



A Da Vinci Kids Original Series

**Learn how to stay smart,
safe and kind online
with Search It Up**

Campaign Proposal





Celebrate Safer Internet Day 2022 with Da Vinci Kids

Coming soon - February 8, 2022

Safer Internet Day is the landmark online safety event of the year, celebrated in more than 200 countries and territories. It brings together learning brands, content creators and educators to share practical ways for children and young people to learn about how to be smart, safe and kind in the online world.

Join us!

We created Search It Up, a BAFTA-nominated original series that teaches kids how to be smart, safe and kind online. To celebrate Safer Internet Day 2022, we are working with our global network of partners to highlight the top tips from this series, which kids and their parents need to know!

Did you know...

49% of parents worry about their children oversharing personal information online.

67% of children have had a negative experience online.





Digital literacy, citizenship and online safety are consistently important topics in education and child development, as parents, caretakers and educators work hard to keep up with the ever evolving and socially driven phenomenon that is the Internet.

With this in mind, **Search it Up** was created to help children and families prepare for digital life, guiding them to be smart, safe and kind online. Being smart, safe and kind online are the three pillars of the series, which is aimed at children 5-11 and was nominated for a 2016 **Children’s BAFTA Award nomination** in the Primary Learning category.

In short-format episodes, the show dives into complex topics through relatable scenarios that are accessible and digestible for children and their families. By going through a variety of scenarios and topics ranging from cyberbullying to what’s okay to share online, the purpose of the series is to trigger conversation starters and model how to think critically and make informed, conscious choices in today’s complicated digital world.

Search it Up is fun, authentic and easy to connect with. It is comic in tone and packed with memorable examples, led by brother and sister, Jack and Maya, who encounter situations kids can easily recognize. With a news-style recap, key messages are explicitly reviewed at the end of each episode.

We hope that you will enjoy each of the episodes together and that they might spark some great thoughts and discussions as a family.

Luca

Luca Fiore, Director of Content & Education



5 Safer Internet Day Tips






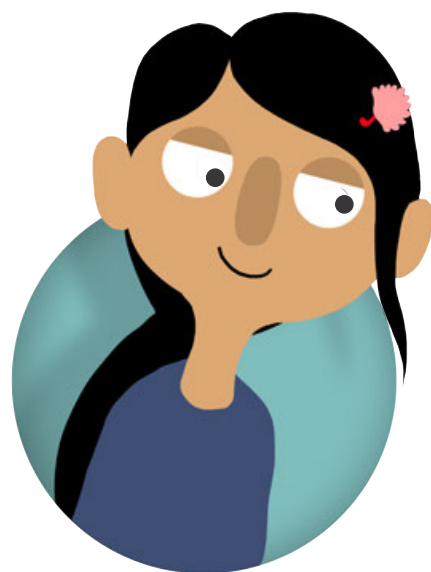
Internet Safety Tip 1

Make rules together

Establishing rules as a household is one of the best ways to set boundaries and build healthy habits that everyone has input on. These rules don't have to be static but something that is discussed and changed over time as kids develop or needs evolve.

 Logos, screenshots and video content available. See page 10





Internet Safety Tip 2

Keep it private

This is sound advice online and offline. Think about where and how you might be sharing personal information and what the risks involved are not just for you but also for your children now and in the future.

Logos, screenshots and video content available. See page 10



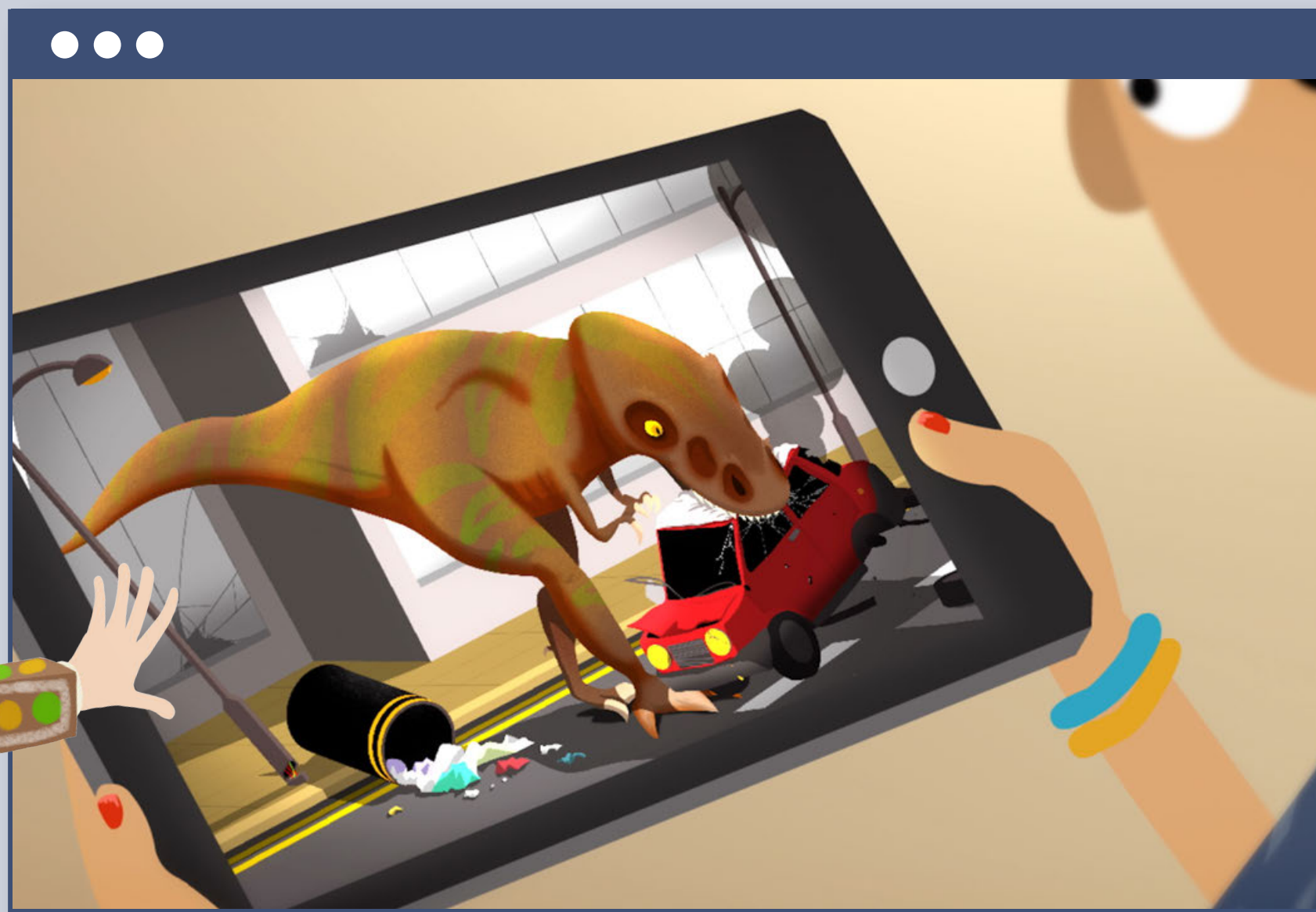


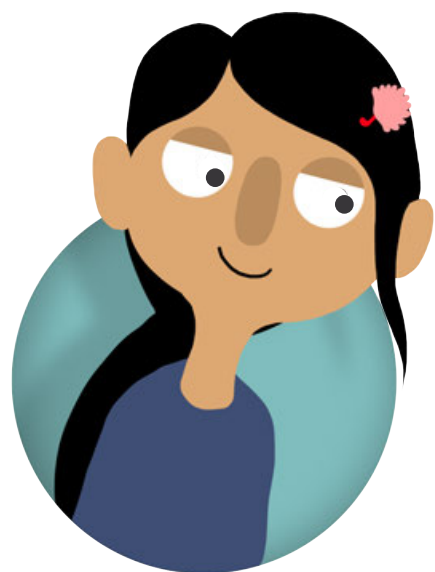
Internet Safety Tip 3

Use parental controls

There are tools out there that can support the boundaries and rules you'd like to set as a family. See if they're useful for you.

Logos, screenshots and video content available. See page 10





Internet Safety Tip 4

Ask permission

Not all contexts and places have the same rules and etiquette for tech use, so it's simply polite to think about this and maybe even ask those around you what's appropriate or okay.

Logos, screenshots and video content available. See page 10



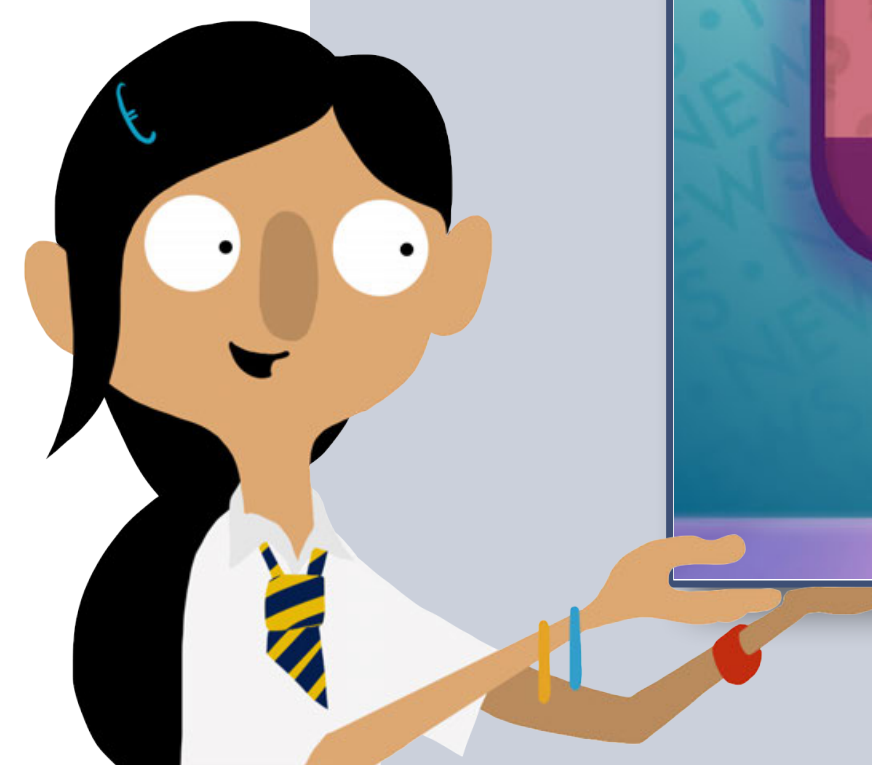
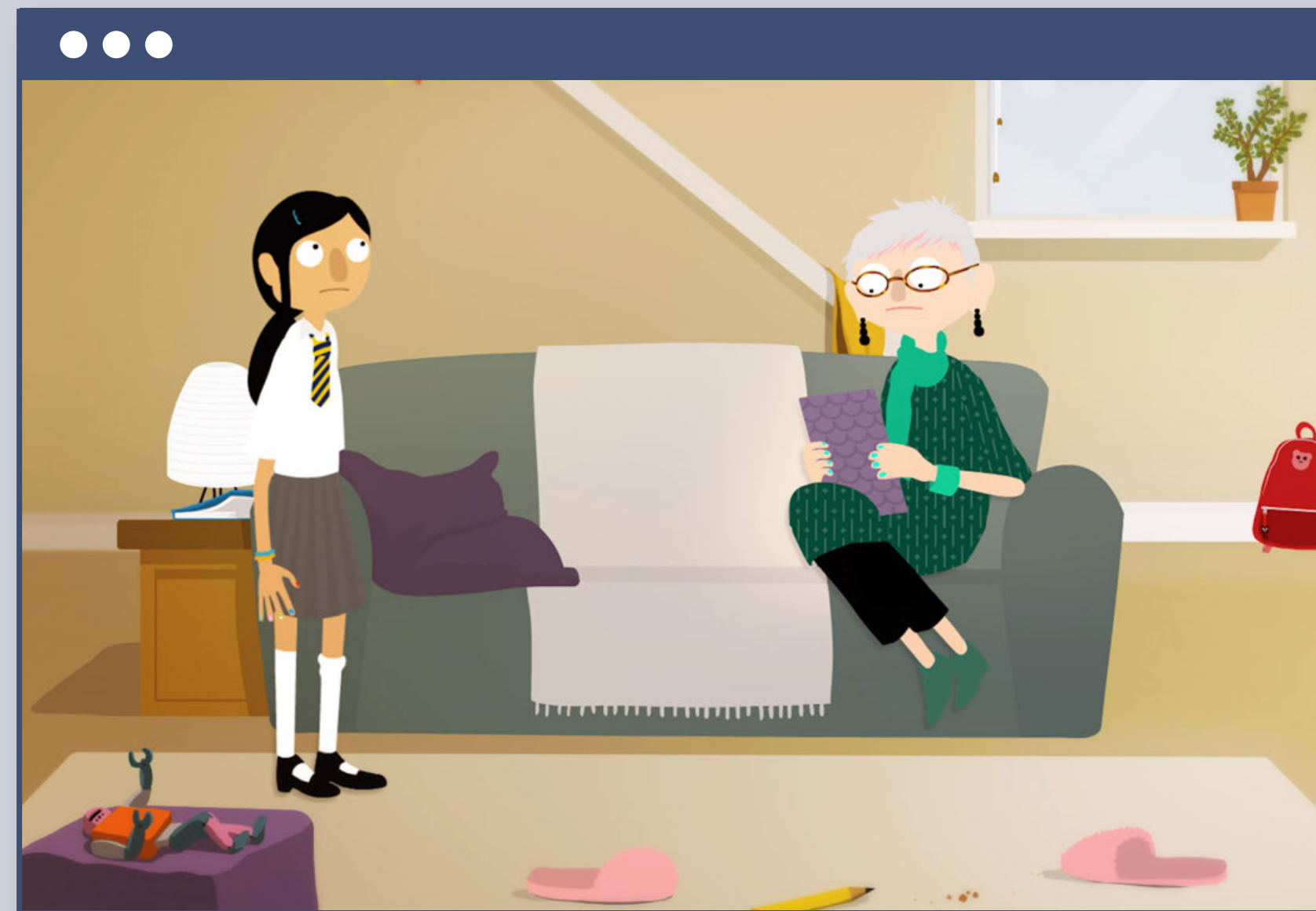


Internet Safety Tip 5

Talk about it

This is a golden rule in general, but particularly important when it comes to digital life. The experiences and interactions we have online and need to learn from can be quite nuanced, so it helps to consistently and often talk about things.

Logos, screenshots and video content available. See page 10





What we're offering

A resource of assets to support a Search It Up campaign can be found below

- 30" trailer (16x9, 9x16, 1x1)
- 20-30" tip trailers (16x9, 9x16, 1x1)
- Show logo
- Screen shots
- Show promotional art
- Video clips
- Da Vinci Kids brand assets

[Click here for dropbox access](#)

Alternatively visit <https://bit.ly/3E064zH>



We are Da Vinci Kids

Da Vinci Kids brings learning to life with a world of award-winning TV shows, documentaries and games. We provide premium age-appropriate content in 21 languages to an audience of 60 million kids and families, in over 190 countries.

Da Vinci Kids helps kids engage with interesting facts, hands-on challenges, and great stories. Our content is designed to help children to learn and have fun in a way that enhances what they learn at school.

Katarina Neskovic

Marketing Director
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