



"Oleina" at the Ukrainian Marketing Forum: Brand Transformation in a New Reality

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At the end of April, the [18th Ukrainian Marketing Forum](#) took place — a landmark event in the field of marketing and advertising that brought together leading industry experts to discuss the challenges and opportunities for brands in times of change. This year's forum was held under the theme **"Sense Makers: Find Your Own"** and became a platform for discussing how businesses can integrate cultural codes and create senses that respond to the needs of society.

The second day of the event began with a presentation by Yevheniya Roik, Marketing Manager at Bunge, who spoke about new senses and leadership in a changing reality through the lens of the "Oleina" brand experience. Her presentation highlighted two key areas — meeting evolving consumer needs through the launch and communication of the new product Oleina with Herbs, and expressing the brand's deeper care and values through the [social initiative Oleina for Children. Cooking with Love](#), launched in partnership with the [charity foundation "Children of Heroes."](#)

"Even in difficult times, every step of a major brand must be deliberate, aligned with its values, growth potential, and relevance in a new reality. Today, when budgets are tight and basic needs remain unchanged, it's essential to strike a balance between innovation, responsibility, and resilience," said Yevheniya Roik.

In early 2024, Oleina — the market leader in sunflower oil and a staple in Ukrainian kitchens for over 25 years — launched a new line of specialty culinary oils. This includes four herb-infused oils, flaxseed oil, and a blended oil called Three Grains. *Yevheniya shared the progress of the Oleina with Herbs launch — a line of aromatic oils introduced at a challenging time, which quickly became the flagship of the brand's innovation communication:*

"The appearance of flavored oils under the Oleina brand on the Ukrainian market is a response to the modern consumer's culinary needs. When resources become one of the greatest values, we seek products that help us preserve them. Some look for flavor variety to lift their mood, others prioritize healthy eating, and many are simply in search of convenient solutions for everyday meals, even under challenging circumstances, to take care of themselves and their loved ones."

Yevheniya also spoke about the brand's social responsibility project Oleina for Children. Cooking with Love, created in partnership with the "Children of Heroes" charitable foundation, which supports children who have lost parents due to the war. This initiative reflects the brand's deeper level of care and support

through two main pillars: monthly charitable assistance and culinary masterclasses led by professional chefs.

“Children who have experienced loss need emotional support, creativity, new friendships, and inspiration. We believe that cooking is not only a great form of therapy, but also an essential life skill — one that fosters self-care and care for others. Through these masterclasses, we help prepare children for adult life by passing on the wisdom of generations,” *Yevheniya concluded.*