

iCIVICS | attn:

nickelodeon

Well versed



Well Versed is a set of super catchy, contemporary 3-minute music videos showcasing how government works in the U.S. created by Nickelodeon, ATTN:, and iCivics.

In order to maximize visibility of *Well Versed* among elementary school teachers and administrators, I leveraged top placements and digital channels that I knew educators use to find and explore new products, providing varied touchpoints, and cadenced messaging.

Campaign Results



- Estimated Schools Reached: 25,530
- 109,000+ educator visits to Well Versed pages on iCivics website
- 123,000+ educators clicked and/or opened promotional emails
- 1,780+ downloads of the Video Guides
- 3.9M+ paid social media campaign impressions, 19,700+ link clicks
- 10M+ views on Nickelodeon YouTube videos

Campaign Assets

Landing Page

- 38,000+ visits to playlist page
- 71,000+ educator visits to video pages within iCivics collection
- 1,780+ downloads of viewing guides
- Most popular video and guide: Functions of Government




Paid Email & Billboard Ads

Association for Supervision & Curriculum Development

- Deployed: 11/2, 1/10, 1/17
- Total opens: 4,928
- Open rate: 19.71% (average for platform)
- Click rate: 2.21% (average for platform)
- Total clicks: 109
- Total Sent: 424,506
- Total Impressions: 91,970
- Average Impression Rate: 21.67%

SmartBrief




Animated music videos about how kids country rock!

The series and viewing guides are now available across Nickelodeon platforms, Paramount+

Nickelodeon, ATTN:, and iCivics teamed up to bring elementary [new animated music video series](#) that aims to help them learn fun and imaginative ways through original pop songs.


Well Versed hits all the right notes as it explores civic concepts with the youngest generation. The 12-video series:

- Explores topics such as the functions of government, how laws are made, and how to be an engaged citizen.
- Consists of 8 videos for elementary students (ages 6–11) and 4 for preschoolers (ages 2–5).
- Includes viewing guides created by iCivics that support learning in the classroom or at home with short activities and conversation starters.



[Explore the Well Versed Series](#)

iCivics attn: nickelodeon Paramount+



iCivics

1035 Cambridge Street, Suite 1 | Cambridge, MA 02141
617-356-8311 | www.iCivics.org

iCivics | attn: nickelodeon

Well Versed

Animated music videos about how kids can make this country rock!



New Civics Music Videos

from Nickelodeon & iCivics

icivics.org/wellversed



Top: Billboard Advertisements

Left: E-Newsletter Dedicated Send

Paid Email

Market Data Retrieval

- Deployed: 11/6, 11/13, 11/27
- Total opens: 35,801
- Average Open rate: 6.67%
- Average Click rate: 0.5%
- Total clicks: 3,145



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Explore the Well Versed

iCivics

attn:

nickelodeon



Get Your Classroom Groovin' With Well Versed

Music videos that explore civic topics for the youngest genera

The new Well Versed animated music video series from Nickelodeon, ATTN:,
iCivics aims to help elementary students learn about civics in fun and imagina
ways through original pop songs.



The series consists of 8 videos for elementary
students (ages 6–11) and 4 for preschoolers
(ages 2–5), and each video includes a viewing
guide, created by iCivics, that supports
learning with short activities and conversation
starters.

Use the viewing guides to turn the 3-minute
music videos into full lessons by incorporating
the pre- and post-watch questions and activity
suggestions.

Or use one of the music videos as a short
transition song as your class moves from one
lesson or activity to another.

Explore the Well Versed Series

The series and viewing guides are now available on iCivics and across Nickelodeon plat
Paramount+, and Noggin.

iCivics

attn:

nickelodeon

Paramount+



Break Out the Dancing Shoes During Winter Break

Continue learning at home with Well Versed, our brand-new
animated music video series with Nickelodeon

With winter break approaching, support at-home learning and family fun by
assigning Well Versed. Get the entire household groovin' with our original pop
songs!

This new animated music video series from Nickelodeon, ATTN:, and iCivics will
keep kids entertained while learning about important civic concepts. Check out our
most popular tunes:



Functions of Government (ages 6–11)

Video runtime 3:27 | 268K+ views!



Rules (ages 2–5)

Video runtime 3:29 | 449K+ views!

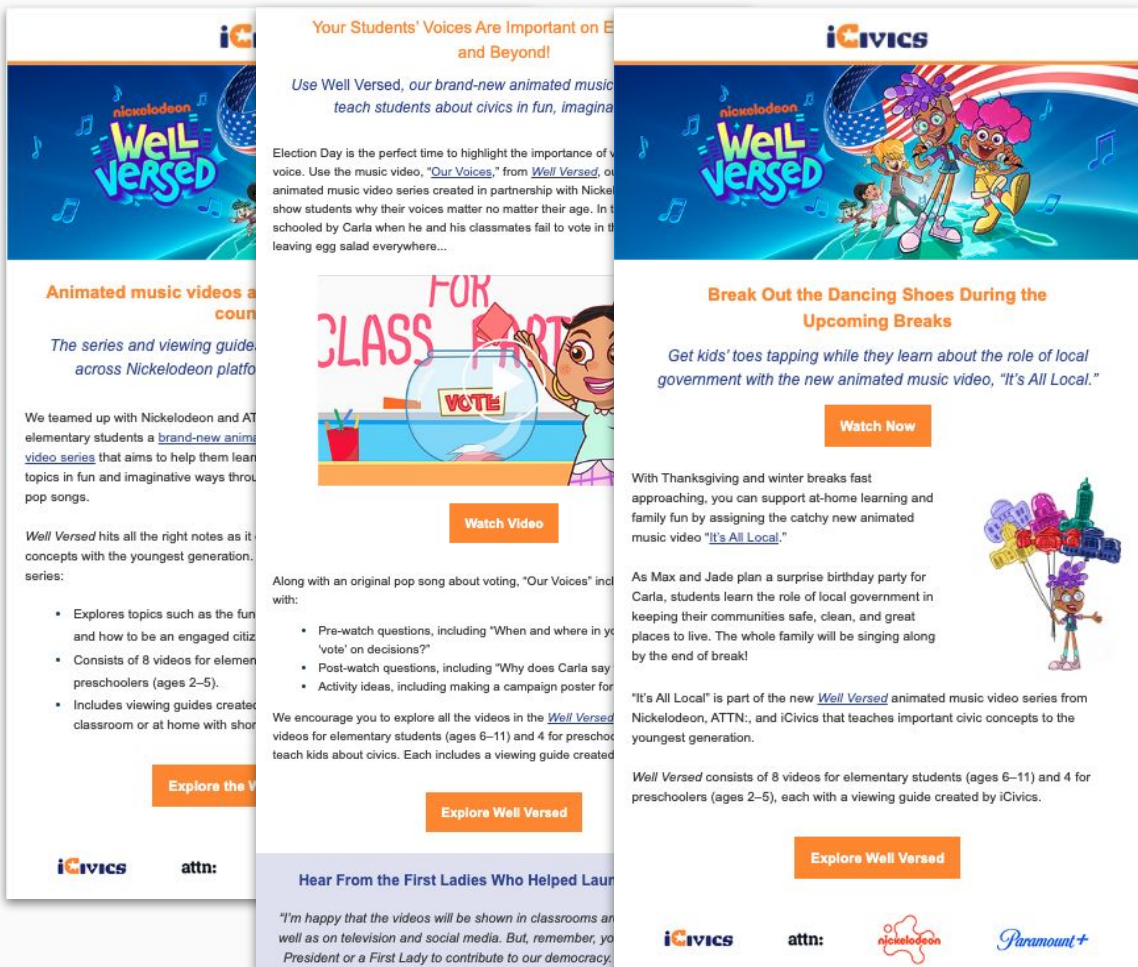
The whole family will be singing along to these catchy songs by the end of break!

Well Versed consists of 8 videos for elementary students (ages 6–11) and 4 for
preschoolers (ages 2–5), each with a viewing guide created by iCivics.

Organic Email

Sent to iCivics list of XXX,XXXX

- Deployed: 11/1, 11/2, 11/6, 11/16, 11/30, 12/13
- Total opens: 46,485
- Average Open rate: 16.35%
- Average Click rate: 0.76%
- Total clicks: 2,168



Paid Social Media

Twitter, LinkedIn, Facebook & Instagram Data:

- 3,907,990 total impressions
- 19,783 total link clicks
- Average CTR: 0.69%

*Data provided across all platforms for 26 ads



iCivics
Published by Sian Park · 5d ·

Introduce your elementary students to the branches of government, their rights, and more civic concepts with Well Versed. Don't miss this new civics-focused music video series from Nickelodeon, ATTN:, and iCivics!



ICIVICS.ORG
Just Launched! Animated Music V
Make This Country Rock.

This is a Twitter advertisement for the 'Well Versed' music video series. The ad features a large, vibrant graphic on the left showing four diverse children singing and dancing on a stylized American flag. The text on the right introduces the series, highlighting its focus on civics education for elementary students and preschoolers, and credits Nickelodeon, ATTN:, and iCivics as collaborators. The ad includes the iCivics logo and a link to ICIVICS.ORG.



iCivics
3,318 followers
Promoted

Just Launched: Animated music videos about how kids can make this country rock! Explore civic topics and easily incorporate civics in your classroom with Well Versed, a new music video series for elementary students and preschoolers from Nickelodeon, ATTN:, and iCivics.



iCivics | attn:
nickelodeon
Well Versed

...ds can make this country
Civics. [Learn more](#)

This is a Facebook advertisement for the 'Well Versed' music video series. The ad features a large, vibrant graphic on the right showing four diverse children singing and dancing on a stylized American flag. The text on the left introduces the series, highlighting its focus on civics education for elementary students and preschoolers, and credits Nickelodeon, ATTN:, and iCivics as collaborators. The ad includes the iCivics logo, follower count, and a 'Promoted' label. A 'Learn more' button is visible at the bottom right.



iCivics 
@icivics

Promote

Just Launched: Animated music videos about how kids can make this country rock!

Explore civic topics with Well Versed, a new music video series for elementary students & preschoolers from @Nickelodeon, @attn, and iCivics.



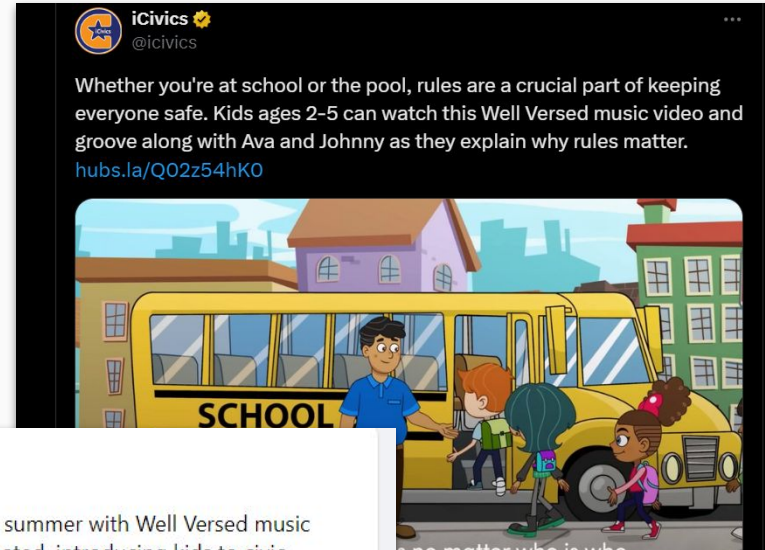
iCivics | attn:
nickelodeon
Well Versed
icivics.org

This is an Instagram advertisement for the 'Well Versed' music video series. The ad features a large, vibrant graphic on the right showing four diverse children singing and dancing on a stylized American flag. The text on the left introduces the series, highlighting its focus on civics education for elementary students and preschoolers, and credits Nickelodeon, ATTN:, and iCivics as collaborators. The ad includes the iCivics logo, a verified account badge, and a 'Promote' label. A 'Learn more' button is visible at the bottom right.

Organic Social Media

Twitter, LinkedIn, Facebook & Instagram Data:

- 3,111 total impressions
- 248 total link clicks
- Average CTR: 8.0%



Paid Search

October 27 – November 21, 2023

- 13,873 impressions
- 841 total link clicks
- 39 new teacher registrations

Headline

Social Studies Curriculum K-5 | Civics
Resources for Kids 2-11

Description

Animated Music Videos & Lesson Plans
that Explore Core Civic Topics for
Children Ages 2-11. Well Versed: Animated
Music Videos About Civics For Kids 2-11;
Complete with Lesson Plans.

Business name

iCivics

Logo



Sponsored



www.icivics.org/civics-for-kids/animated-videos

[Animated Music Videos For Kids -
Third Grade Civics Lesson Plan](#)



Civics for Kids Curriculum & Animated Video Series
That Engages Kids Preschool-5th Grade. Engage Kids
Ages 2-11 With Well Versed: a Free Non-Partisan Civics
Animated Video Series. Free Games & Lessons. Free
Civics Resources. Nonpartisan Civics. Free Teacher...

Sponsored



iCivics

www.icivics.org/civics-for-kids/animated-videos

[Animated Music Videos For Kids - Free Civics Videos & L...](#)

Animated Music Videos & Lesson Plans that Explore Core Civic Topics for Children
Ages 2-11. Civics for Kids Curriculum & Animated Video Series That Engages Kids
Preschool-5th Grade. Free Civics Resources. Free Games & Lessons. Empower
Civics Students.



Media Coverage

The Well Versed launch event took place on National Civics Day in Philadelphia and featured remarks from Former First Ladies Dr. Jill Biden and Laura Bush. The event was covered and mentioned in more than 480 media outlets that have a combined audience reach of more than 700 million readers and viewers.

Media secured by iCivics and Nickelodeon teams included:

- NPR: [A big, new effort to teach children civics is about to be unveiled in Philadelphia](#)
- The Hill: [Jill Biden helps launch animated sing-along civics series for Nickelodeon](#)
- Variety: [Jill Biden Announces 'Well-Versed,' Nickelodeon and ATTN Animated Musical Series On Civics Education](#)
- The Philadelphia Inquirer: [Jill Biden will visit Philly on Friday to announce a new Nickelodeon show](#)
- The Boston Globe: [Jill Biden, Laura Bush help unveil Nickelodeon short series to teach kids civics](#)
- NBC10: [Jill Biden teams up with Nickelodeon to bring civics lessons to TV, Philly](#)
- Yahoo! Entertainment: [Jill Biden Announces 'Well-Versed,' Nickelodeon and ATTN Animated Musical Series On Civics Education](#)

