to denounce the war has gone viral and stands out among the conversation.**
- The proportion of **content related to brands and companies also decreases** compared to the previous week. **United Kingdom, France and Germany remain as the countries with the highest news media coverage** analysing the impact of the war on local and global brands. **Nestlé** is the company targeted with the **strongest criticism** and demands for boycott on social media for not withdrawing its business activity in Russia.



# Digital Index | Weekly Evolution

(Indexed data. Max 100)

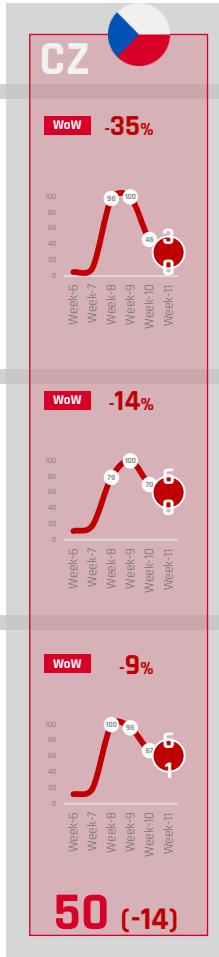


# Digital Index by Source (search, news and social media) | Week 11

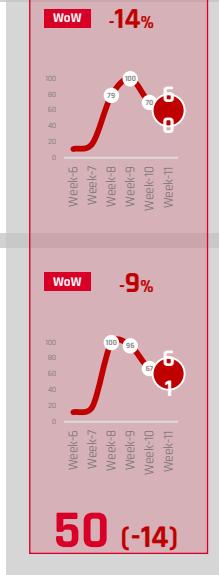
(Indexed data. Max 100)



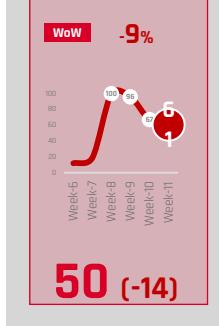
## Search (Google)



## News (Media Outlets)



## Social Media (Twitter)



## Related rising queries

Rank	Search	Index	Rank	Search	Index
1	koncert pro ukrajinu brno	1450%	6	live map ukraine	50%
2	válka na ukrajině aktuálně	1350%	7	ukrajinský prezident	50%
3	помощь украинцам в чехии	140%	8	lex ukrajina	50%
4	новини україни сьогодні	90%	9	prispevek na ubytovani ukrajincu	50%
5	когда закончится война в украине	90%	10	україна	50%

## Top shared news

### Novinky

7,8K

Dodávkami zbraní jen prodlužujete krveprolití na Ukrajině, obvinil Putin Západ

### Novinky

6,1K

Schwarzenberg: Ukrajina musí vydržet, Rusko se řítí do propasti

### Blesk

5,1K

Po Ruské zmrzlině se přejmenuje i ruské vejce. Slovenský výrobce chystá nový název

## Top shared tweets



Denys Shmyhal  
@Denys\_Shmyhal  
Ukraine government official

The Prime Ministers of 🇫🇷 @MorawieckiM, 🇵🇱 @JanaSDS and 🇺🇦 @P\_Fiala arrived on the behalf of @EUCouncil to #Kyiv today. The courage of true friends of 🇺🇦! Discussing support of #Ukraine and strengthening sanctions against the Russian aggression.

7:00 PM · Mar 15, 2022 · Twitter for Android



Veronika Nemečková  
@VeronikaNemecek

Kurzy českiny pro Ukrajinu. Prosím o retweet nemám dosah. Zdarma, dospělí, děti, on-line i prezenčně, 21.3.-31.5.jednou týdně: [ubs.ff.cuni.cz/cs/kurzy-ceske](http://ubs.ff.cuni.cz/cs/kurzy-ceske)

...  
Translate Tweet

6:55 PM · Mar 15, 2022 · Twitter for Android



Michal Kubal  
@MichalKubal

Stepan měl až do včerejška život před sebou. Byly mu dva roky

Tohle byl jeho dům, který trefila ruská raketa. Když se ho po čtyřiceti minutách podařilo vyprostit z trosek, byl už mrtvý

Dneska ho rodiče pochovali

Stepan je jedním ze 109 dětí zabitych při ruské agresi



Rank	Search	Index	Rank	Search	Index
1	journaliste américain mort ukraine	Breakout	6	femme enceinte ukraine	800%
2	brent renaud	Breakout	7	disparition de delphine jubillar	750%
3	journaliste américain mort en ukraine	Breakout	8	mila kunis ukraine	600%
4	convoy de la solidarité	4650%	9	pourparlers ukraine russie	300%
5	guerre russie ukraine kiev direct	3650%	10	liveuamap ukraine	200%

## Related rising queries

**BFM**

**GUERRE EN UKRAINE: LE VERDICT DE LA COUR INTERNATIONALE DE JUSTICE CONNU MERCREDI**

**Le Parisien**

**Guerre en Ukraine : ancien finaliste de Roland-Garros, Andreï Medvedev a pris les armes**

**Le Parisien**

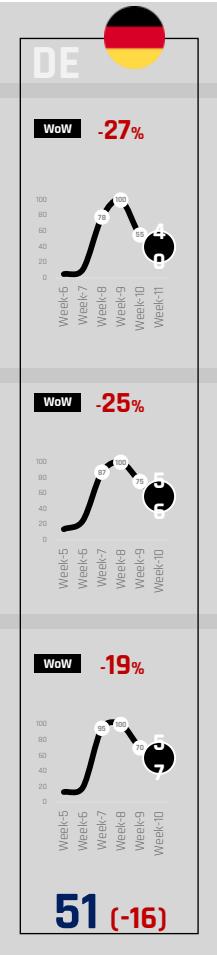
**Guerre en Ukraine : «Noble et courageux» Vasyl Lomachenko, le boxeur champion olympique qui a pris les armes**

## Top shared news

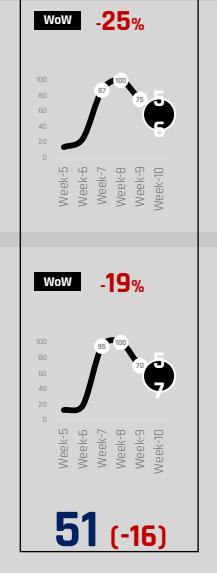


## Top shared tweets

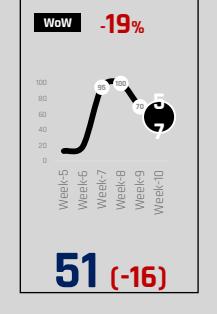
## Search (Google)



## News (Media Outlets)



## Social Media (Twitter)



Rank	Search	Index
1	phosphorbombe	Breakout
2	schwarzenegger ukraine	Breakout
3	arnold schwarzenegger ukraine	Breakout
4	russland ukraine krieg verhandlungen	850%
5	rußland ukraine krieg	650%

Rank	Search	Index
6	russland ukraine konflikt krieg	400%
7	welche sprache spricht man in der ukraine	400%
8	oryx ukraine	350%
9	nato ukraine news	300%
10	Iwiw ukraine	250%

## Related rising queries

## Top shared news

**Bild**

 29,3K

**Acht Ukrainer flüchten mit 35 Hunden und 11 Katzen**

**Focus**

 23,1K

„Können ja heimrudern“: Russische Yacht bekommt keinen Sprit

**Spiegel**

 12,3K

**Liebe Europäer, machen Sie sich keine Illusionen**

## Top shared tweets



Arnold  @Schwarzenegger  
I love the Russian people. That is why I have to tell you the truth. Please watch and share.



Klitschko  @Klitschko  
Putin's dream of creating a Greater Russia is my country's nightmare. #SaveUkraine

#kyiv #StopPutinsWar #StandTogether #FreeUkraine  
#WeAreAllUkrainians #StandWithUkraine  
#StopTheWar



Markus Feldenkirchen  @MFeldenkirchen  
Ich wünsche mir eine Kanzlerin (oder einen Kanzler), die in der Lage ist, spontan auf eine bewegende Rede des ukrainischen Präsidenten zu reagieren, gerade wenn man so direkt angesprochen wurde, statt stumm rumzusitzen und darauf zu setzen, dass die Tagesordnung einem raushilft.

[Translate Tweet](#)

11:37 PM · Mar 17, 2022 · Twitter for iPhone

## Search (Google)



## News (Media Outlets)

Rank	Search	Index	Rank	Search	Index
1	giornalista americano ucciso ucraina	Breakout	6	guerra ucraina russia putin	700%
2	guerra russia ucraina 15 marzo	Breakout	7	accordo russia ucraina	300%
3	ballerino ucraino sergei polunin	Breakout	8	giornalista ucciso in ucraina	300%
4	povia guerra ucraina	4400%	9	guerra ucraina russia kiev	250%
5	guerra ucraina-russia putin	3250%	10	guerra ucraina ultimo minuto	140%

## Top shared news

**La Stampa**  124,8K

**La felicità in una foto: il bambino ucraino ritrova il suo gatto smarrito al confine polacco**

**La Stampa**  13,4K

**La paura delle bombe, i rifugi e la fuga: ecco come Stepan, il gatto da un milione di follower, racconta la guerra in Ucraina**

**Corriere**  13,4K

Taglio accise su benzine a 25 cent (fino a fine aprile) e bonus da 200 euro, bollette in 24 rate. Tutte le misure del decreto

## Social Media (Twitter)

**Arnold**  @Schwarzenegger

I love the Russian people. That is why I have to tell you the truth. Please watch and share.

**attn:**



Я шлю это сообщение

**Luciano Capone**  @lucianocapone

Gli ex M5S (Lannutti, Morra, Lezzi etc.), in un'interrogazione sull'Ucraina che pare scritta da Lavrov, dicono che è assurdo penalizzare lo sport russo visto che partecipammo alle Olimpiadi 2018 di Pyongyang in Corea del Nord. Ma le Olimpiadi erano a PyeongChang in Corea del Sud.

Translate Tweet



**Kevin Rothrock**  @KevinRothrock

Marina Ovsyannikova, the woman who ran onto a live state TV news broadcast, even recorded a message beforehand. In it, she says her father is Ukrainian. She calls for anti-war protests, says she's ashamed about working for Kremlin propaganda, and she denounces the war absolutely.



## Top shared tweets

## Related rising queries

Rank	Search	Index	Rank	Search	Index
1	jaworów ukraina	Breakout	6	украинско-польский переводчик	600%
2	jaworowo	Breakout	7	карты pracy dla dzieci z ukrainy	450%
3	jaworów ukraina mapa	Breakout	8	переводчик украинско польский	250%
4	інтелект україни	Breakout	9	спецуиства о помощи гражданам украины	200%
5	kaczyński na ukrainie	Breakout	10	концерт для украины	200%

## Top shared news

**Fakt** 35,2K  
**Kolejny rosyjski dowódca zginął podczas walk. Siergiej Suchariew zyskał niechlubną sławę już kilka lat temu**

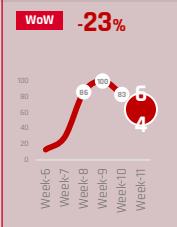
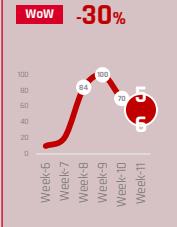
**Business Insider** 24,3K  
**Rosyjski oligarcha bez dostępu do wartergo 25 mln funtów domu. Zajęli go squattersi**

**Wiadomosci** 15,6K  
**Rosjanin pożalił się dziewczynie, że ukraińska babcia otruła pasztecikami osmu żołnierzy**

## Top shared tweets



**Search  
(Google)**

**News  
(Media Outlets)**

**Social  
Media  
(Twitter)**


**48 (-17)**

**Related rising queries**

Rank	Search	Index	Rank	Search	Index
1	koralhov ucrania	Breakout	6	guerra russia ucrania kiev	750%
2	radio comercial ucrania	Breakout	7	guerra na ucrania russia	700%
3	nuno machado ucrania	1850%	8	ukraine eurovision 2022	550%
4	simpsons ukraine	850%	9	guerra russia ucrania	170%
5	portugueses na ucrania	750%	10	kiev	150%

**Top shared news**

**Publico**

35,3K

**Stepan, o mais famoso gato da Ucrânia, conseguiu fugir para França**

**Jornal de Notícias**

8,3K

**RFM**

7,7K

**Imagen da Virgem Peregrina de Fátima fica um mês na Ucrânia**

**IMAGEM PEREGRINA DA NOSSA SENHORA DE FÁTIMA JÁ CHEGOU À UCRÂNIA**

**Top shared tweets**


Arnold @Schwarzenegger  
I love the Russian people. That is why I have to tell you the truth. Please watch and share.



António Larguesa @larguesa  
Mãe jornalista e filha designer gráfica, refugiadas ucranianas que acabam de chegar a Portugal, estão à procura de emprego nos distritos do Porto ou Braga. De preferência nas respectivas áreas profissionais. Falam inglês. Conseguimos ajudar, meu bom e velho Twitter?

[Translate Tweet](#)

4:39 PM · Mar 18, 2022 · Twitter for Android



Hillary Clinton @HillaryClinton  
I want to thank the Russian Academy for this Lifetime Achievement Award.

max seddon @maxseddon · Mar 15

Russia has sanctioned Joe Biden and a range of other top US officials.

The main impact of this is they can now make corny jokes on cable news about how they won't be able to access their Russian bank accounts or go on vacation in Siberia, I guess

## Related rising queries

### Search (Google)



Rank	Search	Index
1	guerra ucrania	Breakout
2	aluminios cortizo accidente	3750%
3	mujer embarazada ucrania	1400%
4	ukraine take shelter	1250%
5	guerra ucrania rusia kiev	800%

Rank	Search	Index
6	acuerdo russia ucrania	750%
7	noticias ucrania rusia última hora	250%
8	última hora guerra ucrania rusia	250%
9	florentino portero ucrania	250%
10	negociaciones rusia ucrania	190%

## Top shared news

### News (Media Outlets)



**El País**

17,7K

**El Banco Central de Rusia advierte de un enorme cuello de botella en las fábricas del país**

**El País**

13,7K

**Barcelona ofrece una salida para los ciclistas rusos: "Si vuelven a su país, les cambiarán la bici por un kalashnikov"**

**El Mundo**

12,3K

**La Universitat de València insta a los estudiantes rusos a volver a su país y les ofrece ayuda económica**

## Top shared tweets

### Social Media (Twitter)



**48 (-17)**



Arnold   
@Schwarzenegger  
I love the Russian people. That is why I have to tell you the truth. Please watch and share.



PabloMM   
@pabolmm\_m  
En La Sexta llaman "desertores" a los hombres ucranianos, algunos chavales de 18 años, que tratan de huir del país.  
Dos apuntes @laSextaTV:  
1. Desertar los soldados, no los civiles.  
2. Tildar de "desertores" a quienes no quieren matar ni morir en una guerra es infame.



Josemonzon   
@Josemon15332133  
Un jugador de squash egipcio ha aprovechado su discurso de victoria en el Campeonato de Optasia en el Club Wimbledon para preguntar por qué a los deportistas se les permite hablar de Ucrania pero no de Palestina.



## Related rising queries

Rank	Search	Index	Rank	Search	Index
1	homes for ukraine scheme	Breakout	6	host a ukrainian refugee uk gov	Breakout
2	home for ukraine scheme	Breakout	7	homes for ukraine	Breakout
3	homes for ukraine scheme gov	Breakout	8	russian alaska	Breakout
4	homes for ukraine scheme uk	Breakout	9	yavoriv ukraine	Breakout
5	homes for ukraine scheme gov uk	Breakout	10	diesel fuel shortage	Breakout

## Top shared news

<b>Express</b>	174,4K	<b>Daily Mail</b>	150,3K	<b>Daily Mail</b>	143,8K
Bombs and bullets won't stop Ukrainian refugees loving pets as cat reunited with child		Incredible moment whole school greets nervous Ukrainian refugee children with cheers as they arrive for their first day		Heartwarming moment Ukrainian girl beams with delight when volunteers sing Happy Birthday as she crosses into Poland on her eighth birthday	

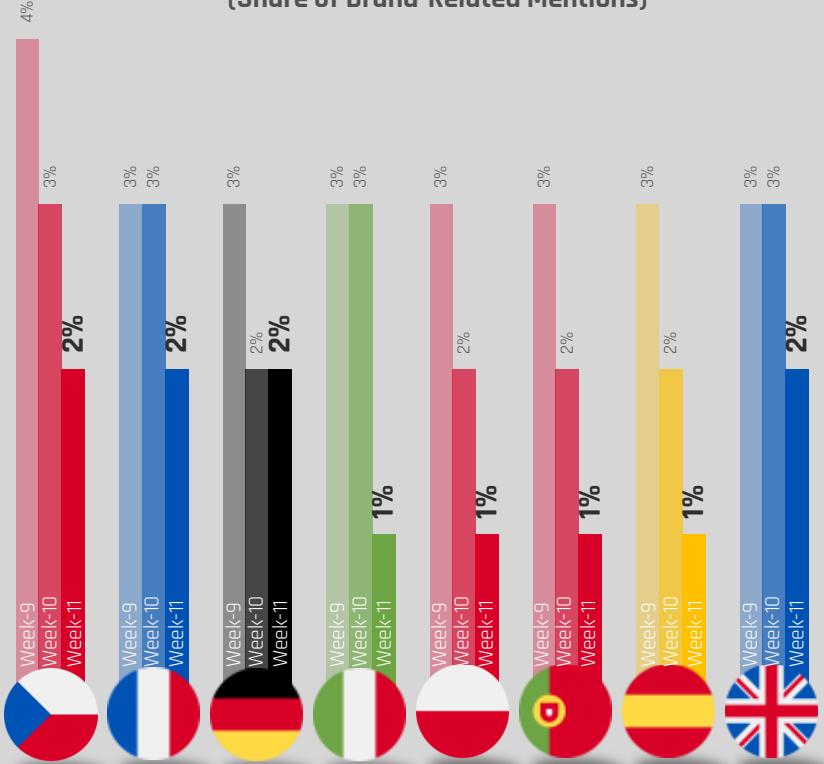
## Top shared tweets

 Arnold @Schwarzenegger  I love the Russian people. That is why I have to tell you the truth. Please watch and share.   attn: Я шлю это сообщение	 Donald Tusk @donaldtuskEPP  Boris Johnson likens Ukrainians' fight to British people voting for Brexit. I can still remember the enthusiasm of Putin and Trump after the referendum. Boris, your words offend Ukrainians, the British and common sense.  5:18 PM · Mar 19, 2022 · Twitter for iPhone	 Steve Rosenberg @BBCSteveR  Absolutely astonishing. During Russian Channel 1's evening news broadcast, a woman ran onto the set with a sign: "No war...Don't believe the propaganda. They're lying to you here."  
---	---	---

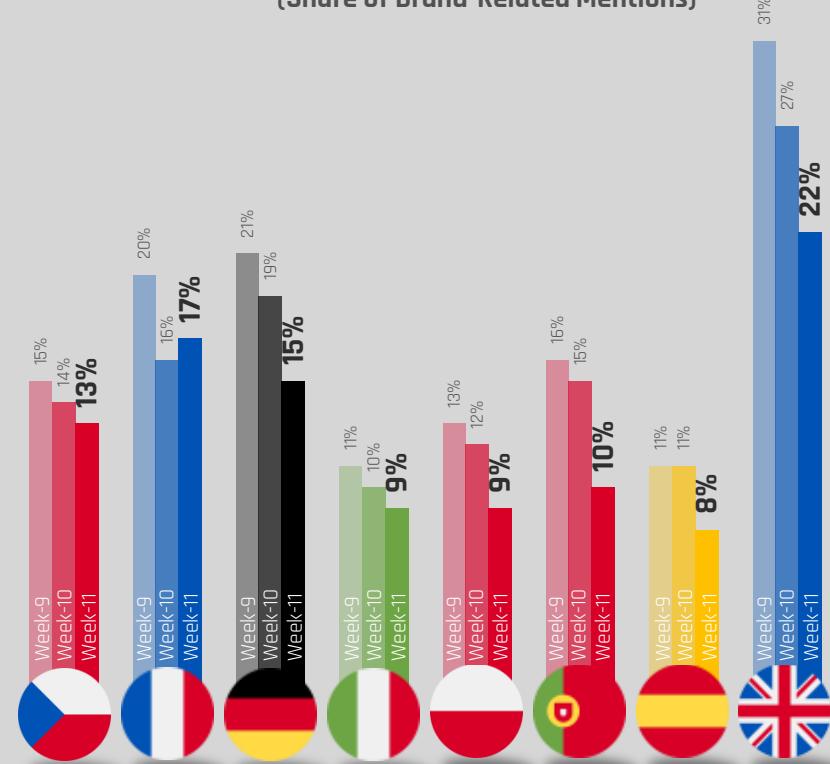
# Share of Brand-Related Mentions | Weekly Evolution

SN 14

## SOCIAL MEDIA (Share of Brand-Related Mentions)



## MEDIA (NEWS) (Share of Brand-Related Mentions)



# Most mentioned Brands | Week 11

(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	Facebook	[100]	0	Facebook	[100]	0	Facebook	[100]	0	Instagram	[100]	+42	Nestlé	[100]	+88	Instagram	[100]	+15
#2	Google	[99]	+13	Instagram	[96]	+40	Bosch	[86]	+81	Facebook	[82]	-18	Facebook	[95]	-5	Facebook	[70]	-30
#3	Nestlé	[86]	+84	TotalEnergies	[52]	+36	Gazprom	[62]	-5	UEFA	[43]	+34	McDonald's	[81]	-13	McDonald's	[22]	-39
#4	Instagram	[81]	+56	Auchan	[32]	+25	Instagram	[62]	+8	Gazprom	[40]	+13	UEFA	[80]	+33	UEFA	[16]	-50
#5	Bosch	[34]	+33	Google	[28]	+5	Tesla	[47]	+24	YouTube	[36]	+26	Auchan	[77]	+69	Auchan	[77]	+69
#6	Netflix	[23]	+2	YouTube	[28]	+16	BMW	[43]	+34	McDonald's	[35]	-13	Instagram	[76]	+23	Instagram	[76]	+23
#7	LG	[21]	+21	Renault	[25]	+7	Deutsche Bank	[42]	+15	Pirelli	[24]	+20	Leroy Merlin	[73]	+51	Leroy Merlin	[73]	+51
#8	McDonald's	[18]	-63	UEFA	[23]	+13	Nestlé	[40]	+31	TikTok	[23]	+6	YouTube	[61]	-16	YouTube	[61]	-16
#9	Gazprom	[18]	-3	TikTok	[21]	-6	McDonald's	[28]	-36	Shell	[17]	+2	Gazprom	[49]	+2	Gazprom	[49]	+2
#10	YouTube	[18]	-2	Decathlon	[21]	+18	Volkswagen	[27]	+15	Google	[15]	-7	Decathlon	[48]	+42	Decathlon	[48]	+42
#11	Apple	[14]	-6	McDonald's	[18]	-20	Bayer	[23]	+12	Grupo Stellantis	[15]	0	Apple	[44]	+14	Apple	[44]	+14
#12	BMW	[13]	+9	Mars	[18]	0	Amazon	[13]	-5	Amazon	[13]	-5	Bosch	[42]	+41	Bosch	[42]	+41
#13	Mars	[11]	+10	Michelin	[18]	+9	YouTube	[20]	+12	PayPal	[13]	+4	Adobe	[35]	+17	Adobe	[35]	+17
#14	Amazon	[9]	0	Nestlé	[18]	+18	Audi	[20]	+16	Boeing	[11]	+3	BMW	[33]	+23	BMW	[33]	+23
#15	Intel	[9]	+6	Leroy Merlin	[17]	+14	Adidas	[19]	+2	JPMorgan	[11]	+6	Coca-Cola	[28]	-18	Coca-Cola	[28]	-18
#16	Goldman Sachs	[8]	+1	Apple	[16]	-4	Mercedes	[17]	+3	Nestlé	[11]	+6	Google	[28]	-11	Google	[28]	-11
#17	Leroy Merlin	[8]	+8	Airbus	[14]	+6	Amazon	[14]	-14	Volkswagen	[11]	+8	Michelin	[25]	+21	Michelin	[25]	+21
#18	Decathlon	[8]	+8	Google	[13]	-20	Tesla	[10]	+7	Boeing	[10]	+7	Ikea	[24]	-1	Ikea	[24]	-1
#19	Microsoft	[7]	-7	BP	[12]	-6	Coca-Cola	[13]	-22	Bosch	[10]	+9	Microsoft	[23]	+6	Microsoft	[23]	+6
#20	Volkswagen	[6]	-23	Allianz	[13]	+11	Pfizer	[8]	+5	Pfizer	[8]	+5	Pfizer	[23]	+21	Pfizer	[23]	+21

# Top Brand-Related Tweets | Week 11

**CZ**
**FR**
**DE**
**IT**
**PL**
**PT**
**ES**
**UK**

 Bohumil Vostal  
 @BohumilVostal

Firma @Nestle celý tvrdé kritice. Za to, že odmítá odejít z ruského trhu a podporuje tím Putinovu vůli.

[Traducir Tweet](#)

 Denys Shmyhal  
 @Denys\_Shmyhal  
 Ukraine government official

Talked to @Nestle CEO Mr. Mark Schneider about the side effect of staying in Russian market. Unfortunately, he shows no understanding. Paying taxes to the budget of a terrorist country means killing defenseless children&mothers. Hope that Nestle will change its mind soon.

[Traducir Tweet](#)

 Anonymous  
 @LutesArenPress

Anonymous has called for a complete boycott of Nestle products after the Swiss food conglomerate continued to provide essential products to Russia despite mounting pressure from peers to cut ties.

[Traducir Tweet](#)

 Mon nom est personne  
 @Monnomestdegout1

Si j'ai bien compris les sanctions contre les Russes... nous les privons de Facebook, Apple, Starbucks et Danone et eux, en réponse, ils nous coupent le gaz, le pétrole, le blé, les métaux stratégiques, etc.. C'est bien ça ?

[Traducir Tweet](#)

 Mickaël Correia  
 @MickaCorreia

Hier, alors que le patron de @TotalEnergies intervenait à La Sorbonne, le collectif Ibiza (celui du sosie de Blanquer) a balancé l'hymne national ukrainien jusqu'à ce que le PDG devienne inaudible.

Au 21ème jour de guerre en Ukraine, Total ne s'est toujours pas retiré de Russie.

[Traducir Tweet](#)

 Andrei VAITOVICEH  
 @andriovaitovich

Nombreuses entreprises occidentales ont déjà quitté la Russie, mais Auchan, Décathlon et Leroy Merlin ont pourtant décidé de garder leurs magasins ouverts. Les Ukrainiens ne sont pas prêts à l'accepter.

[Traducir Tweet](#)

 Norbert Röttgen  
 @n\_röttgen

Deutschland bezahlt 55% seines Erdgases und 35% des Öls aus Russland. Doch damit nicht genug. Gazprom gehört in Pfeizer, die Tochter der russischen Gasbehälter in Deutschland, die bewusst nicht gefüllt wurden. Rosneft gehört seit November 2021 (!) rund 92% der Ölraffinerie PCK in Schwedt, Brandenburg.

[Traducir Tweet](#)

 Ame Jungjohann  
 @Ame\_UJ

Gazprom hat Gasspeicher in Deutschland erworben und sie absichtlich auf Tiefstand gefahren. Wer trägt dafür die Verantwortung? Den Verkauf hat der damalige Bundeswirtschaftsminister Sigmar Gabriel genehmigt, gegen eindringliche Warnungen.

[TraducirTweet](#)

 Dmytro Kuleba  
 @DmytroKuleba  
 Ukraine government official

By refusing to stop business activities in Russia, @Nestle allows Russia's war of aggression in Europe to continue. Long-term damage to the company's reputation is proportionate to the scale of Russian war crimes in Ukraine (enormous). Not too late to change your mind, Nestle.

[Traducir Tweet](#)

 Berlino/Roma/Mosca  
 @berliniroma70

Quindi il figlio di Bidet ha affari in Ucraina, il marito di Ursula è in Pfizer, la figlia del drago è in aziende farmaceutiche.

Tutto normale. Tutto pulito e consentito.

[Traducir Tweet](#)

 Il Sofista  
 @IlSofista

#McDonalds, per punire i russi, gli chiude mille negozi. #Putin li riapre, non perde un posto di lavoro, modifica il logo, li rifornisce di carne e pane russo. Ora i loro soldi arricchiranno il popolo russo anziché la finanza. Cercate di capire cos'è uno stato sovrano, coglioni.

[TraducirTweet](#)

 Bill Browder  
 @BillBrowder

Korean company LG suspends all shipments to Russia. This is significant. They're the largest electronics seller in Russia

[Traducir Tweet](#)

 Patryk Osowski  
 @Patryk\_Osowski

Dyrektor Nestle poinformował władze Ukrainy, że firma nie wycofa się z Rosji

Nestle to właściciel takich marek jak:  
 -Lion  
 -Aero  
 -Maggi  
 -KitKat  
 -Gerber  
 -Nestea

[Traducir Tweet](#)

 Denys Shmyhal  
 @Denys\_Shmyhal  
 Ukraine government official

Talked to @Nestle CEO Mr. Mark Schneider about the side effect of staying in Russian market. Unfortunately, he shows no understanding. Paying taxes to the budget of a terrorist country means killing defenseless children&mothers. Hope that Nestle will change its mind soon.

[Traducir Tweet](#)

 Anonymous  
 @LaterThanPress

Nestle remains in #Russia, paying taxes to the Russian government, giving Putin money to kill civilians and children in #Ukraine.

[Traducir Tweet](#)

 Oleksandra Matvlichuk  
 @oleksalina

The world's largest food producer Nestle refuses to leave the Russian market. Bloody money for #Nestle

[Traducir Tweet](#)

 Victor Valentine Romo  
 @VictorValentineRomo

DuckDuckGo just decided to be no better than Google and is down-ranking news surrounding Russia.

In light of this, here are 6 alternatives to them BOTH so you can find information online without being gatekept

Let's get into it

[Traducir Tweet](#)

 Denys Shmyhal  
 @Denys\_Shmyhal  
 Ukraine government official

Talked to @Nestle CEO Mr. Mark Schneider about the side effect of staying in Russian market. Unfortunately, he shows no understanding. Paying taxes to the budget of a terrorist country means killing defenseless children&mothers. Hope that Nestle will change its mind soon.

[Traducir Tweet](#)

 Oleksandra Matvlichuk  
 @oleksalina

The world's largest food producer Nestle refuses to leave the Russian market. Bloody money for #Nestle

[Traducir Tweet](#)

 Victor Sánchez Fortun  
 @VictorSánchezF

Facebook incita a la violencia y se traduce en agresiones a personas que llevan viviendo fuera de Rusia hace años. 🤡

[Traducir Tweet](#)

 ALFONSO  
 @ElMonjePlos

Inditex aprovecha la inflación para subir precios y mantener beneficios. Han tenido q cerrar miles de tiendas en Rusia y querían que sus clientes paguen el pato. Aquí los únicos jodidos somos nosotros que, como no podemos subirnos el sueldo, cada día perdemos poder adquisitivo.

[Traducir Tweet](#)

8:59 p. m. - 18 mar. 2022 · Twitter for Android


 Will Thorpe  
 @willthorpe

The national lottery licence has been handed to Alwyn, owned by Czech billionaire Karel Komarek, whose company MND has business ties with Kremlin controlled Russian energy giant Gazprom

[Traducir Tweet](#)

2:59 p. m. - 18 mar. 2022 · Twitter for Android

 Denys Shmyhal  
 @Denys\_Shmyhal  
 Ukraine government official

Talked to @Nestle CEO Mr. Mark Schneider about the side effect of staying in Russian market. Unfortunately, he shows no understanding. Paying taxes to the budget of a terrorist country means killing defenseless children&mothers. Hope that Nestle will change its mind soon.

[Traducir Tweet](#)

 Bill Browder  
 @BillBrowder

Nestle refuses to withdraw from Russia even after a desperate plea from Ukraine's prime minister. Here's a partial list of Nestle products in case you wanted to know.

[Traducir Tweet](#)

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

Subscribe to our weekly report.

**Víctor Gil**  
**Chief Research Officer**  
[vgil@nethodolo.gy](mailto:vgil@nethodolo.gy)

**Contact us**

**Nethodology**  
Avinguda Drassanes 6  
Planta 22 - 08001 Barcelona

**Nethodology**  
Paseo de la Castellana 139  
5º Izquierda - 28020 Madrid

**Nethodology\***

# 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](mailto:info@nethodolo.gy)  
[www.nethodolo.gy](http://www.nethodolo.gy)

Nethodology\*