

## Nick Jr. Launches Easter Brand Building Campaign



Nick Jr, the preschool channel owned by Viacom International Media Networks, is launching its first major brand building campaign in the UK in almost five years targeting parents and preschoolers with the objective of bringing in new family viewers.

Watch the on air campaign creative here: [https://youtu.be/vXQsq\\_blmyY](https://youtu.be/vXQsq_blmyY)

Titled “Small Heroes Can Always Find Big Adventures on Nick Jr!” and created by Nickelodeon’s in house team, the playful creative for the campaign is built around a preschooler’s real-life moments and integrated with five of the most popular shows within the Nick Jr. portfolio - *Blaze and the Monster Machines*, *PAW Patrol*, *Nella the Princess Knight*, *Rusty Rivets* and *Shimmer and Shine*.

The six-week on air and off air campaign around Easter runs from 23 March includes 40 second spots across TV, cinema, VOD and online. Paid and organic social activity across Facebook, Instagram and Pinterest is being utilised to drive awareness and online engagement. A competition to find Nick Jr’s biggest Super Fan is being launched with 16 micro-influencers via platform BuzZoole for targeted sweepstakes with Nick Jr. Super Fans.

“Nick Jr. is *the* home of the biggest pre-school brands in the UK. The campaign positions it as a destination packed with adventure and great story-telling featuring well-loved characters which equally entertain and excite our young audience” commented Alison Bakunowich, SVP Nickelodeon UK and Northern and Eastern Europe.

In 2017 Nickelodeon was the number one kids network in cable and satellite homes and Nick Jr. was the number one commercial kids channel (Source: BARB, C&S Homes, Kids EPG, Kids 4-15, 2017).

The company also recently launched Nick Jr. Play, and iOS and Android, with multi-language support. The app is an interactive app experience that offers pre-schoolers their favourite Nick Jr. shows, games and music in one place.

### Notes to Editor

#### Nick Jr.

Where every day’s an adventure, Nick Jr. is a top-performing commercial pre-school entertainment brand in cable and satellite homes. Launched in 1999 as the world’s first channel dedicated to pre-school children, Nick Jr.’s programming includes beloved shows *PAW Patrol*, *Shimmer and Shine*, *Nella the Princess* and *Peppa Pig*. Online, clips, games, exclusive activities and downloads are all available at [nickjr.co.uk](http://nickjr.co.uk) Viewers also have the opportunity to catch up with the schedule through Nick Jr. +1. Nick Jr. is available on Sky 615, Virgin 715, through BT Vision and TalkTalk channel 318.

The Nickelodeon Network is a top-performing commercial kids' TV network in the UK and Ireland with Nickelodeon channels available in over 13 million cable and satellite homes. Having launched in 1993 Nickelodeon UK comprises seven dedicated entertainment channels for kids aged 4-15 and their families, and is a joint venture between Viacom International Media Networks and BSkyB.

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