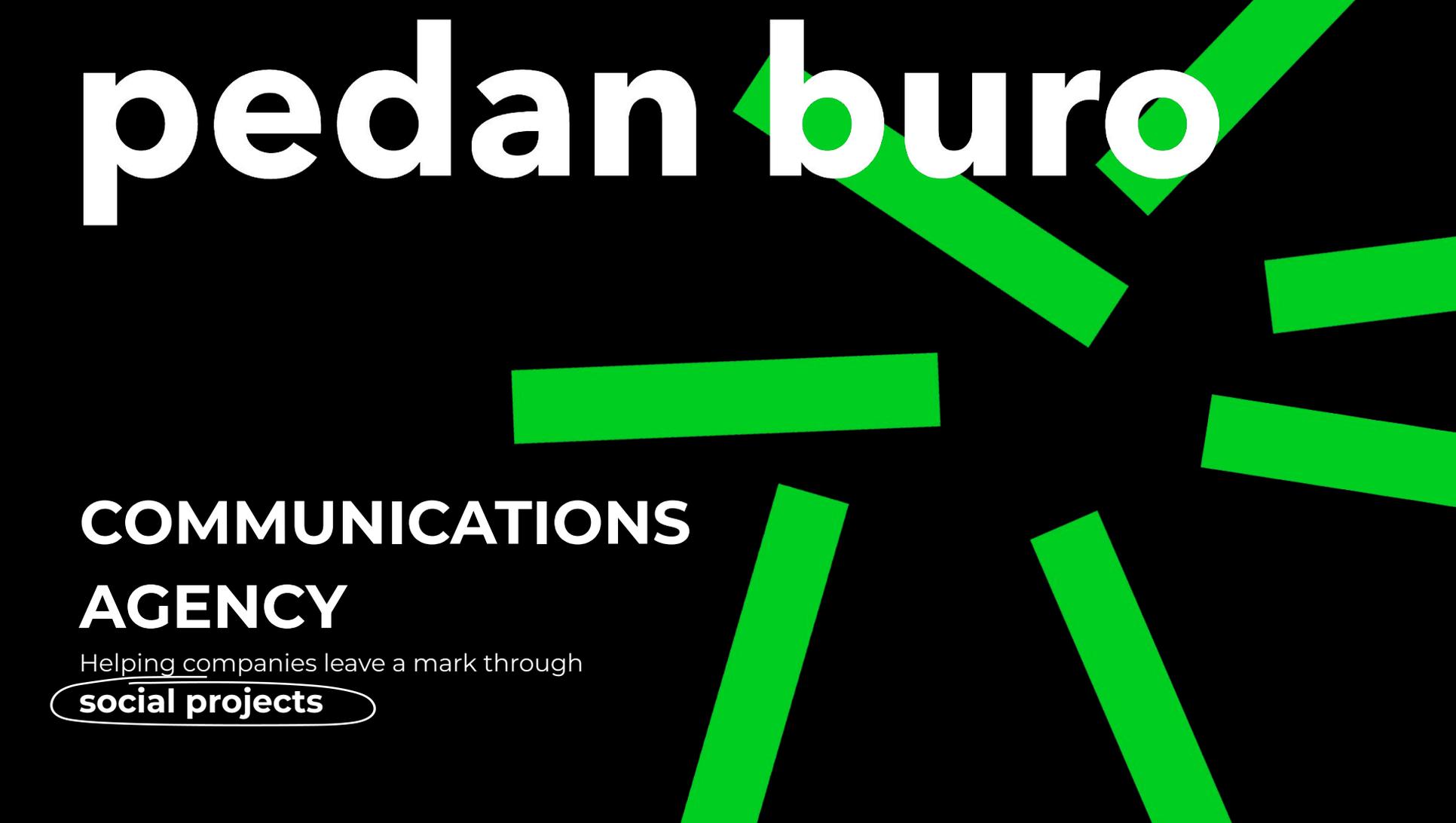


pedan buro



**COMMUNICATIONS
AGENCY**

Helping companies leave a mark through

social projects

WHAT WE DO BEST

pedan buro



COMMUNICATIONS

- ▶ We develop and implement **educational and career guidance initiatives**
- ▶ We develop comprehensive **strategies for media and social media promotion**
- ▶ We implement **long-term SMM and PR campaigns**
- ▶ We create systematic **influence campaigns**

VIDEO PRODUCTION

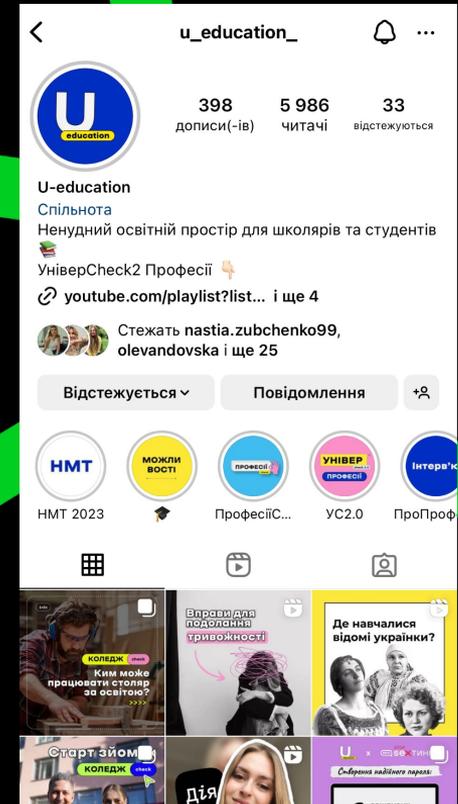
- ▶ We create **socially important video projects** — from idea to full Scope of Work
- ▶ We create **video content for social networks, promotional videos, advertisements, social clips** — from idea to post-production.

EDUCATIONAL MEDIA

pedan buro

U-education

Educational Instagram- and TikTok-media for schoolchildren and students. We aim to create an engaging space for youth self-development, combining educational and entertaining content (infotainment), as well as promoting career guidance and showcasing various opportunities to choose from after completing school.



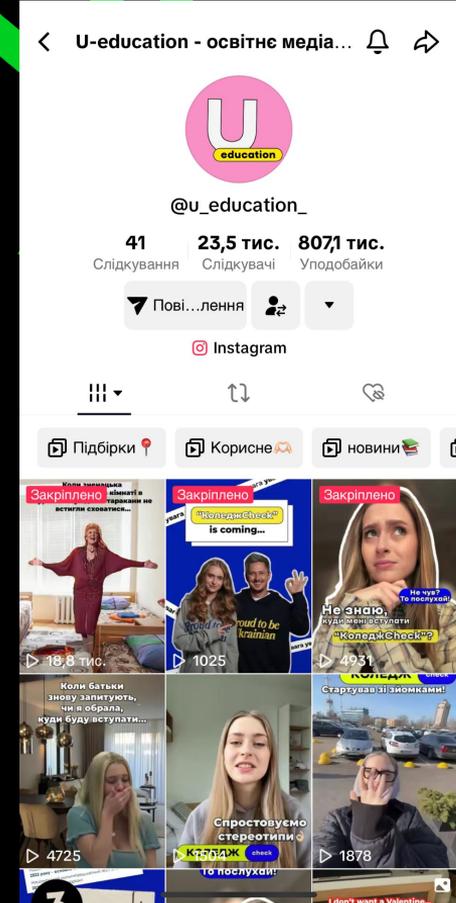
EDUCATIONAL MEDIA

pedan buro

The core target audience is youth aged 15-20 (high school seniors and first-year students) who are choosing educational institutions, professions, and seeking opportunities for learning and development beyond their classroom.

Our headings:

- ▶ **AboutEducation** (news about standardized testing, advice, life hacks, compilations);
- ▶ **AboutProfessions**;
- ▶ **Haven't heard? Then listen!** (news from the education sphere);
- ▶ **AboutAwareness** (civic education for youth);
- ▶ **CollegeCheck and UniverCheck** (about educational project and Ukrainian universities and institutions of vocational education).

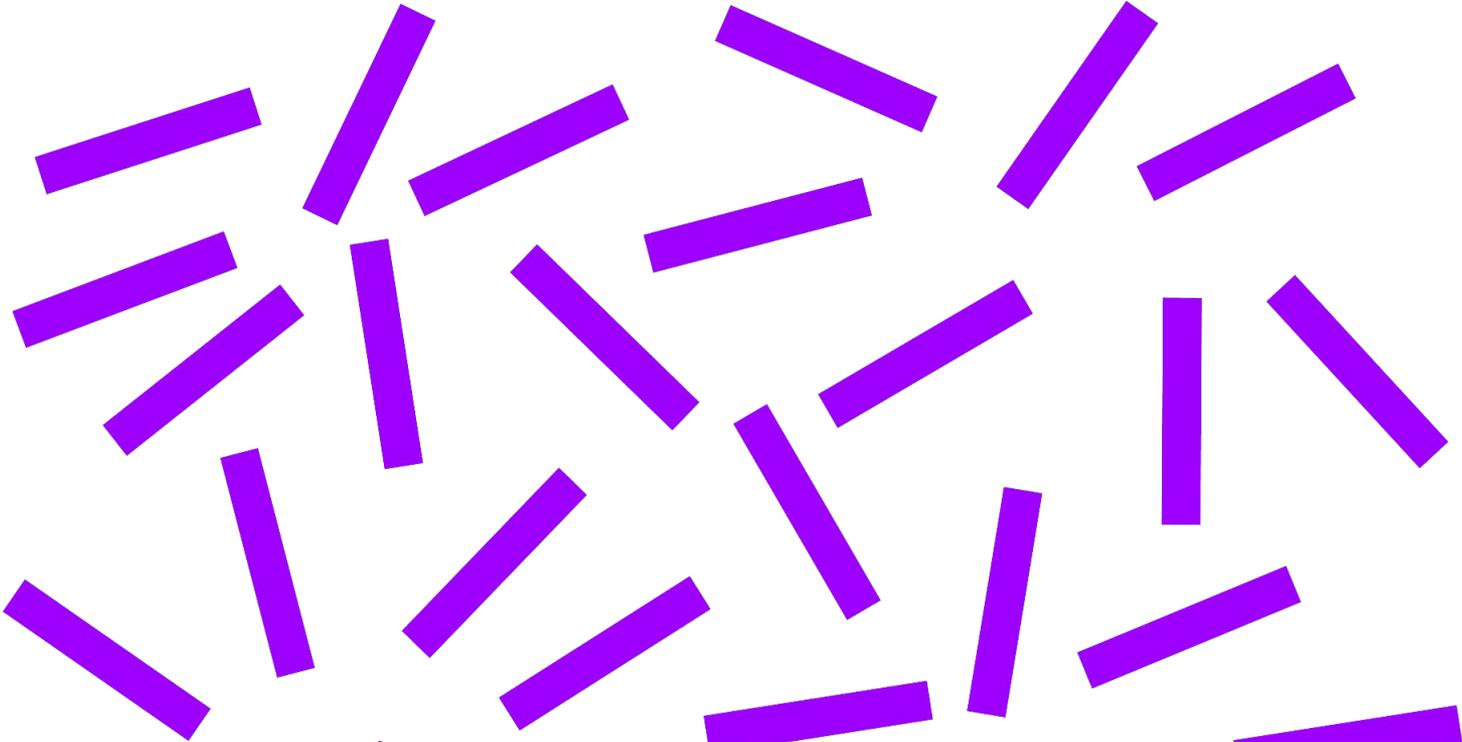




WATCH SHOWREEL



SOCIAL PROJECTS



“UniverCheck”

Educational project created with the support of USAID. **It's an educational tourism show about Ukrainian universities.** In 10 episodes, hosts Oleksandr Pedan and his daughter Lera showcased **10 cities and 12 universities.** The show not only demonstrates educational opportunities at Ukrainian universities but also portrays the region's prospects for youth life and development.

Project Goal — to help prospective students choose a university and continue their education in Ukraine.

Result:

- ▶ Over 1 million views of the project
- ▶ Over 200 mentions of the project in the media

WATCH THE PROJECT





УніверCheck 2.0

ПРОФЕСІЇ



“UniverCheck 2.0 PROFESSIONS”

The second season of the educational project about Ukrainian universities, also created with the support of USAID. It showcases **new cities and universities, as well as delves into the specifics of various professions that will be relevant after the end of the war.**

Project Goal — to help prospective students choose a profession and university in Ukraine.

Result:

- ▶ Over 1.4 million views of the project
- ▶ Over 200 mentions of the project in the media.

[WATCH THE PROJECT](#)



“CollegeCheck”

The third season of the educational project, created with the support of USAID. It has been transformed to meet the demands of the times and focuses on vocational schools. The season demonstrates the opportunities of vocational education in Ukraine for building a career and the prospects of this educational field and shows the features of studying in 6 vocational schools.

Project Goal – demonstrate the career opportunities offered to young people by studying at vocational schools.

Result:

▶ over 673 thousand views in the week after the season was published

WATCH THE PROJECT



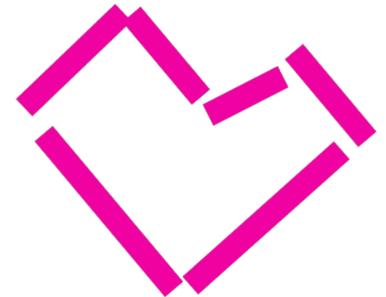
КОЛЕДЖ

check



**МАШИНОБУДІВНИЙ
ФАХОВИЙ КОЛЕДЖ
СУМДУ**

#4



“ProfessionsCheck”

Career guidance conferences, during which successful Ukrainians share their professional journey and motivate the youth who are attendees.

Project Goal — to inform prospective students about various professions, inspire them with real-life cases of successful Ukrainians, and make them understand that if they make a mistake, they always have a chance to find themselves in another profession and become successful.

Result:

- ▶ 3 offline events + live-streaming
- ▶ Over 1,000 participants
- ▶ Over 6,000 views of the live stream on YouTube

WATCH THE BROADCAST



ПРОФЕСІЇ

check



Video project “ZNAY SVOIKH”

#ZNAYSVOIKH is a social project that tells the story of Ukrainian heroes who live among us.

#ZNAYSVOIKH supports small, useful initiatives and gives them publicity on social media.

Task: searching for heroes, production of short dynamic videos. Publication on O. Pedan's Instagram and YouTube.

[WATCH SEASON 1](#)

[WATCH SEASON 2](#)

[WATCH SEASON 3](#)

pedan buro

#ЗНАЙСВОІХ



ПРОМПРИЛАД.РЕНОВАЦІЯ

#ЗНАЙСВОІХ



МІСТО ДОБРА

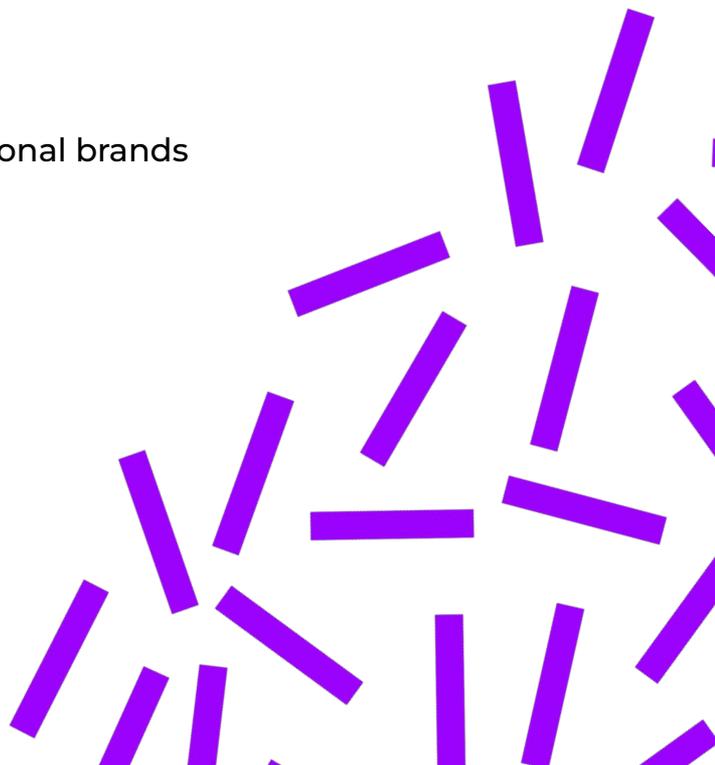


ВОЛОНТЕРИ
#ЗНАЙСВОІХ

18:35

COMMUNICATION STRATEGIES

We develop communication strategies for companies and personal brands



COMMUNICATION CAMPAIGNS



“Big dreams start with small actions”

MES & ULA

An image campaign to promote conscious choice of education and profession among young people, as well as further career realization, promotion of alternative education and vocational education.

Mechanism:

- ▶ Identity development.
- ▶ Influence integration.
- ▶ Integration into social media groups.
- ▶ Digital advertising.



“Big dreams start with small actions”

MES & ULA

Result:

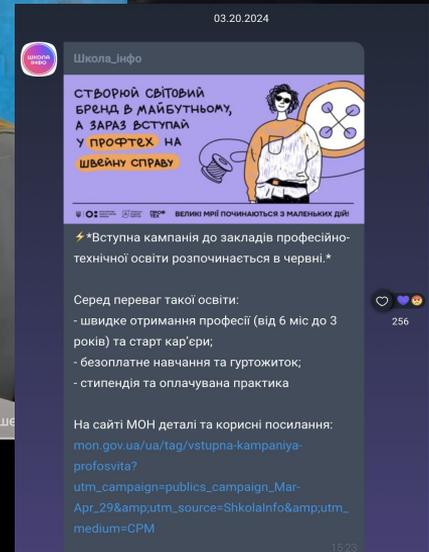
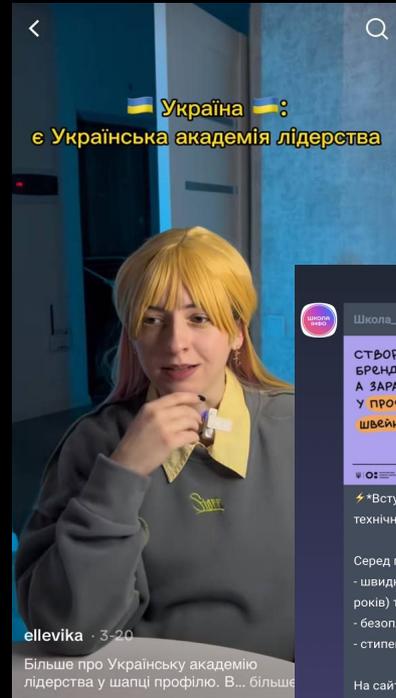
- ▶ 8 copywrites and visuals about admission to the ULA with QR codes leading to the academy's website.
- ▶ 6 copywrites and visuals about admission to popular specialties at the vocational school.
- ▶ Adapting visuals for citylights, billboards, social media, and digital advertising.
- ▶ Involvement of 12 youth influencers who spoke about the cool opportunities at the Ukrainian Leadership Academy and broke down stereotypes about vocational specialties.
- ▶ 8 publications in educational Telegram channels and 3 in Viber groups.

Engagement of the influencer campaign: 5 123 578

Total number of conversions from influencers: 2 809

Total non-unique engagements of Viber groups: 607 000

Total unique engagements of Telegram channels: 67 158



“Big dreams start with small actions”

MES & ULA

Result:

- ▶ Placement of digital advertising on educational and similar websites about admission to the Ukrainian Leadership Academy with a link to the Academy's main page.

Reach: 1 351 437

Clicks: 19 183

Visits: 4 205



Бібліотека Українська література

Бібліотека
Українська література

Вчись у найкращих в українській академії лідерства

Майбутнє країни в твоїх руках

Обирай своє краще майбутнє з Українською академією лідерства

УЛАП

Відкрити >

Відповіді на ТЕСТИ

Безкоштовна база тестів з відповідями, де

Пошук

Пошуковий запит Знайти

Інші тести по цій темі:

ВПЛИВ НА МАЙБУТНЄ СВОЄЇ КРАЇНИ З УКРАЇНСЬКОЮ АКАДЕМІЄЮ ЛІДЕРСТВА

Великі мрії починаються з маленьких дій!

Стань свідомим поколінням молоді з Українською академією лідерства

УЛАП

Українська академія лідерства

Обирай своє краще майбутнє з Українською академією лідерства

ВПЛИВ НА МАЙБУТНЄ СВОЄЇ КРАЇНИ З УКРАЇНСЬКОЮ АКАДЕМІЄЮ ЛІДЕРСТВА

Великі мрії починаються з маленьких дій!

Відвідати сайт

Вчись у найкращих в українській академії лідерства

Майбутнє країни в твоїх руках

Обирай своє краще майбутнє з Українською академією лідерства

Великі мрії починаються з маленьких дій!

Українська академія лідерства

Обирай своє краще майбутнє з Українською академією лідерства

Вчись у найкращих в українській академії лідерства

Майбутнє країни в твоїх руках

Обирай своє краще майбутнє з Українською академією лідерства

Великі мрії починаються з маленьких дій!

УЛАП

Відкрити >

Українська академія лідерства

Обирай своє краще майбутнє з Українською академією лідерства

Вчись у найкращих в українській академії лідерства

Майбутнє країни в твоїх руках

Обирай своє краще майбутнє з Українською академією лідерства

Великі мрії починаються з маленьких дій!

Відвідати сайт

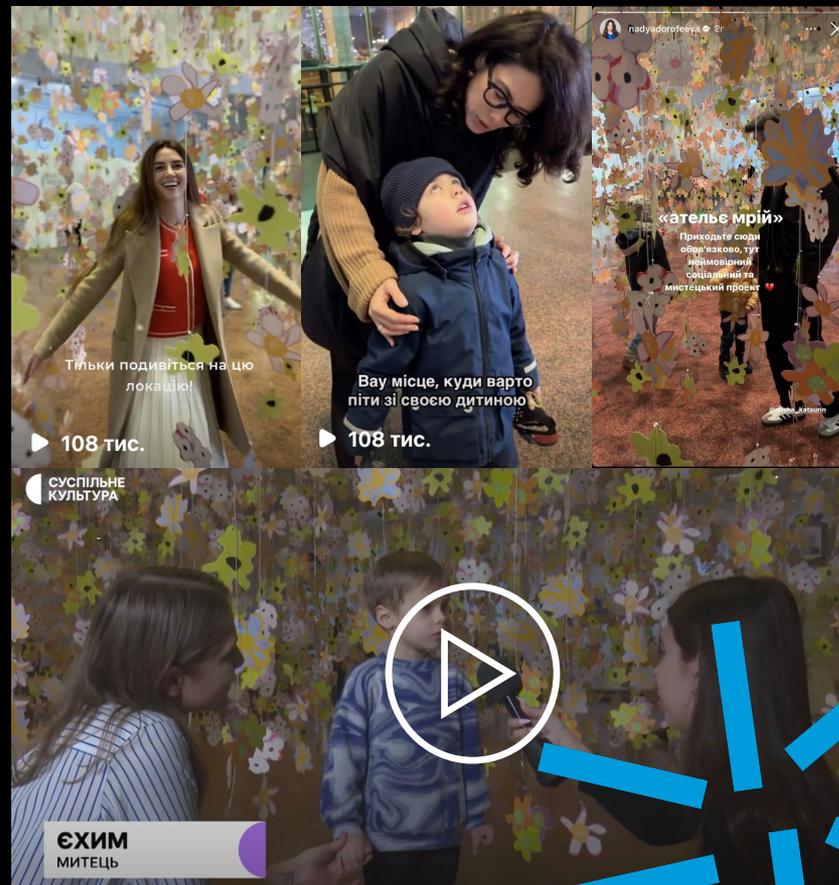
Exhibition “Dream Studio” by UNICEF

Goal: To provide comprehensive informational support for the “Dream Studio” exhibition held at the Ukrainian House

Mechanism:

- ▶ Announcement and post-announcement in online media (49 mentions).
- ▶ Stories on national television channels (Suspilne, Espresso).
- ▶ Radio announcements (NASHE Radio, Melodia FM, HIT FM, Radio RELAX).
- ▶ Informational support in TC channels, Instagram, and Facebook pages (50 mentions).
- ▶ Influencer campaign (26 influencers, 39 mentions).
- ▶ Outdoor advertising (billboards, prisms, scrolls, city lights, subway advertising).

Total engagement: 21.6 million contacts.



FPI Preschool by UNICEF

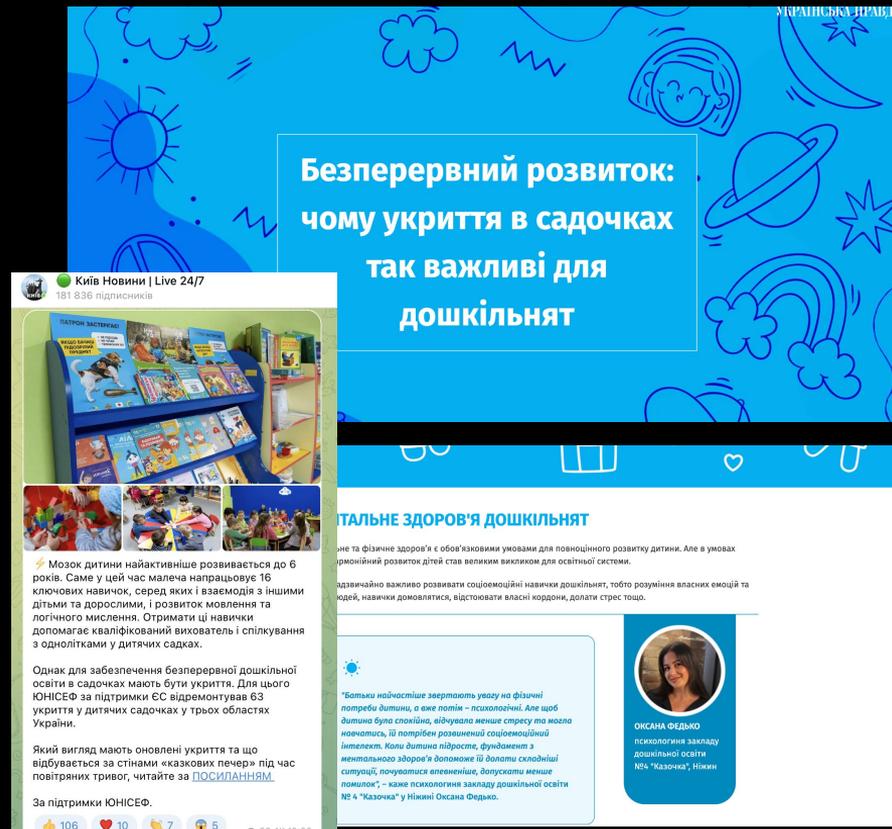
A communication project about the importance of preschool education, the skills a child develops between the ages of 3 and 6, and renovated shelters in kindergartens.

Mechanism:

- ▶ Longreads on “Ukrainska Pravda”.
- ▶ Promotion of longreads in social media.
- ▶ Distribution of press releases in regional media and on the websites of regional authorities.

Result:

- ▶ Preparation and publication of two longreads on “Ukrainska Pravda”.
- ▶ 90.3 thousand longreads reaches.
- ▶ Promotion of longreads in TG and Viber groups with a total reach of over 1 million.
- ▶ Distribution of 64 press releases + 5 publications of releases in social media.



Безперервний розвиток: чому укриття в садочках так важливі для дошкільнят

Київ Новини | Live 24/7
181 836 підписників

ТАЛЬНЕ ЗДОРОВ'Я ДОШКІЛЬНЯТ

не та фізичне здоров'я є обов'язковими умовами для повноцінного розвитку дитини. Але в умовах тривалий розвиток дітей став великим викликом для освітньої системи.

Завданням вчителів є розвивати соціокогнітивні навички дошкільнят, тобто розуміння власних емоцій та емоцій, навички домовлятися, відстоювати власні межі, долати стрес тощо.

ОКСАНА ФЕДЬКО
психологиня закладу дошкільньої освіти №4 "Казочка", Ніжин

"Батьки найчастіше звертають увагу на фізичні потреби дитини, а вже потім – психологічні. Але щоб дитина була спокійна, відчувала менше стресу то мова йде про розширення соціокогнітивної інтелекту. Коли дитина підростає, фундаментом з ментального здоров'я є дозволені їй долати складні ситуації, почуватися емоційно, допускати менше помилок", – каже психологиня закладу дошкільньої освіти №4 "Казочка" у Ніжині Оксана Федько.

“Sparks of Superpowers” by UNICEF



A communication project to promote the children's book and cartoon “Sparks of Superpowers”.

Mechanism:

- Distribution of materials about the book and the cartoon “Sparks of Superpowers” in the media.
- Sharing information about the book and cartoon on social media.

Result:

- 7 mentions in the media.
- 28 posts on social media.

Materials reads in the media: 90 thousand.

Engagement of publications in social media: 105 thousand.

Обирайте разом з дітьми: найкращі книги для дошкільнят та їхніх батьків

На незбудований книгочитун

30 755 підписників

Попереднє повідомлення

Отже, найповніша база книжкових блогерів в чотирьох

На «Книжковому Арсеналі» ЮНІСЕФ презентував книгу для дітей «Іскорки суперсил» — 16 унікальних казок для розвитку 16 базових навичок дошкільнят.

Кожна історія розкриває одну з 16 навичок, які діти мають опанувати у віці 2-8 років: від розуміння власних відчуттів, емоцій, креативності та безпечної поведінки до самостійності, відповідального ставлення і взаємодії з дорослими.

Допомогають у цьому кумедні й хитрі персонажі-Іскорки Мо, Пум, Бринь і Жук. Вони опиняються у ситуаціях, з якими стикається кожна дитина, і застосовують свої «суперсили» — знання й навички. Граючись і проживаючи разом з ними різноманітні життєві ситуації та пригоди, діти переймають і знаходять власні «суперсили» та закріплюють їх за допомогою цікавих вправ і завдань.

“The Caring Campaign” by CEDEM

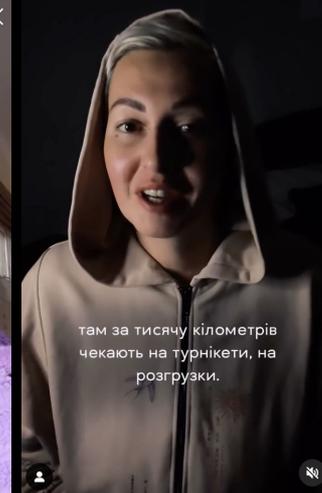
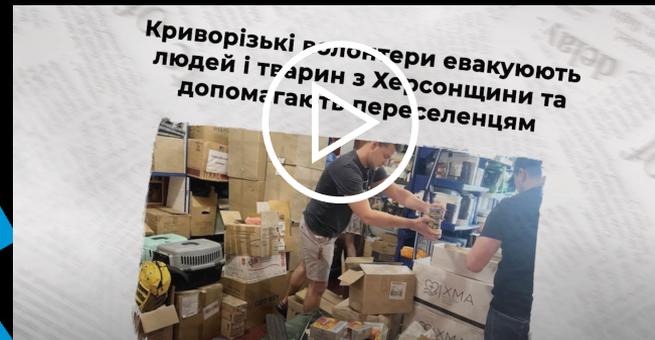
Goal: To conduct an informational campaign for Ukrainian volunteers.

Message — by taking care of yourself, you will help even more.

Campaign elements:

- ▶ Video thanking volunteers and emphasizing the importance of their safety.
- ▶ Influencer campaign.
- ▶ Informational support on Telegram channels.
- ▶ Press release for national and regional media outlets.

Total engagement: 906,9 thousand.



PLYN

A communication campaign to promote the Ukrainian brand of bags PLYN.

Mechanism:

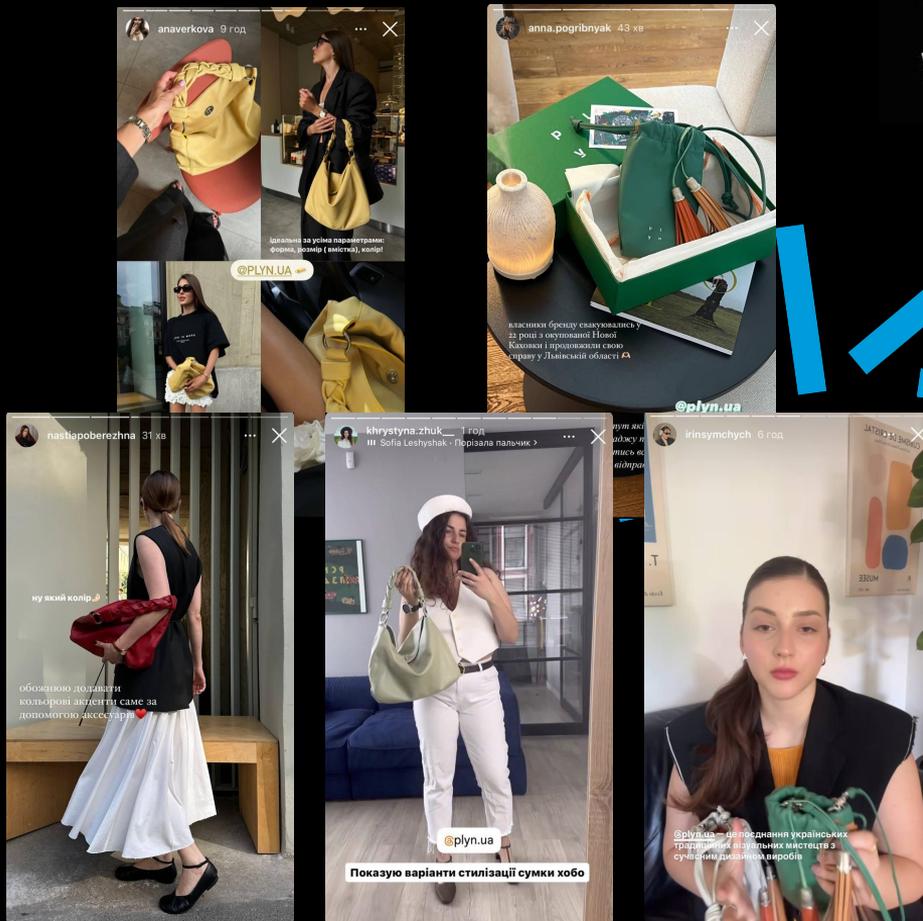
- ▶ Providing recommendations for the brand's Instagram page.
- ▶ Influencer campaign on Instagram in the Stories format.
- ▶ Dissemination of brand information in Telegram channels.

Result:

- ▶ 5 involved influencers.
- ▶ 3 publications in social media.

Engagement of the influencer campaign:
40,7 thousand.

Engagement of publications in social media groups: 8,8 thousand.



p l
y n

“Here We Live Summer” Festival

Communication campaign to help improve the physical and mental health of young people in Ukraine

Goal and mission:

- ▶ The “Here We Live Summer” festival aims to teach teenagers and young people easy and effective ways to take care of themselves: from interesting physical activities and games to self-help techniques during stressful situations and a better understanding of their own emotions.

The task of pedan buro:

- Develop a creative idea and branding;
- Develop an identity;
- Implement media and digital components of the campaign;

ТУТ
ЖИВЕМО
ЛІТО



omg

“Here We Live Summer” Festival

COMMUNICATION SUPPORT IN SOCIAL MEDIA:

During the festival, we communicated for the partners' social networks: we prepared 13 posts and 1 Reels for the organizers' pages.

PROMO IN MEDIA:

88 publications in national and regional media. 9 features on such channels as Suspilne, Nakypilo radio, Dim TV channel, and Morning at Home program.

PROMO IN SOCIAL MEDIA GROUPS:

There were 81 posts about the festival in Facebook groups and 39 posts in Telegram channels.

RESULTS:

Unique reaches — 516 950;

The highest unique reach — 86 100;

and the highest non-unique reach was 8 800 000.



CF “Tvoia Opora”

Communication support of the Foundation and the founder of Tvoia Opora — Lera Tatarchuk

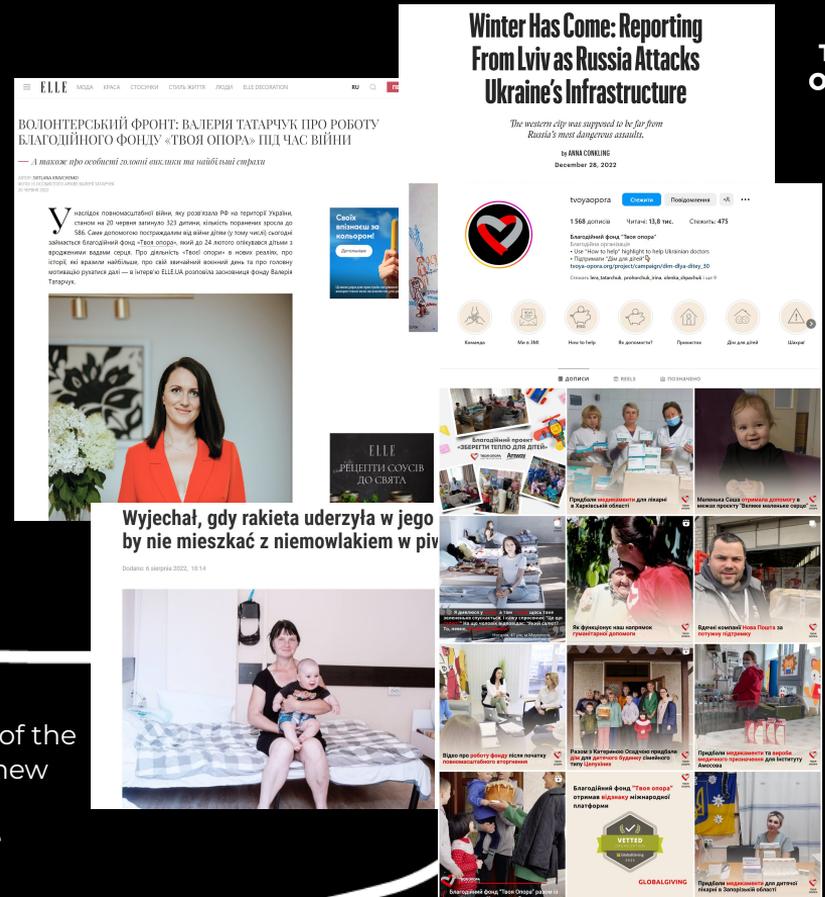
Scope of Work: development and implementation of the foundation's communication strategy in social networks and media:

- ▶ management of the foundation's social media and support of influencers
- ▶ development of branding and content design
- ▶ development of a positioning strategy in the media and social networks for Lera Tatarchuk
- ▶ comprehensive cooperation with the media (articles, columns, interviews)
- ▶ collaborations, special projects, creation of promo video content

Task: to strengthen the brand's position “Tvoia Opora” in the Ukrainian public sector, popularize the activities and projects of the foundation for a wider Ukrainian audience in order to attract new donors, declare the foundation among foreign and Ukrainian audiences abroad, promote the development of charity in the communication direction.



ТВОЯ
ОПОРА



CF “Tvoia Opora”

During our cooperation, from 2021 to 2023, we managed to implement:

- ▶ over 250 exclusive materials in Ukrainian media (interviews, blogs, press releases, TV features)
- ▶ over 15 exclusive materials in foreign media
- ▶ 26% growth in social media audience
- ▶ over 130 bloggers mentioned the foundation in their stories, posts, reels, and telegram channels
- ▶ the total amount of funds received on the GlobalGiving platform during the cooperation is approximately \$26,000.



ТВОЯ ОПОРА

SYNEVO & CF "Tvoia Opora"

Communication support for the charity project of the laboratory network "Synevo" and the CF "Tvoia Opora".



Task: to arrange communication support for the charity event

Scope of Work: development and implementation of a communication campaign

- ▶ provision of media support
- ▶ organization of influencer campaigns
- ▶ creating a series of video clips
- ▶ development and launch of a special project in Marie Claire: a series of interviews with public figures, who have heart problems, + a photo project in the media

The image displays two screenshots from a mobile device. The top screenshot is a news article from the Ukrainian website 'TCH' (Tribuna.com.ua). The article title is 'Лабораторія "Сінево" розпочала Всеукраїнський благодійний проєкт для допомоги дітям з вродженими вадами серця' (The Synevo laboratory has started a nationwide charity project to help children with congenital heart defects). The article is categorized as 'Новини компаній' (Company News). Below the title are several small images and headlines related to the project. The main text of the article is partially visible, starting with '«СІНЕВО» ЗАПУСКАЄ ВСЕУКРАЇНСЬКУ БЛАГОДІЙНУ АКЦІЮ ДІТЯМ З ВАДАМИ СЕРЦЯ' (SYNEVO LAUNCHES A CHARITABLE ACTION FOR CHILDREN WITH HEART DEFECTS). The article is dated 7 ІЮНЯ 2021.

The bottom screenshot is a social media post from the Facebook page 'ЖИТТЯ' (Life). The post title is '"Сінево" рятує дітей із хворим серцем' (Synevo saves children with heart disease). The post includes a promotional image for the charity project, featuring a heart logo with a cross and the text 'Здай аналіз — допоможи дітям' (Get an analysis — help children). The post also includes a call to action: 'Лабораторія "Сінево" започаткувала Всеукраїнський благодійний проєкт із порятунку дітей з вродженими вадами серця.' (The Synevo laboratory has started a nationwide charity project for the rescue of children with congenital heart defects).

KLO

Social media promotion

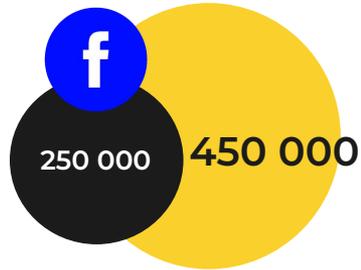
Goal: building the image of #zapravkapokyivsky, promoting the product line

Mechanism:

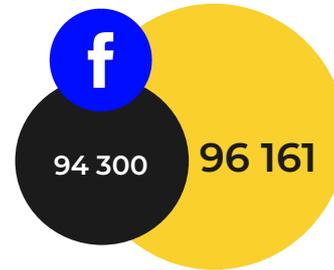
- ▶ analysis of the interests and pain points of the target audience
- ▶ development of thematic headings
- ▶ working with the engagement of brand subscribers
- ▶ content filling of Facebook and Instagram accounts
- ▶ moderation of feedback
- ▶ content targeting with the integration of the customer base and attracting a new audience



INDICATORS INCREASED IN 3 MONTHS OF WORK



ENGAGEMENT



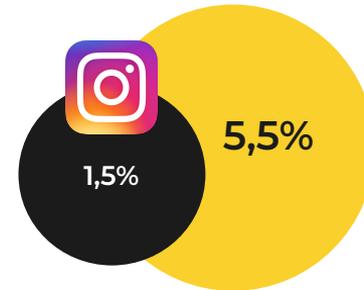
SUBSCRIBERS



ENGAGEMENT

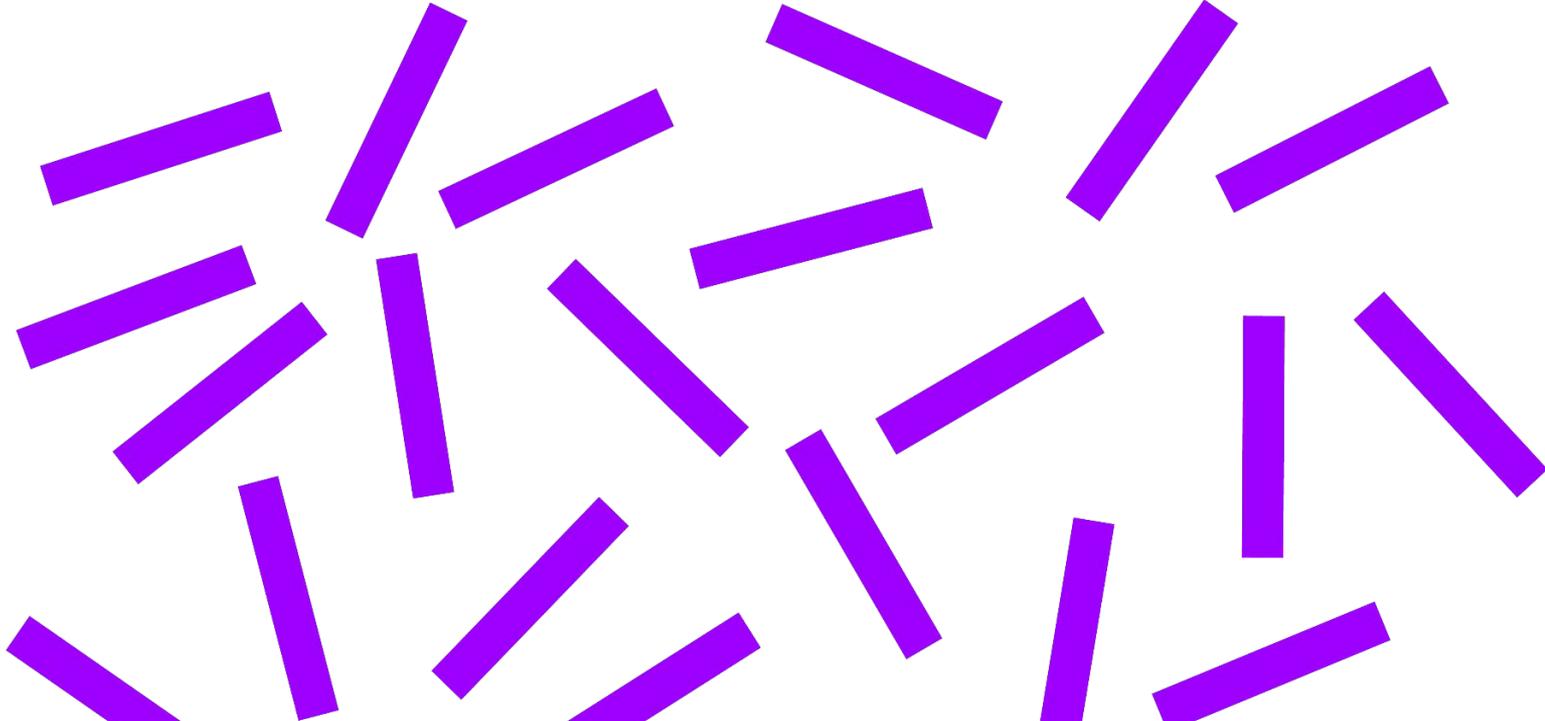


SUBSCRIBERS



ENGAGEMENT RATE

INFLUENCER MARKETING



SYNEVO

Goal: To introduce the audience to the charity event of the “Synevo” laboratory

Mechanism:

- ▷ Involvement of all-Ukrainian bloggers;
- ▷ Working with regional bloggers in 4 cities of Ukraine: Lviv, Kharkiv, Dnipro, Odesa;
- ▷ Involvement of company employees in supporting the event;
- ▷ Personal visit to the laboratory by each influencer.

Influencers:

- ▷ Kateryna Osadcha (1.6 million subscribers)
- ▷ Anna Rizatdinova (160 thousand subscribers)
- ▷ Svitlana Tarabarova (583 thousand subscribers)
- ▷ Yulia Yanchar (27.2 thousand subscribers)
- ▷ Yana Stanishevskya (181 thousand subscribers)
- ▷ Nadiia Matveeva (515 thousand subscribers)
- ▷ And 15 regional bloggers

Total engagement: 3.1 million contacts

Number of integrations: 160



“Home for Children” Kateryna Osadcha & CF “Tvoia Opora”

pedan buro

TV presenter Kateryna Osadcha and the charity foundation Tvoia Opora launched the project “Home for Children”, which aims to help family-type orphanages with the housing they lost during the war.

The first to receive assistance under the project was the Tselukhin family from Luhansk Oblast, who lost not only their home but also their father in the war.

On her birthday, September 12, Kateryna announced a large fundraiser for 3.2 million UAH.

Thanks to active communication, we managed to raise even more money than planned in a record 3 weeks. The remaining amount was used to purchase housing for the next family-type orphanage, which became part of the “Home for Children” project.



“Home for Children” Kateryna Osadcha & CF “Tvoia Opora”

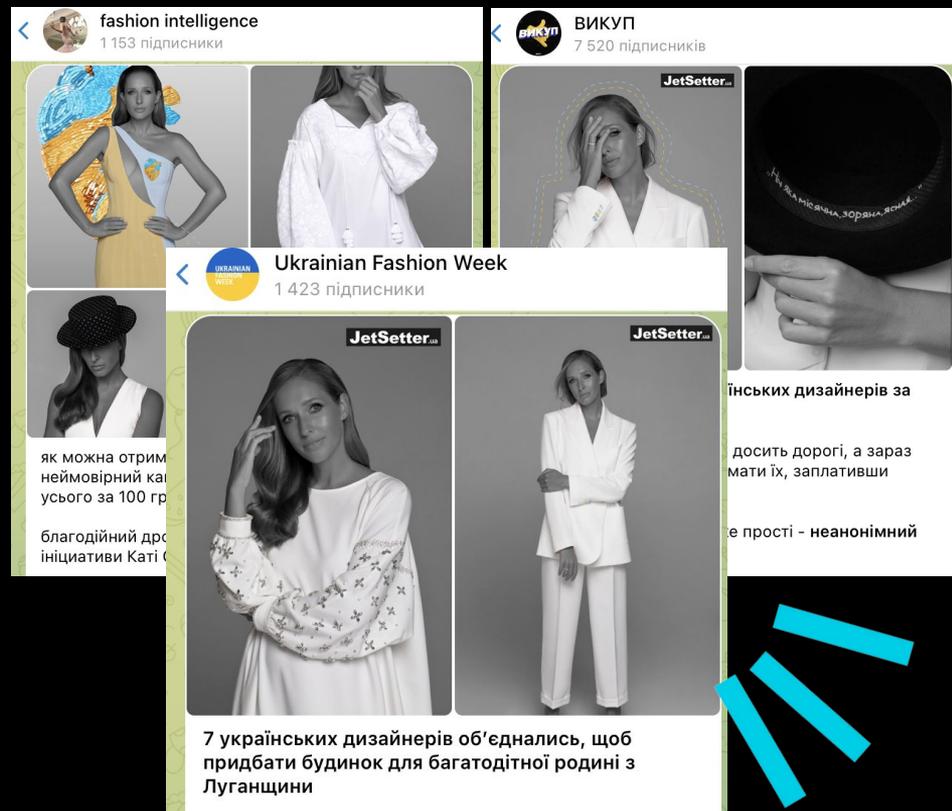
pedan buro

To raise more funds for the “Home for Children” project, we held a raffle of outfits from Ukrainian designers for donations of 100 UAH or more.

Agency objective: communicate the raffle among the audience and involve as many people as possible.

Realization: an influencer campaign among fashion bloggers on Instagram and Telegram. We don't usually involve them in the communication of charitable projects, but in this case, the cooperation was effective because they were interested in the topic.

Total engagement: over 5.7 thousand.



Celebrity ambassadors

CF “Zaporuka” & Vovk & Svitlana Tarabarova

Together with the women's clothing brand VOVK and the CF “Zaporuka”, a charity lottery was held. The prize of the lottery was any item of the VOVK brand.

Result:

- ▶ 100,000 UAH was raised for firewood to heat the homes of internally displaced persons;
- ▶ 100 families received aid.



OFFLINE ACTIVATIONS



Game “Steps (not) in all directions” UNICEF Ukraine & SES & Ukrzaliznytsia

pedan buro

“Steps (not) in all directions” is a safety project, a game that helps children and teenagers learn the rules of mine safety, as well as how to behave on water, railways, and with fire.

Agency objective:

- ▷ Ensure the production, installation and dismantling of structures at the location.
- ▷ Offer a newsworthy reason for the opening of the exhibition.
- ▷ Make the game more interactive, give comments on the game.



Game “Steps (not) in all directions” UNICEF Ukraine & SES & Ukrzaliznytsia

pedan buro

Result:

- ▶ In addition to the production, we offered to create an additional component in the form of a digital game that was integrated into the physical map. We were responsible for the implementation and coordination of this process. The digital game contains 42 tasks on 4 topics. In addition, UNICEF printed posters with the QR code of the digital game, which are now placed at railway stations in the frontline areas.
- ▶ We proposed the idea and organized the activation at the station on the opening day. For this purpose, we engaged young rescuers, young railway workers, and a mobile safety class. We reached about 500 children and adults.
- ▶ The digital team, photo, and video production team shot a lot of content that is shared on our pages and in joint posts with UNICEF, SES and UZ.



“Share the warmth” від CF “Zaporuka” pedan buro

A humanitarian aid project (firewood, warm clothes, medicines) for the communities of Cherkasy and Poltava regions that have sheltered internally displaced persons.

As part of the “Share the Warmth” fundraising campaign, our partner, CF “Zaporuka”, organized a collaboration with the NGO “MistoHub” from Poltava.

For 2 consecutive weekends, we co-organized the charity fair “Spaskyi Dvizh. Share the Warmth” in the very center of Poltava.

Result — 220 thousand UAH was raised to buy firewood for IDPs.

благодійний ярмарок

СПАСЬКИЙ ДВИЖ

МІСТОХАБ

Міжнародний фонд ЗАПОРУКА

ДІЛИСЬ
ТЕПЛОМ

На дрова для вимушених переселенців, та обігрівальні прилади для ЗСУ

Ми зібрали: $198000 + 22000 =$

220 000 грн

Дякуємо кожному - що разом!



pedan buro

VIDEOPRODUCTION



YouTube-channel “Collider”

pedan buro

An educational and entertainment YouTube channel for teenagers aged 9-13, created in partnership with Public Broadcasting.

Implementation: idea, positioning, design, script, production, post-production

Mission: to encourage teenagers to think critically in the format of edutainment

Positioning: “Daring School of the Future”

Formats: “Really?”, “Who's Einstein?”, “CyberHouse”

3 months results

(organic growth, without advertising)

 Підписалося 7,85 тис. користувачів

 236 відео

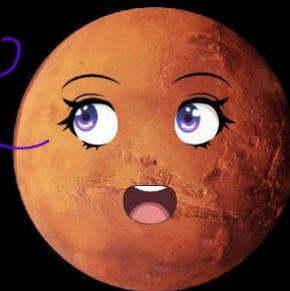
 1 004 090 переглядів



КООООООООООООЛИ
НОВІ ВИПУСКИ?
ЩОТИЖНЯ

КООЛАЙДЕР

ПІДПИШИСЬ



WATCH

Format #1 — “Really?”

Explainer magazine

A video magazine that presents bright, dynamic and informative videos that tell about all the most amazing things that exist in Ukraine and the world and are designed to arouse children's interest.

Themes:

- ▶ “Space and its galactic mysteries”
- ▶ “The most common myths about animals”
- ▶ “What were the first ones like?”
- ▶ “The world of computer and mobile games”
- ▶ “The wonderful world of musical instruments”
- ▶ “Ukrainian struggle. We have something to be proud of”

pedan buro

#3

ТА НЕВЖЕ?

ЩО БУЛО
ДО ЕРИ
ІРНОНЕ?

WATCH

Format #2 — “Who's Einstein?”

pedan buro

Science battles

A competition between two popular bloggers in the modern interactive space. The heroes of the videos test their knowledge and physical abilities in active, fun contests based on scientific facts. And they prove to the audience that science is interesting.

Host — high school student Sofiia Kozynets, winner of the Genius Olympiad global environmental project competition in the science section, all-Ukrainian stages of Regeneron ISEF, and ambassador-leader of the Kyiv Junior Academy of Sciences.

Participating influencers:

- ▶ Lera Peshka vs. Vlad Rudnitskyi;
- ▶ ALYONA ALYONA vs. Roxolana;
- ▶ ELLEVIKA vs. VALERISSSH;
- ▶ Ira Kudashova vs. Sasha Vebster;
- ▶ Dasha Kubik vs. Vlad Shevchenko;
- ▶ Mykola Malchyn vs. itsvitalik.



МИКОЛА МАЛЬЧИН * ITSVITALIK

* ХТО ТУТ ЕЙНШТЕЙН? *



WATCH

Format #3 — “CyberHouse”

pedan|buro

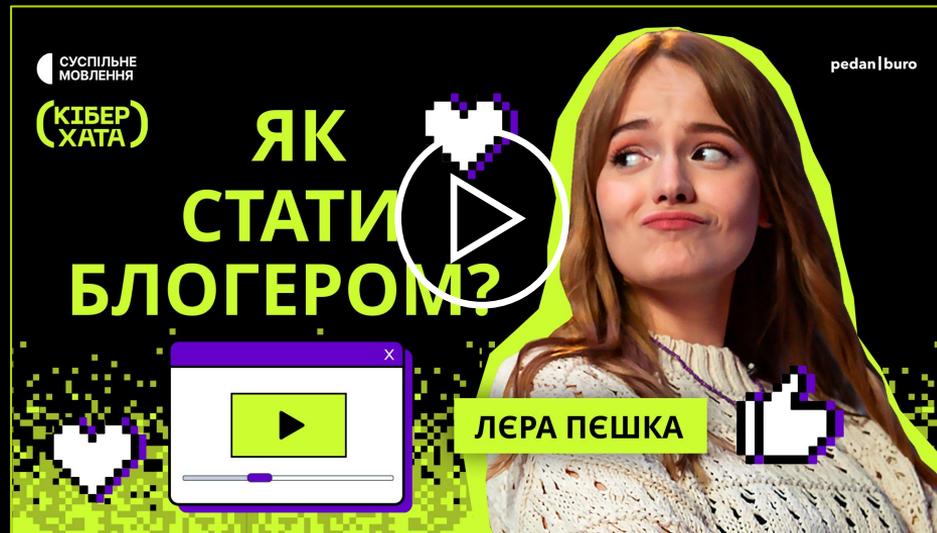
Infotainment videos

An educational and entertaining format presented by dynamic, informative videos in the format of an information investigation about everything that the virtual world can hide: both dangerous and vice versa — useful and cool.

Hosts: influencers Lera Peshka and Mykola Malchyn

Themes:

- ▶ “How to become a blogger?”
- ▶ “How to make money online?”
- ▶ “How to Google correctly?”
- ▶ “Who is hiding behind my screen?”
- ▶ “How to avoid becoming a victim of virtual fraud?”
- ▶ “What's wrong with russian content?”



WATCH

Promotional video for UKLON

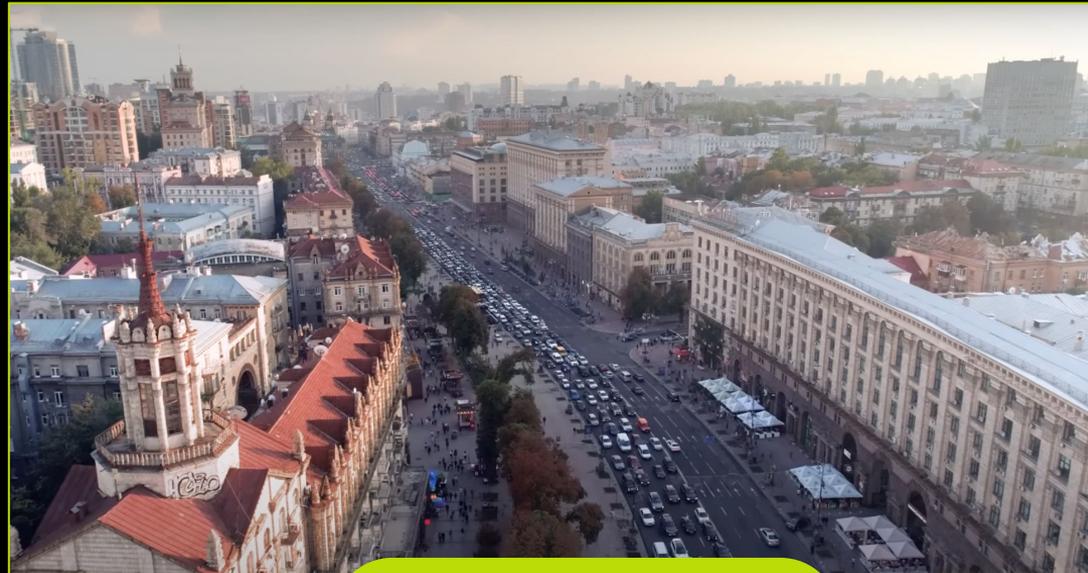
Social promo video “On the Volunteer Front: a documentary film for the anniversary of the Great War”

Scope of Work: concept development, scriptwriting, production, post-production.

Task: to tell about Uklon's volunteering and social responsibility during the war.

Communication channels: Digital (YouTube, Instagram, FB).

Duration: 2–3 minutes (could be presented as a mini-film).



WATCH



Проморолики для Uklon

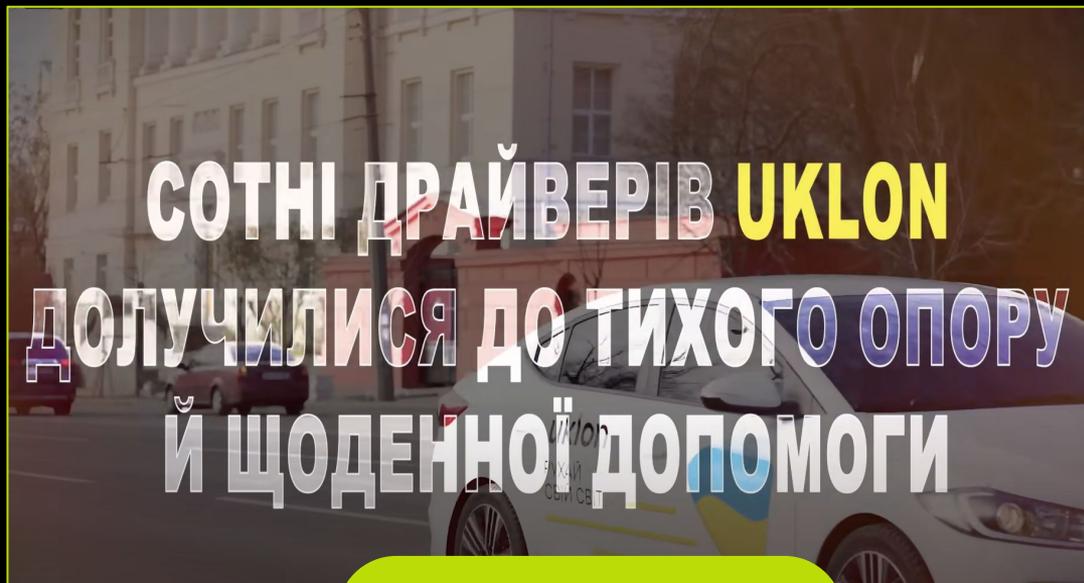
“Тихий спротив триває”. Ролик про водіїв Uklon, які долучилися до руху спротиву на тимчасово окупованих територіях

“Quiet Resistance Continues”. A video about Uklon drivers who joined the resistance movement in temporarily occupied territories.

Scope of Work: concept development, scriptwriting, production, post-production.

Task: To support the resistance week from the “Yellow Ribbon” movement and express support for Ukrainians who resist occupation, by showcasing the stories of Uklon drivers who helped Ukrainians in temporarily occupied territories by delivering essential supplies and evacuating families from cities and towns.

Publication on Uklon's social media channels YouTube, Facebook, Instagram.



WATCH

Video project for CEDEM



ЦЕНТР ДЕМОКРАТІЇ ТА
ВЕРХОВЕНСТВА ПРАВА

Series of caption videos for social media of the Center for Democracy and Rule of Law.

Scope of Work: concept development, scriptwriting, production, post-production.

Task: To tell about the cooperation between civil society, business, and government in Ukraine.

Produced and delivered to CEDEM for further publication, 6 video clips:

- ▷ About the Youth Family Support Center “Dzherelo”;
- ▷ About the Humanitarian Hub “Active Rehabilitation Group”;
- ▷ About the “Accessible Medicines” reimbursement program and the chatbot “Ask Hryts”;
- ▷ About the Museum Crisis Center;
- ▷ About the volunteer project “We Weave Nets, We Protect Ukraine!”
- ▷ About the #BIKESFORUKRAINE initiative.

Duration: 3–5 minutes.



WATCH

Video for the “Dzherelo” center

Social video for the educational-rehabilitation center “Dzherelo” with the support of UNICEF Ukraine

Scope of Work: concept development, scriptwriting, production, post-production.

Task: To share among society the messages conveyed by the Rehabilitation Center “Dzherelo” about the equality of all children, regardless of whether they have any diagnosis or not.

Communication channels: Digital (YouTube, Instagram, FB)

Duration: 2–3 minutes.



WATCH 1



Навіть різними, але



WATCH 2

Promotional video for the company “NOVA POST”



Promotional video for the new car fleet of the company “NOVA POST”.

Scope of Work: concept development, scriptwriting, production, post-production.

Task: to dynamically and comprehensively showcase the company's new car fleet, as well as its innovation and speed in delivery.

Published on “Nova Post” social media channels: Facebook, Instagram, YouTube.



WATCH



АСТАРТА-КІЇВ

Corporate promotional movie for “ASTARTA”

Corporate promotional film in honor of the 15th anniversary of the agro-industrial holding “Astarta” going public.

Scope of Work: concept development, scriptwriting, production, post-production.

Task: to showcase the company's scale, technological capabilities, as well as its innovative and transparent approach to work by covering all the potential of the agro-industrial holding.

Publication on the social media channels of the “Astarta” holding: Facebook, Instagram, YouTube.



WATCH

Road Show “The Way of Steel”

Oleksandr Pedan and his daughter Lera visited a mining and metallurgical plant and walked “The Way of Steel”.

They visited an iron ore quarry and a processing plant, rode giant dump trucks and saw huge coke oven batteries. We learned how pig iron is produced and everything about the production of steel and steel products. And all this to show what production facilities are available in Ukraine!

Scope of Work: Oleksandr and Lera Pedan — hosts of educational video about Ukrainian steel.

Task: to tell the story and journey of Ukrainian steel in a simple, interesting, and dynamic way. To describe the vast capabilities of Ukrainian metallurgy. Publication on Metinvest's social media channels.



WATCH

YouTube-channel “PEDAN MOZHE”

Oleksandr Pedan's YouTube channel, which features some of the most popular YouTube show formats.

Recent projects:

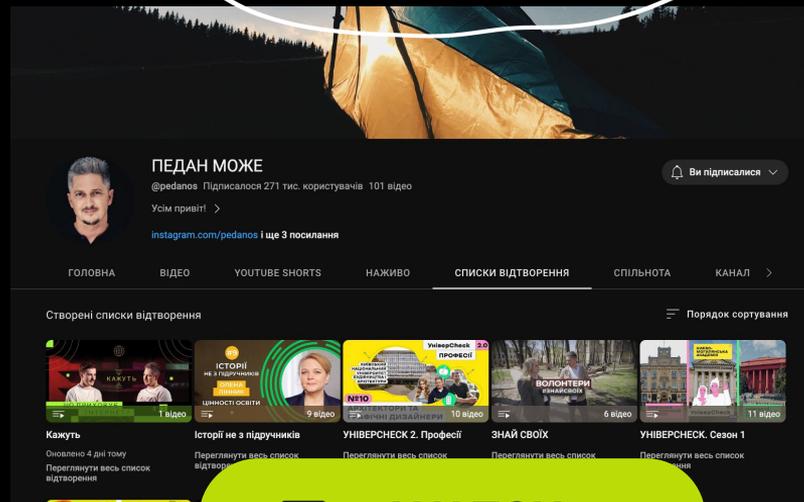
- ▶ **“THEY SAY”** — video podcasts on Oleksandr Pedan's YouTube channel, where Oleksandr and experts delve into current topics discussed on the internet.
- ▶ **“UNIVERCHECK”** — a project about Ukrainian universities. The hosts are Oleksandr Pedan and his daughter Lera. Oleksandr examines educational institutions as a parent, while Lera represents herself as a prospective student (in the first season) and as a first-year student (in the second season).
- ▶ **STORIES NOT FROM TEXTBOOKS (NUS)**

Each episode's engagement — from 100K

Viewing depth — from 10% to 30%

The idea development, scripting, editing, and production — pedan buro

271 K SUBSCRIBERS
14,7 MILLION VIEWS



Promotional video for realme 7 Pro

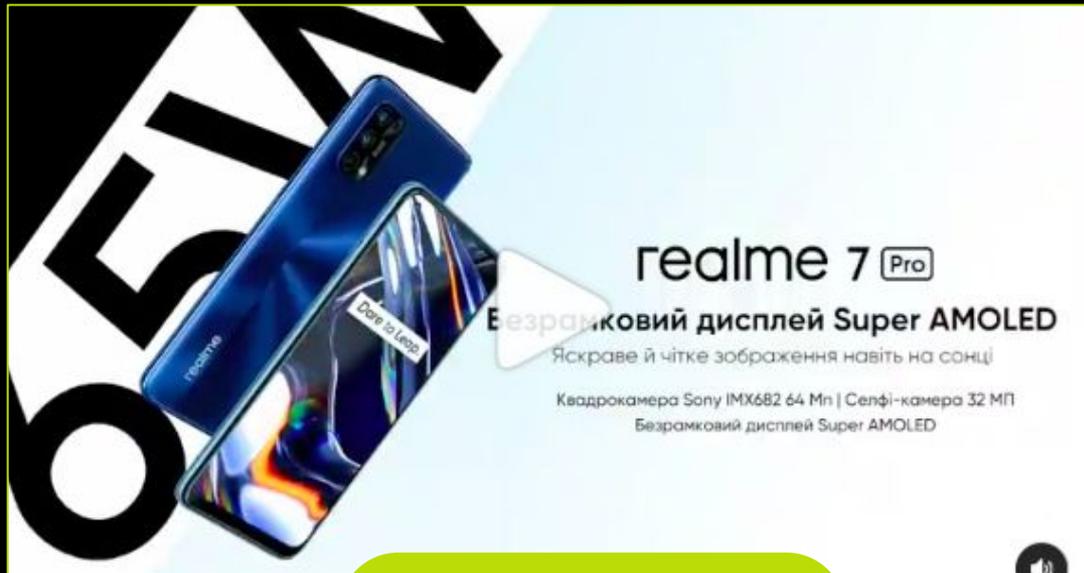


Promotional video shooting for the realme 7 Pro smartphone

Scope of Work: concept development, scriptwriting, production, post-production.
Director — Oleksandr Pedan.

Task: to showcase all the phone's features by filming it on a realme 7 Pro model and showing them in the video. To make the video dynamic, colorful, and interesting for young people.

Publication in social media of the realme Ukraine brand: Facebook, Instagram, YouTube.



WATCH

pedan buro

Thank you for
your attention

