

#BRANDSTANDWITHUKRAINE

Your brand can stand with Ukraine too

Let us show you how you can help. The situation is complex and, for most of us, new. These guidelines include a few principles to follow to truly help those in need and, at the same time, to avoid damage to your brand or company.

STEP ONE

Start with yourself. When people and possibilities come together, action is possible. Make it clear how you can help in this difficult situation and who in your network or company may need the most help. It may be your clients, employees, families, and loved ones. Your support will be most efficient if it's within reach.

HELP ON THREE FRONTS

HELP OTHERS

FIRST ACT, THEN TALK

Your decision to help is your commitment. It is not marketing but rather a real war in the real world. Don't talk about the assistance that has not happened or is done purely to promote your brand. Such opportunism does not payout. Many Czech companies have pledged support, such as Vodafone, T-Mobile, and Rohlík.

POWER OF MEDIA

Consider providing media space for suitable and relevant communication on the current matters.

INFORMATION

Information and disinformation. Both are potent weapons of current conflicts. Where information helps, disinformation hurts. With your communication, you can improve the quality of the media space and information in it.

What information is helpful:

- How and where to help ([Člověk v tísní/SOS Ukrajina](#), [Červený kříž](#), [Ukrajinská národní banka](#))
- How to behave and handle new life situations
- What information sources are reliable

PROTECTION OF BRAND

OFFENSIVE CONTENT

Check whether your marketing communication does not contain harmful language such as "invasion of discounts," "attack," "assault," "price war," etc. While you may find it to the point, this will be a cynical and offensive language for most.

DISINFORMATION

While disinformation is widespread and viral with a small part of the population, it is undesirable to be linked to this information. Carefully check the use of blacklists (such as [nelez.cz](#)) to prevent the display of your campaigns on disinformation sites.

PROPER CONTEXT

Display of your ads next to inappropriate content may seriously harm your brand attributes. Consider the suitability of your communication more than ever. Stop or limit campaigns in media where such content collision may happen. Review your content plans on social media and content platforms to avoid negative connotations with target audiences. Carefully watch possible untruthful or inappropriate connections of your brand with current events (such as memes or wordplays).

CARE FOR EMPLOYEES

ATTITUDE

Be transparent. Talk about the opinions and activities of your company relating to the war and explain the reasons. Not only will you avoid speculation, but you will also prevent wrong actions, conflicts, or false accusations.

SUPPORT

Express support to your employees affected by the conflict and define processes to help them.

RESPONSIBILITY

Be consistent. Deliver everything you have talked about. Help your employees understand the information and lead them to reliable sources.