

Home » Where in the World? Poland!

## Where in the World? Poland!

# WHERE IN THE WORLD?

with support from  
the Polish Cultural Institute

# POLAND!

Welcome to the adventures of John Iflyalot, our Fun Kids explorer who travels the planet in the search of answers.

Fearless in his pursuit of knowledge, there isn't an ocean too wide or a cave too deep or a desert too dry to keep him from his quest!



So where in the world was John Iflyalot last seen? In Poland! And right here you can find out everything he's learnt so far!

You can listen to his adventures every day on Fun Kids in The Club with Luke from 4pm.

[Or click here to listen to his adventures right now!](#)

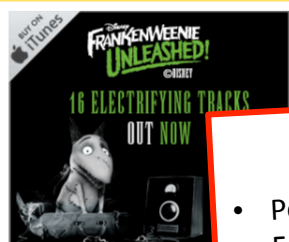
He'll be finding out more about Poland's history, culture and people, plus looking at everything from the food they eat to its famous landscapes.

But if you can't wait until then, we've got good news. John has left a series of written accounts which you can read right here!

Click on a section below to explore



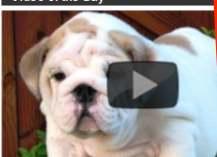
- In This Section:
  - Famous Scientists and
  - Inventions from Poland
  - Quickfire Guide to Poland
  - The Fun Kids Polish Phrasebook



Listen to Fun Kids Radio

We're a radio station for kids! DAB Digital Radio in London download the FREE Fun Kids app

Video of the Day



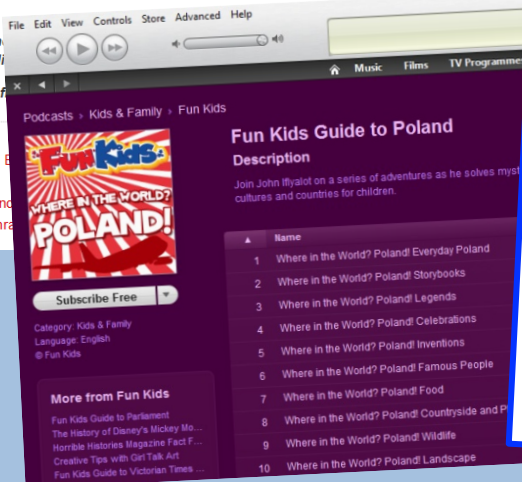
Parents! Stay in Touch!

Like us on Facebook

Fun Kids Radio Like You like it

Follow us on Twitter:

Follow @funk



## Case Study: Where in the World? Poland!

### Campaign

- Polish Culture Institute London wanted to use the Where in the World? Format to provide a first introduction to Poland, its culture and customs
- With over 1 million Poles living in the UK, they were keen to offer a detailed yet fun way for both Polish and non-Polish children to foster a better understanding of Poland – its heritage and cultures
- To do this we created a series of 10 features broadcast on air over a 6-month period as well as available online
- This campaign was also supported with extensive online activity, competitions and data collection for further engagement

### Results

This campaign launched at the start of October, but here's an overview of initial results:

- On Air features have reached over 173,000 listeners within the first month
- On Air activity around the features has reached a further 127,000 listeners
- We've accrued a database of 489 parents who've opted in for further information on these subjects
- 2,827 pageviews for Poland pages on [funkidslive.com](http://funkidslive.com)
- 315 downloads of the audio content online