

2,000 infographics  
**as the anti-propaganda  
weapon**

One year. 200 millions of views.



Project: Infographic series "UA War Infographic"  
by Top Lead

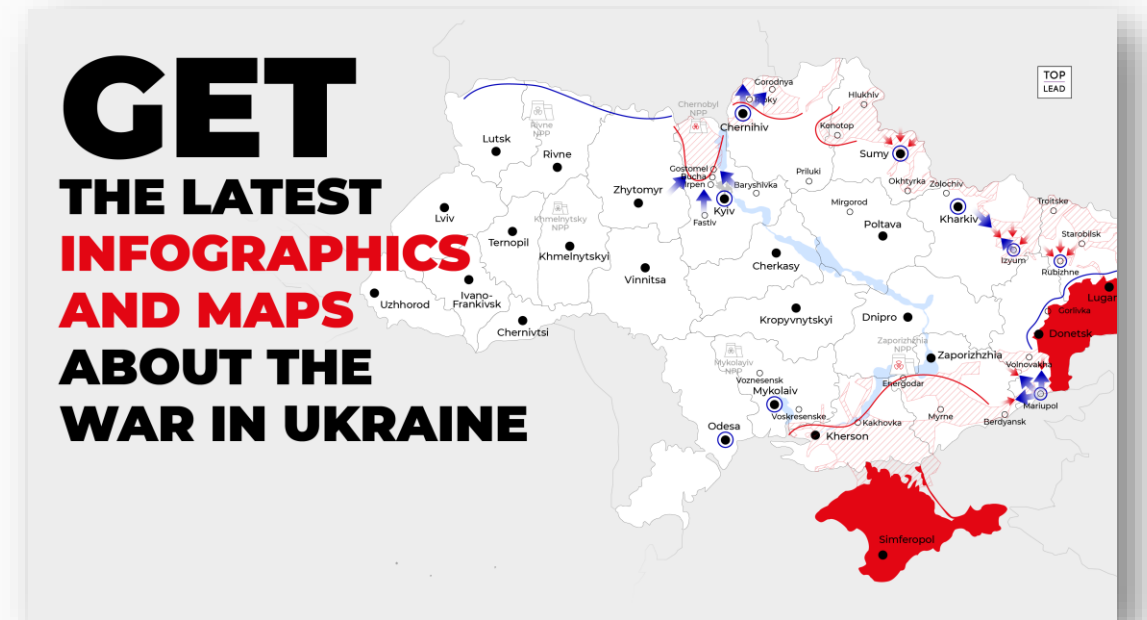
About the project

# THE PROJECT BACKGROUND

In 2022, Ukraine faced not only Russian missiles but also fake news and disinformation.

As a content marketing agency specializing in visual content, we created the **UA War Infographics** project to fight disinformation - entirely in infographics.

In the year since the beginning of the invasion, we have prepared about 2,000 infographics, with a peak monthly reach of more than 30 million views.



About the project

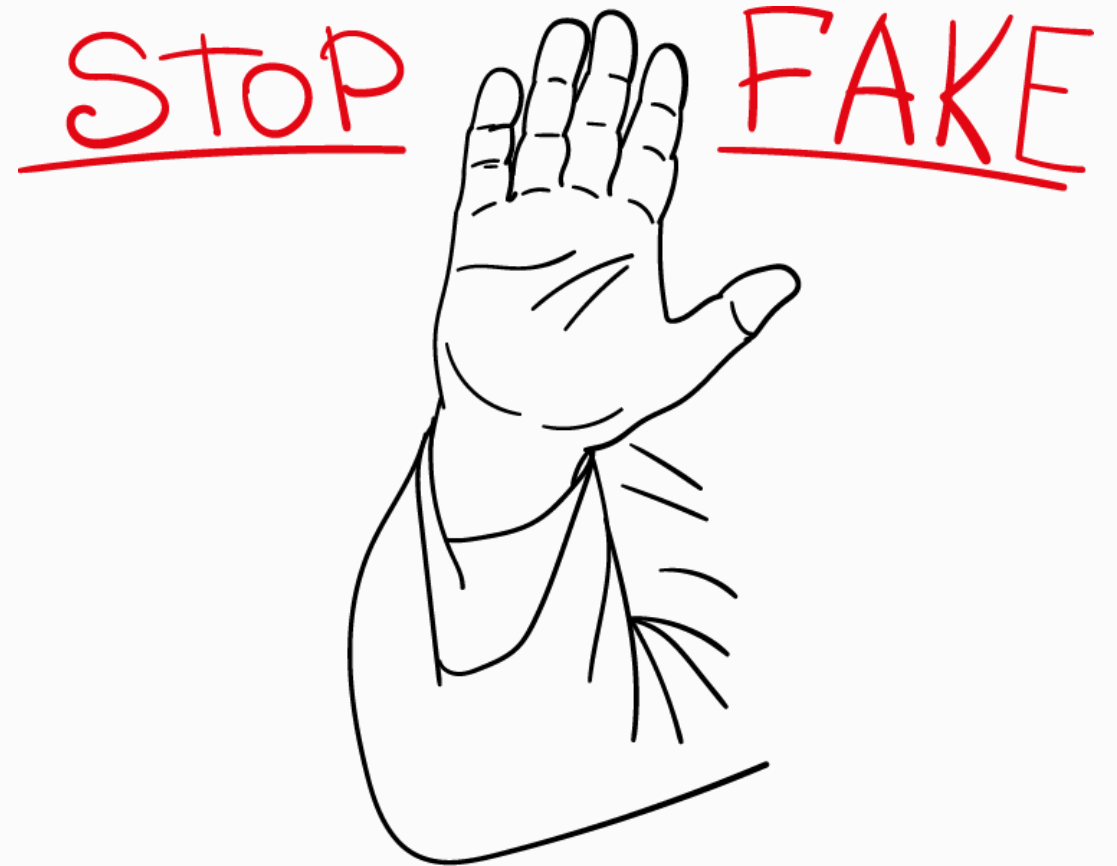
# PROJECT GOALS

**CONFRONT** disinformation and propaganda

**FIGHT** fake news

**MAKE** a series about the war in Ukraine in infographics

**BECOME** a trusted source of information for media and influencers

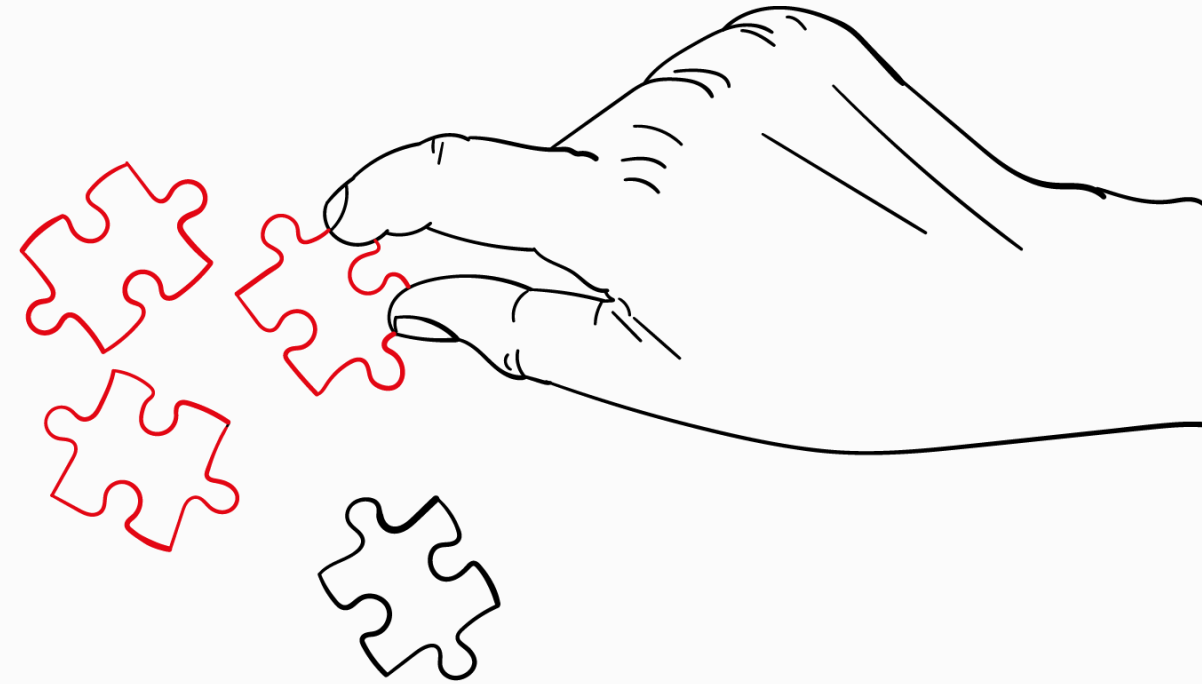


About the project

# THE PROJECT MISSION

Help Ukrainians to develop **CRITICAL THINKING** and ability to distinguish between truth and manipulation.

**EXPLAIN IN VISUAL FORMAT** the actual situation in the military, economic, business, humanitarian, and other spheres of Ukraine during the war.



About the project

# THE PROBLEM



In the early days of the war, the amount of information became so huge that it was impossible to track its source and distinguish truth from lies.

In addition, from the first days of the war, Russia tried to break the will of Ukrainians to resist and spread a large number of fakes: about the battlefield, the attitude of Ukrainians towards Russia, the attitude of the world towards the war, etc.

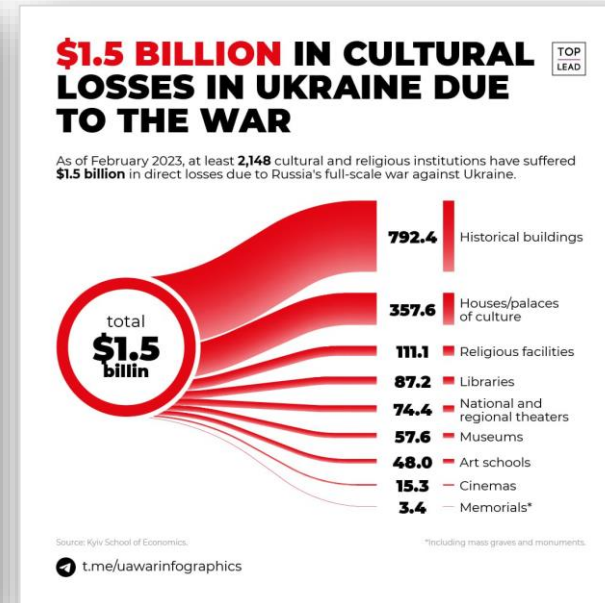
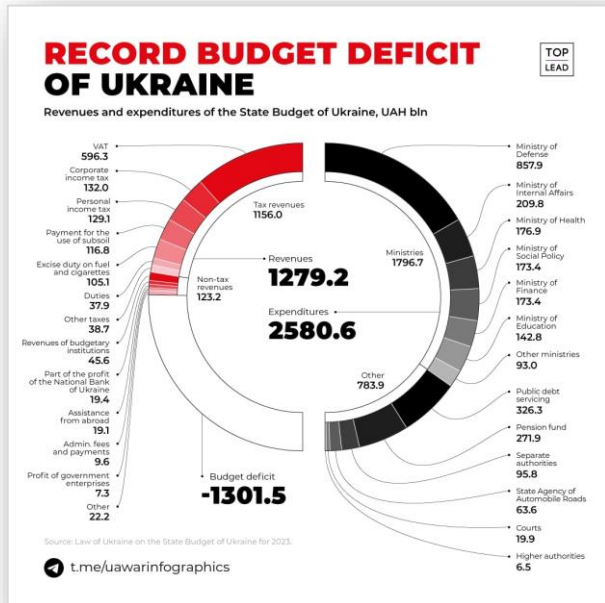
Traditional media could quickly check only part of the information and did not have time to publish important news.

About the project

# THE SOLUTION

# Propaganda must be dispruved

Our solution: trusted source with verified information in a convenient for understanding form



Our work

# WHAT WE DID

### GERMAN LEOPARD 2A4 TANK

The Leopard 2A4 is one of the world's most famous and popular tanks. NATO countries have about 800 units of this type in service, and they are among the most common tanks in the alliance armies.

**Rhinoceros Rh-120 L44 smoothbore gun**  
 - 120 mm main machine gun (course and anti-aircraft)  
 - Barrel length: 5.8 m (4 calibers)  
 - Caliber: 120 mm  
 - Ammunition capacity: 42 rounds  
**Long range:**  
 - armor-piercing projectile: 4 km  
 - with a rocket projectile: 8 km

**Additional armament:**  
 - two 70 mm machine guns (course and anti-aircraft)  
 - two 70 mm smoke grenade launchers  
**Crew:** 4 soldiers

**Time for rotation:**  
 - the tank is in place: 10 sec.  
 - towers: 9 sec.

**Weight in the equipped state:** 55 tons

**Speed:**  
 - Max: 68 km/h, on roads  
 - Max: 39 km/h, on rough terrain

**Operating range:**  
 - highway: 520 km  
 - rough terrain: 300 km

### MORE CIVILIANS DIED IN 1 YEAR OF WAR THAN IN 8 YEARS

Russia cites "the protection of the civilian population of Donbas from the Nazis" as an excuse for the invasion. But the facts prove that up to 30 people per year died in Donbas before the full-scale invasion, and at least 8,000 died in 1 year of the full-scale war. So who are the Nazis here?

Number of civilians who died as a result of hostilities during the Russian-Ukrainian war. Data is incomplete.\*

Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Civilians	2,084	955	112	117	58	27	26	25	8,231	8,231

### IRAN, SYRIA, TAJIKISTAN, BELARUS: WHERE IRANIAN DRONES ARE PRODUCED

Iran can produce per month, Iran receives details from China.

up to 150 drones Iran can set up production

Belarus: there are risks in setting up production

Syria: a factory for drones production

Tajikistan: a factory for drones production

Iran: a drone manufacturer

Drones that Iran supplies to Russia:

- Mohajer
- Arash-1
- Arash-2
- Shahed-131
- Shahed-136

### OPINIONS ON REBUILDING UKRAINE AFTER THE WAR

Opinions of Ukrainians on the timeframe for restoring Ukraine's infrastructure and economy, %

Opinion	March 2022	July 2022	September 2022
difficult to answer	8	3	9
more than 10 years	18	21	23
up to 10 years	51	28	25
up to 5 years	12	43	39
about a year	12	3	3

### UKRAINIAN NAVAL FLEET OF DRONES

On November 3, the fundraising platform UNITED24 started raising money for the first naval fleet of drones developed by Ukraine. In the first week, more than UAH 250 million was raised for 25 drones, and the main goal is to form a fleet of 100 boats.

Length: 5.5 m  
 Full weight: up to 1,000 kg  
 Operational radius: up to 400 km  
 Range: up to 800 km  
 Autonomy: up to 60 hours  
 Combat load: up to 200 kg  
 Max speed: 50 km/h

Navigation methods: automatic, GPS, manual, visual

Video transmission: up to 3 HD video streams

Crypto protection: 256-bit encryption

Drones can participate in a survey, recon the traditional fleet, adjust missile and artillery strikes, and counter amphibious operations.

The first drone was named **Kherson**, and the third - **Marigold**. The name of the second surface vehicle was chosen by the Ukrainian people, who donated 250 thousand dollars to the fleet of marine drones and named it **PEACE DEE**.

### SPAIN IS THE LARGEST IMPORTER OF UKRAINIAN AGRICULTURAL PRODUCTS

Since the beginning of the grain initiative, exports of Ukrainian agricultural products have increased significantly. Most of the products were imported by European countries.

Exports of Ukrainian agricultural products through the grain initiative by country, thou. tons

Country	Spain	Germany	Turkey	China
Exports	1,031	772	1,337	706

Other countries: 27

### THE SCALE OF MISSILE STRIKES ON UKRAINE'S ENERGY INFRASTRUCTURE

Missiles launched from C-300C-400 and MLGS are not taken into account.

Date	Hit	Intercepted	Launched	% of intercepted
09/05/22	12	75%	84	51%
10/05/22	41	43%	107	20%
11/05/22	28	71%	33	55%
12/05/22	11	45%	11	45%
01/06/23	96	78%	18	33%
02/06/23	21	75%	12	6
03/06/23	19	73%	19	73%
04/06/23	10	60%	10	60%
05/06/23	14	61%	14	61%
06/06/23	70	83%	20	60%
07/06/23	38	66%	58	65%
08/06/23	55	85%	71	86%
09/06/23	12	47%	12	47%
10/06/23	10	61%	10	61%

### WAR AND AGRIBUSINESS OF UKRAINE

Agricultural products produced in areas where hostilities are taking place now or took place earlier

Map showing agricultural production in Ukraine by region and crop type.

30% of agricultural production is concentrated in the southern part of Ukraine.

35% of agricultural production is concentrated in the southern part of Ukraine.

32% of agricultural production is concentrated in the southern part of Ukraine.

29% of agricultural production is concentrated in the southern part of Ukraine.

25% of agricultural production is concentrated in the southern part of Ukraine.

23% of agricultural production is concentrated in the southern part of Ukraine.

20% of agricultural production is concentrated in the southern part of Ukraine.

16% of agricultural production is concentrated in the southern part of Ukraine.

### IRANIAN DRONE SHAHED-136

Over the past two weeks, the Russian military has begun to frequently use Iranian drones as an alternative to cruise missiles. What are their characteristics and how many have been destroyed?

Flight range: up to 700 km  
 Weight: up to 90 kg in the mode

Speed: 80 km/h  
 Weight: 200 kg  
 Length: 2.5 m

It is difficult to detect "Oleksandr" because of the characteristics of the engine, which is similar to a turbine, a piston.

In Ukraine, these drones are nicknamed "flying bathtub" or "piston" because of the characteristics of the engine, which is similar to a turbine, a piston.

Despite the protection of the drone from electronic warfare, our military found a way to neutralize them.

There is an explosive weighing up to 90 kg in the nose.

49 of them were destroyed by air defense forces.

A series of infographics that help quickly and easily get the information about the war main events in Ukraine.

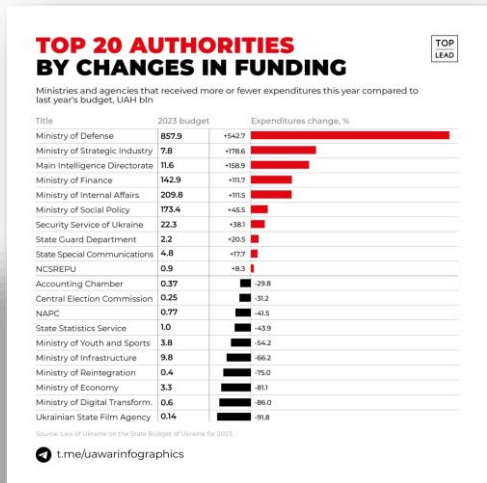
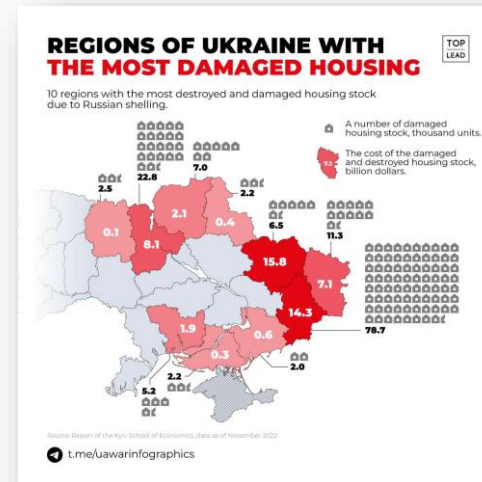
2,000 infographics prepared in 2022

Our work

# HOW IT WORKS

Explain complex things in simple language

This is our company's motto. We can explain any complex topic, such as types of missiles, foreign trade, taxes, or anything else, with the help of infographics.



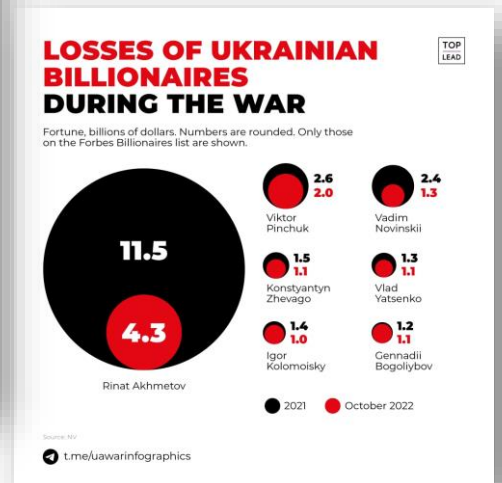
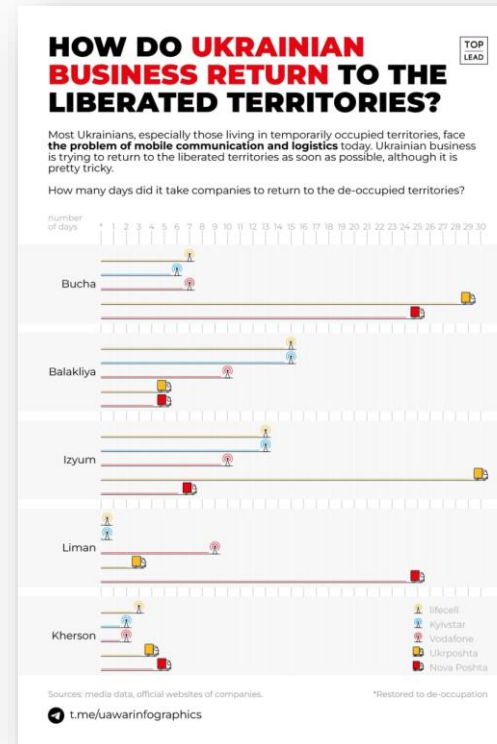


Our work

# HOW IT WORKS

Simple, yet  
effective  
design

We chose a simple infographic design without complicated chart types to make the information readable quickly and easily. It also helps us to produce new content quickly.

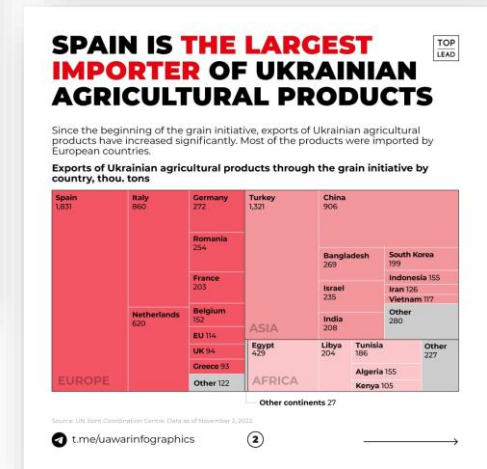
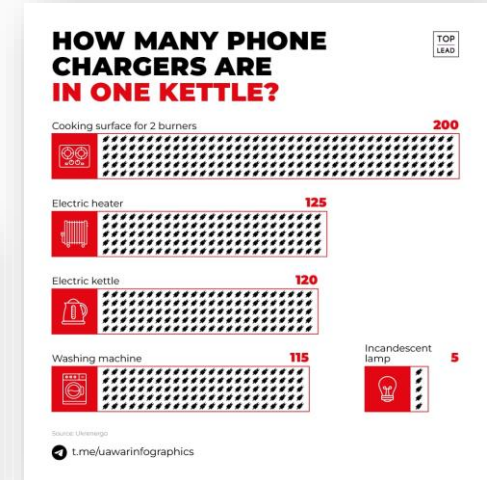
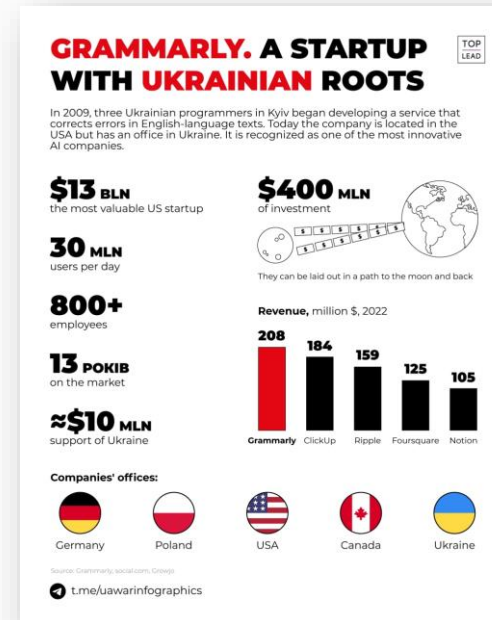


Our work

# HOW IT WORKS

# Not just the war

At first, we focused only on the war topics, but later we began to talk about related topics such as economics, business, humanitarian and social issues, ecology, etc.



Our work

## HOW IT WORKS

# Recognizable design

We immediately developed an easy-to-remember style for the project, so we often hear: "I see your infographics all the time, even though I don't follow your page."

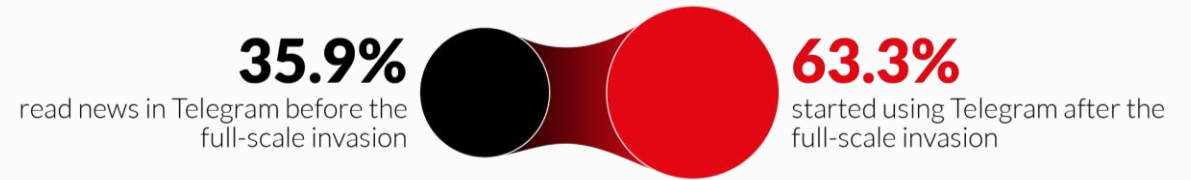


Our work

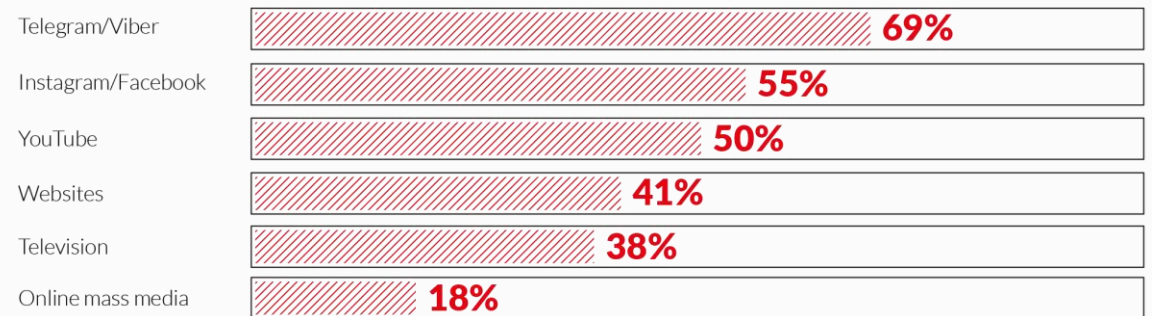
# HOW IT WORKS

## The most popular news source

After the full-scale invasion, Telegram became most Ukrainians' primary information source. It allows them to publish and view up-to-date information about the hostilities, the humanitarian situation, and everything necessary to know during the war in real-time in a convenient format.



### Media that Ukrainians used most often as a news source at the end of 2022

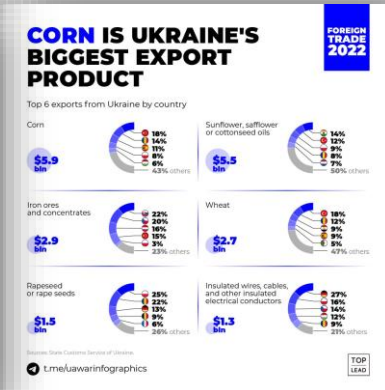
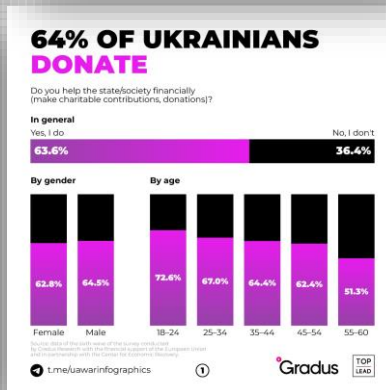
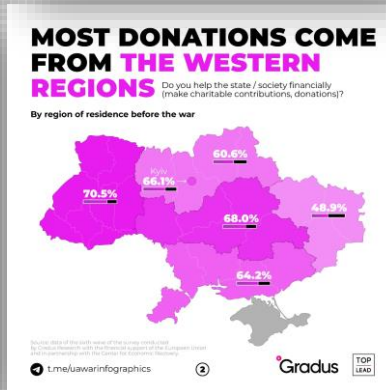
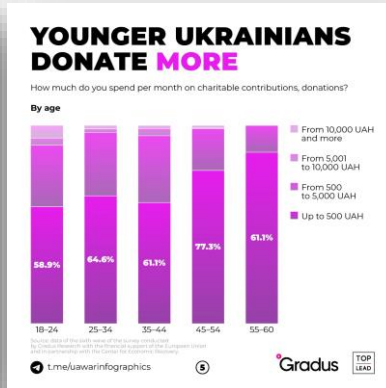
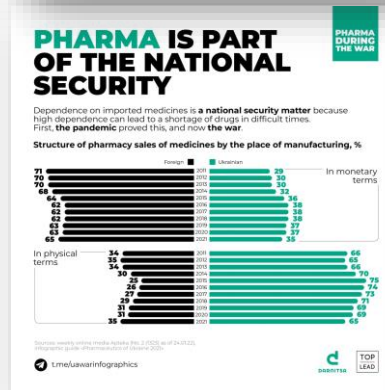
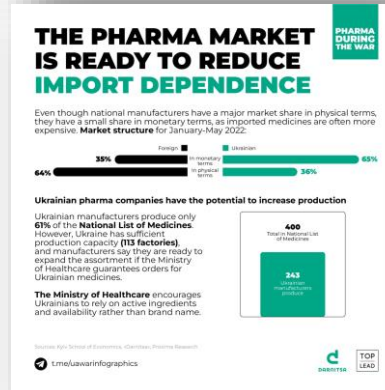
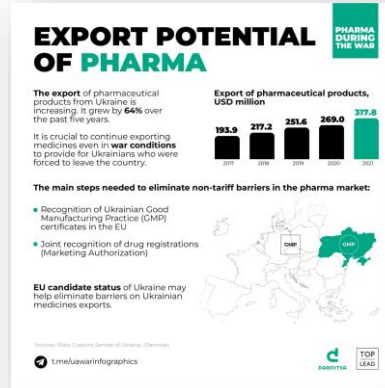


Our work

# HOW IT WORKS

# Different content formats

To diversify the content, we used thematic subseries of infographics related to a specific topic (food security, partner assistance, migration, etc.).



Pharmaceutical industry

Donations in Ukraine

Foreign trade

Our work

## HOW IT WORKS

# Brand attributes

Each infographic contains the Top Lead logo and links to the project's social networks, so readers can easily find us even if a other media used our content without mentioning us.



About the project

# THE IMPACT

OK,  
**what about**  
**RESULTS?**

Results

# 200 MILLIONS OF VIEWS IN 2022

!Over half of the pre-war population of Ukraine

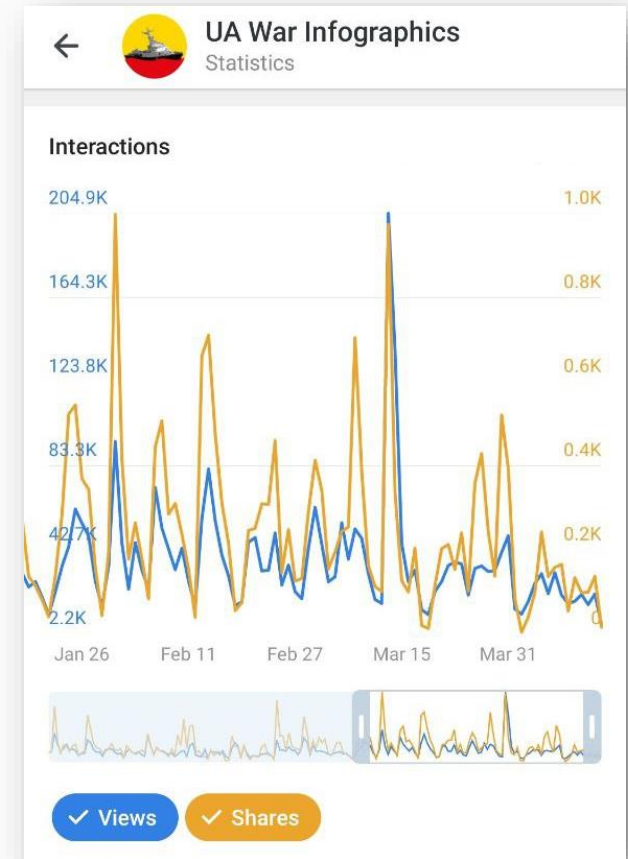


**30+ million**  
views per month

**~2,000**  
infographics  
prepared in 2022

**3.5+ million** views –  
peak reach of one infographic

**18+ million** views –  
peak reach of one special  
project





Results

# TOP UKRAINIAN MEDIA ARE USING OUR CONTENT

**finance.ua**

**Forbes**



**Gazeta.ua**



**Корреспондент.net**

**Наш Київ** 



 **РБК-УКРАЇНА**

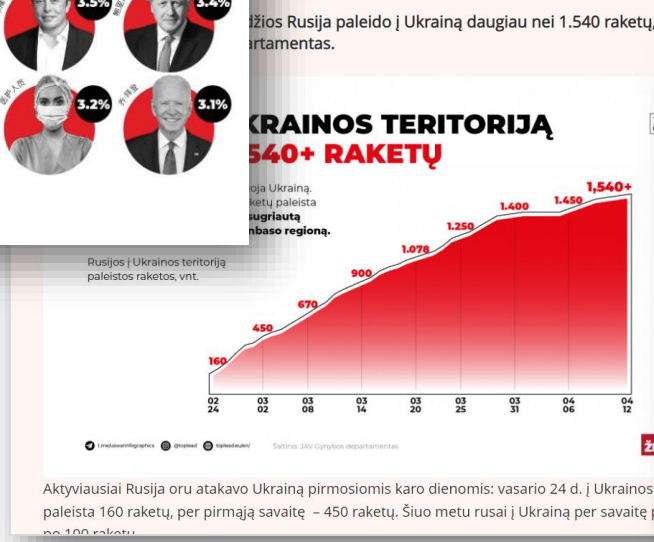
**УКРАЇНСЬКА ПРАВДА**

**ФОКУС**

**THE KYIV INDEPENDENT**

Results

# USED BY FOREIGN MEDIA AND POLITICAL FIGURES



Results

# USED BY TOP INFLUENCERS

14:17 Lачен пише 1.1M subscribers

### СЕВЕРОДОНЕЦЬК ПІД ОБСТРИЛАМИ

Земельність у місті: **20 тис.**

Поклади з міста: **110 тис.**

Зруйновано будівель: **70%**

Спасибо рабсйскому миру

Лачен пише  
Боевика Эдуарда Басурина увезли в неизвестном направлении сотрудники ФСБ рф.

"Установлено, что после общения с сотрудниками ФСБ в неизвестном направлении вывезен Эдуард Басурин, "заместитель командующего" корпуса "минобороны ДНР", - говорится в сообщении ГУР МО.

14:32 InformNapalm 162.7K subscribers

### Країни Балті інвестують в обороноздатність України найбільшу частину у відсотковому співвідношенні від власного військового бюджету.

Звісно, ми вдячні всім країнам-партнерам, які підтримують Україну та наші Збройні сили. Особливо тим, хто розуміє, що саме Україна є форпостом Європи у боротьбі проти агресивної російської орди.

Джерело графіки.

14:30 Анатолій Штефан "Штір" 194.2K subscribers

### ЗСУ ЛІКВИДУВАЛИ 8 РОСІЙСЬКИХ ГЕНЕРАЛІВ

2 шт.  
6 шт.  
16 шт.

ЗСУ відправили на концерт до кобзона 8 генералів та 16 полковників терористичної федерації. Концерт пройде на борту крейсера "москва".

14:17 STERNENKO 506.1K subscribers

### ЯК ВИБИВАЛИ РОСІЯН ІЗ О. ЗМІНИЙ

Який вигляд має «шаг доброй волі» насправді

July 7

14:25 ЦАПЛІЄНКО\_UKRAINE F 287.9K subscribers

### ЯКІ РАКЕТИ МОЖЕ ЗБИВАТИ УКРАЇНА

Графіка про можливість протидії української ППО російським ракетам

14:30 Ірина Фаріон 7K subscribers

### РОСІЯ ПЛАНУВАЛА ЗАХОПИТИ УКРАЇНУ ЗА 3 ДНІ

росія хотіла захопити Україну за 3 дні і розраховувала на певну кількість техніки. Однак вона сильно недооцінила українців, адже мало того що 3 дні перетворились на 3 місяці, так ще й тієї техніки уже недостатньо. росія перекидає техніку з інших напрямів,

Results

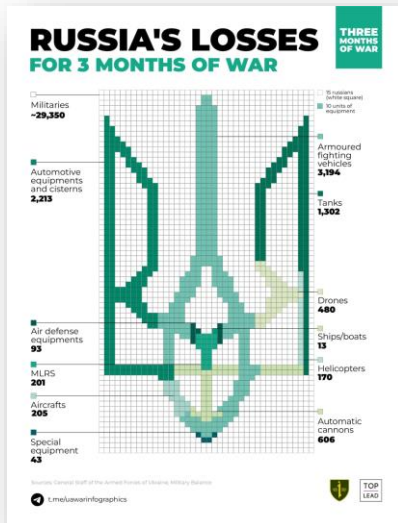
# COLLABORATIONS AND COOPERATIONS

## MILITARY AUTHORITIES

Ministry of Defence

General Staff of the Armed Forces of Ukraine

Main Directorate of Intelligence of the Ministry of Defence of Ukraine



## YASNO

(Ukrainian energy company)

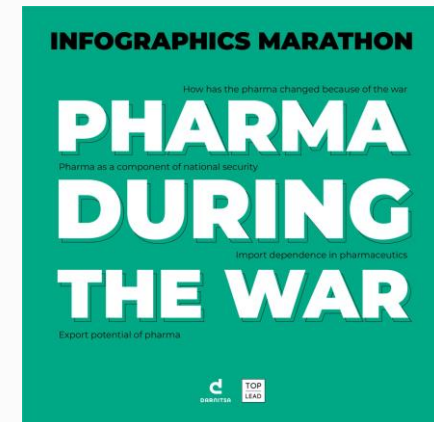
special project about Ukrainian energy industry



## DARNITSA

(the biggest Ukrainian pharmaceutical producer)

special project about Ukrainian pharmaceutical industry



Results

# COLLABORATIONS AND COOPERATIONS

## UKRAINIAN PR ARMY

series of infographics about Ukrainian economy during the war

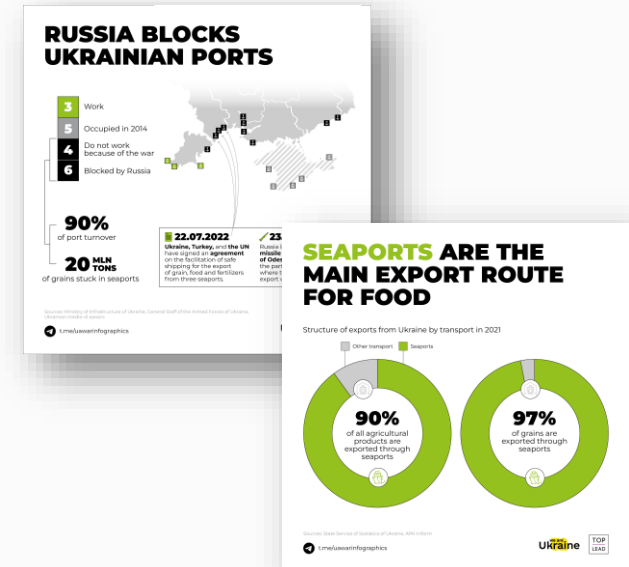
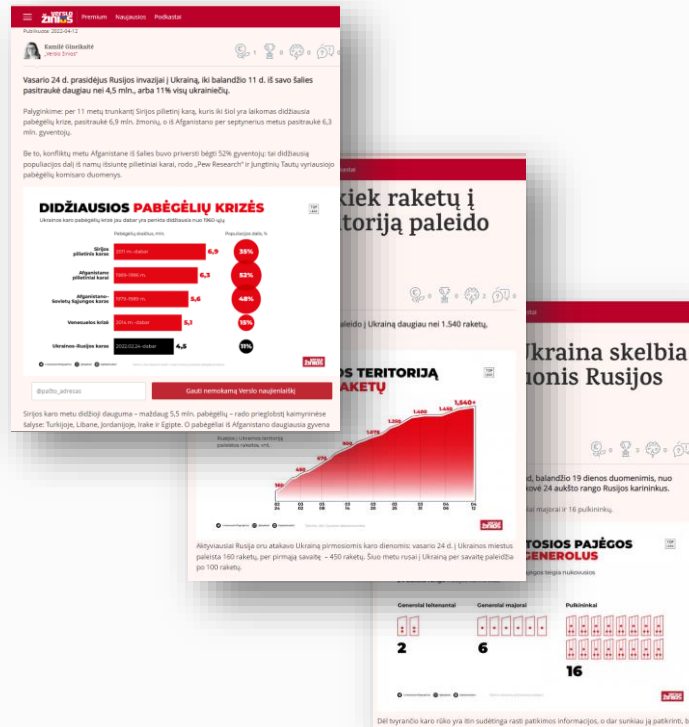
## VERSLO ŽINIOS

(Lithuanian newspaper)

series of infographics about the war in Ukraine

## UKRAINIAN EMERGENCY COLLECTIVE

series of infographics about food security




Results

# BOOK IS COMING

Based on the series of infographics, we have started preparing a **comprehensive book** about the war in Ukraine in infographics.





Results

# IMPACT

## **SOCIAL IMPACT:**

During the year of the war, most Ukrainians have become more critical of any information on social media, television, and other resources.

## **ECONOMIC IMPACT:**

The Ukrainian media and influencers have begun to use infographics more actively in their stories, and some have even started to prepare their own visual content. They realized that infographic is an excellent way to present information.

# WERE THE PROJECT GOALS ACHIEVED?

## **ORGANIZATION SIDE:**

The regular distribution of our infographics by different people on different resources has led to an increase in brand awareness and an increase in the number of clients.



**+20**

infographic requests per month

**+8**

regular customers for infographic preparation services

## **AUDIENCE SIDE:**

We notice from the comments and reactions in our page and in other media that during the year of the war, there have been significant changes in society: the amount of fake news and disinformation has decreased.

Ukrainian society has learned to separate fake news and disinformation from real news and to react less to "psychological operations" from Russia.





Thank you!

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