

# 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

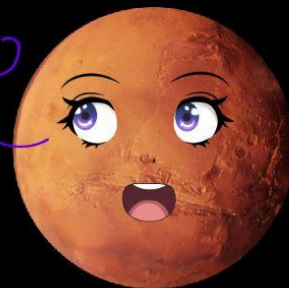
 1 004 090 переглядів



КОООООООООООО ОЛИ  
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”

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#3

ТА НЕВЖЕ?

ЩО БУЛО  
ДО ЕРИ  
ІРНОНЕ?

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# Format #2 — “Who's Einstein?”

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## 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;
- ▶ ELLEVIKA vs. VALERISSSH;
- ▶ Dasha Kubik vs. Vlad Shevchenko;
- ▶ Alyona Alyona vs. Roxolana;
- ▶ Ira Kudashova vs. Sasha Vebster;
- ▶ Mykola Malchyn vs. itsvitalik.



МИКОЛА МАЛЬЧИН \* ITSVITALIK

\* ХТО ТУТ ЕЙНШТЕЙН? \*



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# Format #3 — “CyberHouse”

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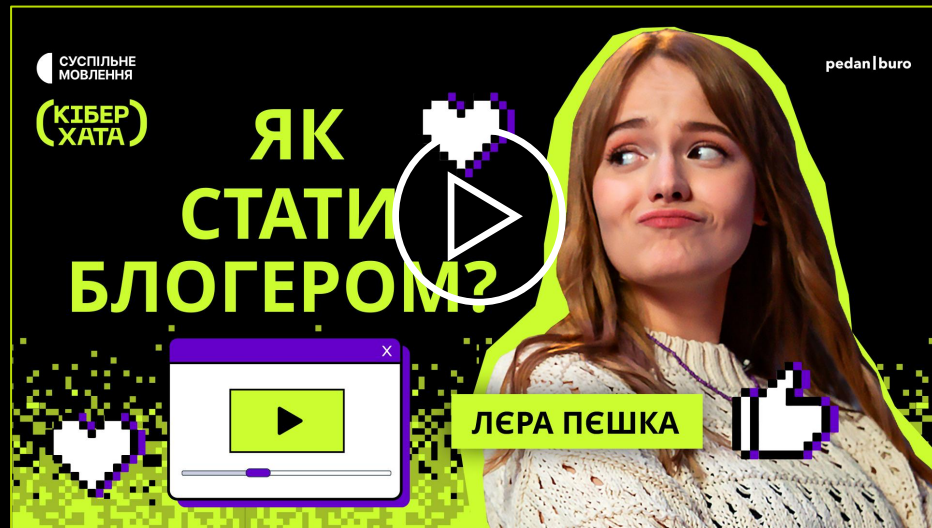
## Infotainment videos

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?”



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# Promotional video for UKLON

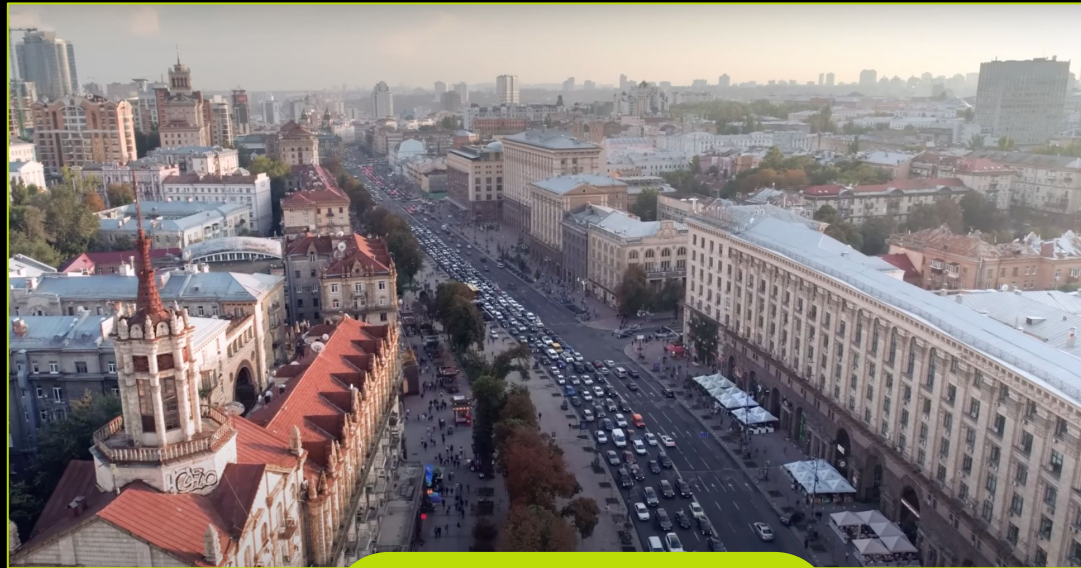
Social promo video “On the Volunteer Front: a documentary film for the anniversary of the Great War”

**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).



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# Video for Uklon

uklon

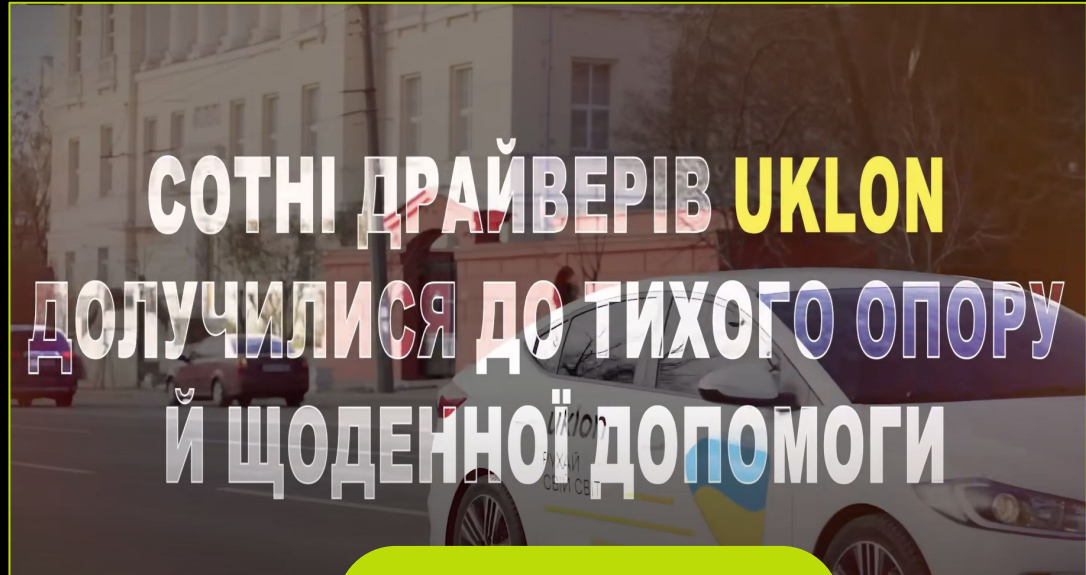


“Quiet Resistance Continues”. A video about Uklon drivers who joined the resistance movement in temporarily occupied territories.

**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.



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# YouTube-channel “PEDAN MOZHE”

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

## Recent projects:

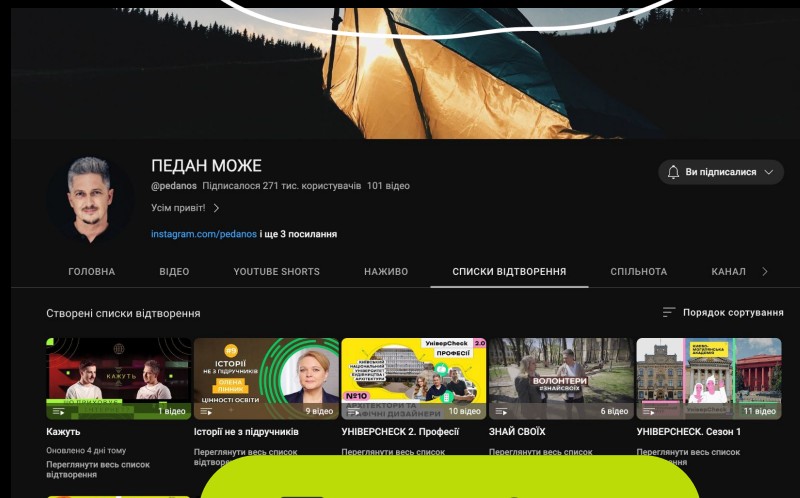
- ▶ **“THEY SAY”** — video podcasts on Oleksandr Pedan's YouTube channel, where Oleksandr and experts delve into current topics discussed on the internet.
- ▶ **“UNIVERCHECK”** — a project about Ukrainian universities. The hosts are Oleksandr Pedan and his daughter Lera. Oleksandr examines educational 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



# 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](#)

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#ЗНАЙСВОІХ



ПРОМПРИЛАД.РЕНОВАЦІЯ

#ЗНАЙСВОІХ



МІСТО ДОБРА



ВОЛОНТЕРИ  
#ЗНАЙСВОІХ

18:35