



BYKIDDO

MEDIA KIT 2022

Create Family Fun, Build Strong Families

ABOUT BYKidO

BYKidO = Bring Your KID Out

BYKidO is the go-to parenting and lifestyle platform for parents to discover events and experiences for the families. A Mediacorp invested start-up, BYKidO helps parents easily discover and create their next family fun within Singapore and in the region.



Over **150,000 young parents** use BYKidO monthly to plan fun weekends and holidays, purchase family-friendly experiences, discover new products for different family members, get updated on the latest happenings affecting them and simply to get ideas for their next family meal!

Our community engages with us through various online and offline channels, allowing you access to a highly targeted and engaged audience through multiple media and eCommerce offerings.

PARENTS RELY ON OUR CONTENT



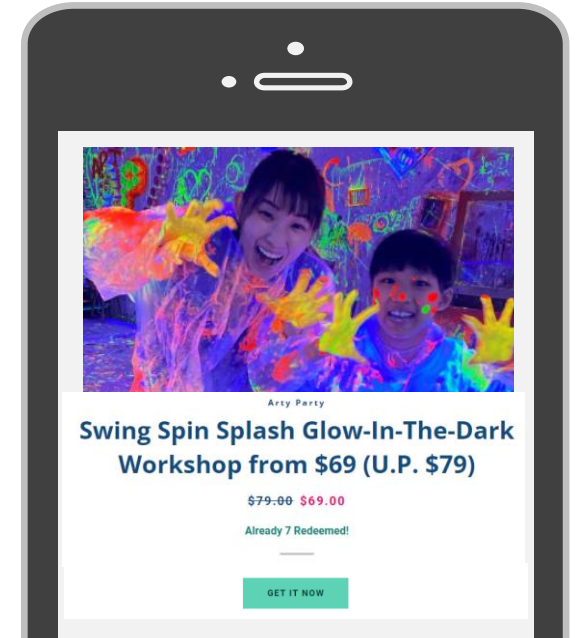
WE EDUCATE

We seek and share the who, what, where, when, why and how of the latest happenings



WE ENTERTAIN

We create and share media and events in fun and exciting ways for families to create fun times



WE EXCITE

We curate deals and discounts for families to enjoy the best experiences

OUR MEDIA CHANNELS

WEBSITE



290,000 Page Views
149,000 Unique Visitors

Monthly Average (2022) - [Website](#)

SOCIAL MEDIA



[Facebook](#): **28,800 Followers**
[Facebook Group](#): **2,000 Members**
[Instagram](#): **26,600 Followers**

VIDEO PLATFORMS



[YouTube](#): **39,200 Subs**
[TikTok](#): **3,000 Subs**

DIRECT CHANNELS



Newsletter: 16,000 Subs
[Telegram Channel](#): **2,000 Subs**



AUDIENCE PROFILE

The typical parent who uses BYKidO is a young Mother aged between 25 – 44, living in Singapore with at least 2 kids. Her kids will be between 0 to 12 years old, with at least one kid between 3 to 8 years old. She uses BYKidO via her mobile device to get information on events and experiences, and is most active in the evenings.



71%
Are female



86%
Access via a mobile device



70%
Have 2 kids or more



63%
Are between 24 – 45 yrs old



85%
Living in Singapore

90% (60%)
Have a kid aged 0 – 12 years old
(aged 3 – 8 years old)

WE DON'T JUST MAKE PARENTING EASIER WE MAKE PARENTING MORE FUN

"You guys sussed out all the interesting places for us, taking over our headaches on where to bring the kids to."

Joanna Ho, Mummy



WHY WORK WITH BYKIDO

- ❑ Gain access to a targeted audience of young parents
- ❑ Engage with a parenting community with intent.
- ❑ Create informative, SEO-driven editorial content with crucial backlinks.
- ❑ Amplify your messaging through various internal and external channels.
- ❑ Choose from diverse advertising and outreach options for all campaign types.
- ❑ Be associated with a trusted voice in the parenting community.

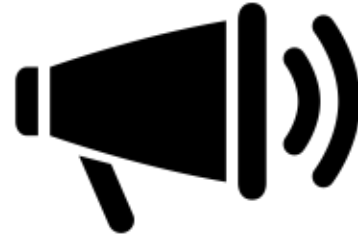
AT EVERY STAGE OF SOCIAL COMMERCE



DISCOVERY

Content

- ❑ Advertorials
- ❑ Listicles
- ❑ Media Creation – Pictures and Videos
- ❑ Events



AMPLIFICATION

Social & Community

- ❑ Social Media – FB, IG, TikTok, YouTube
- ❑ Direct Channels – Direct Mailers, Telegram
- ❑ Influencers
- ❑ 3rd Party Network / External Ads



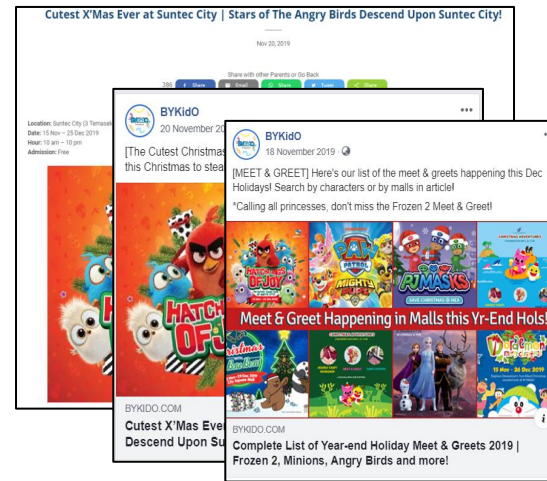
CONVERSION

eCommerce

- ❑ Direct Selling
- ❑ Coupons And Promotions
- ❑ Leads Generation
- ❑ Trial Sign-ups

CONNECTING BRANDS & PARENTS

Advertising & Content Creation



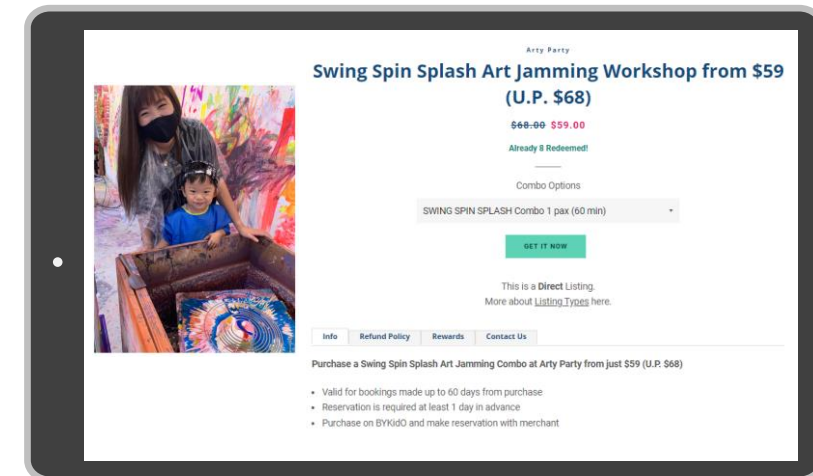
Influencer Management



Events



eCommerce Solutions





ADVERTORIAL OPTIONS

STANDARD AMPLIFICATION ———— \$2,400

- Up to 500 words, published on bykido.com
- Featured in Newsletter
- Facebook Amplification (\$100, autoplacement on FB/IG)

DEDICATED AMPLIFICATION ———— \$4,000

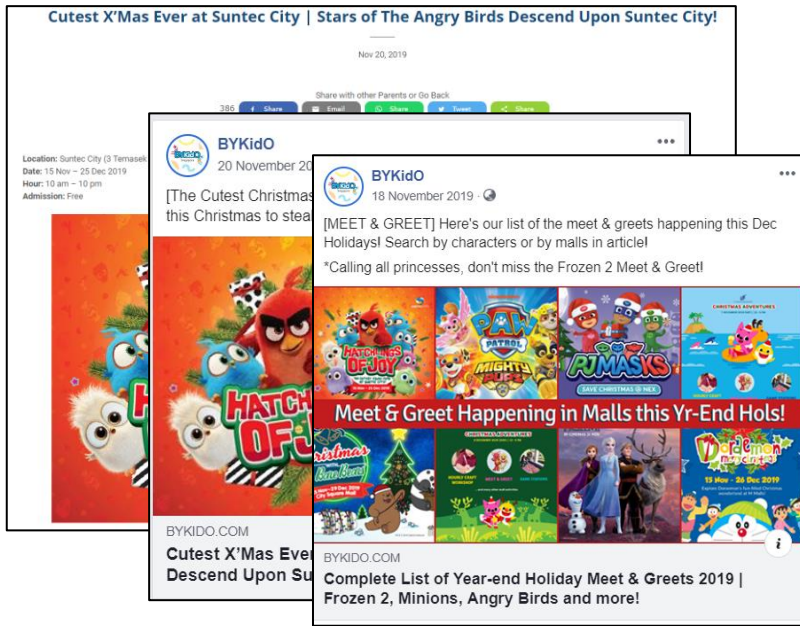
- Up to 500 words, published on bykido.com
- Featured in Newsletter + Dedicated eDM
- Facebook Amplification (\$100, autoplacement on FB/IG)

COMMON ADD-ONS (20% DISCOUNT) ———— Fees Upon Request

- Content Creation (Pictures, Videos, LIVE, Event Day Coverage, etc)
- Listicle Inclusion
- Influencer Amplification

STANDARD ADVERTORIAL – Event Marketing & Outreach

Add Ons: Listicle Inclusion + Content Creation (Event Day) + Influencer Amplification



Advertorial + Standard Amplification

Pre-event Article provides information about the event and top of Listicle as a “soft-sell” approach with Social Media Sharing (with \$100 boost) to amplify the message

Content Creation (Event Day)

Social media sharing of 1st day on-the-ground happenings to garner interest for subsequent days and shows

Influencer Amplification

Invited influencers to attend the event. Managed invitation and pre-event media drop, took care of influencers on event day, followed up on social media sharing and post-event report.

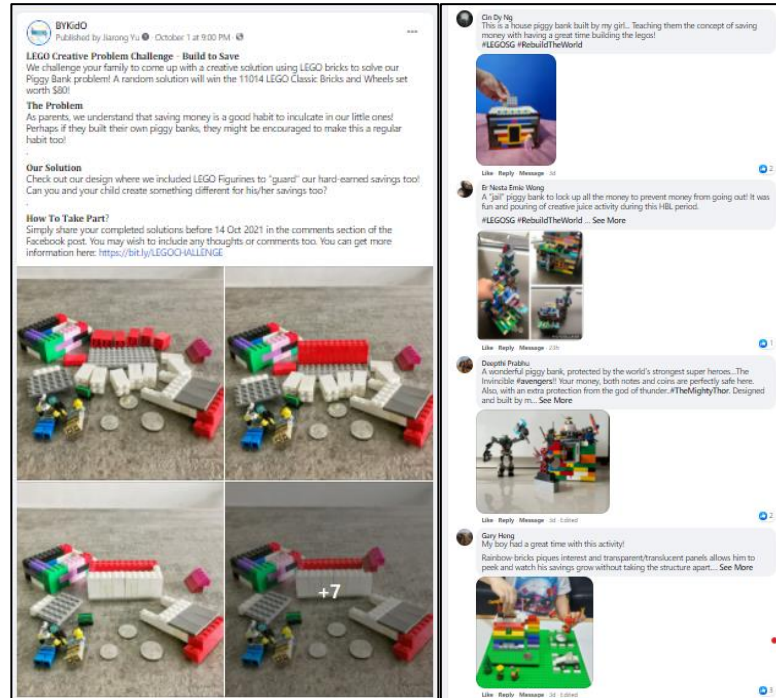
STANDARD ADVERTORIAL - Campaign Launch + Giveaway

Add Ons: Content Creation (Pictures / Giveaway) + Giveaway Management



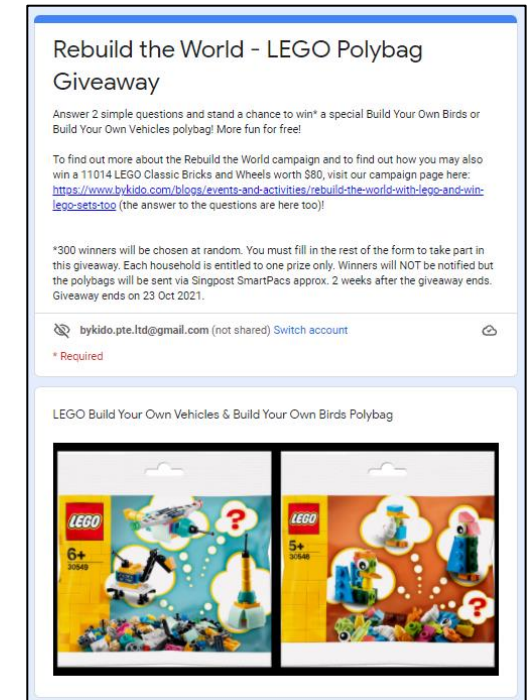
Advertorial + Standard Amplification

Advertorial and amplification to share about the campaign from LEGO.



Content Creation (Pictures/Giveaway)

Creating Content to encourage families to take part in the campaign through social media.



Giveaway Management

Manage the giveaway of LEGO polybags as part of campaign amplification.

DEDICATED ADVERTORIAL - Initiative Introduction + Event

Add Ons: Event Management



BYKidO
February 28 · 🌐

Stand to win \$900 worth of cash prizes at **Learn With Sentosa Photo-Hunt!**
Simply download selected activity sheets, complete the photo-hunt at Sentosa using information from the activity sheet, and upload your photos on Instagram before 31 Mar 2022! Click in for details!

\$900 CASH TO BE WON!

LEARN WITH US @
SENTOSA PHOTO-HUNT CONTEST

BYKIDO.COM
Win Cash Prizes When You Learn With Sentosa This March!
From now till 31 March 2022, families will stand a chance to win \$900 worth ...

Learn more



Learn With Sentosa PHOTO-HUNT CONTEST

Did you know that **Sentosa** offers a variety of specially created activity sheets and virtual learning journeys for kids below 12 years old?

In collaboration with Sentosa, we are bringing these home-based activities onto the island and rewarding you with cash prizes! From 1 Mar to 31 Mar 2022, families who complete our photo-hunt using information from selected activity sheets will stand to win \$900 worth of cash prizes!

[Get More Details](#)

HOW TO TAKE PART

Download one of the following 3 activity sheets!

- [Nature Sheet 1](#) - Plant Identification section
- [Nature Sheet 2](#) - Heritage Trees section
- [Heritage Sheet 1](#) - Fruit Slices in the Heritage Trail section

1. DOWNLOAD
*Scan below QR screenshots

Complete the photo-hunt using the selected sections in the activity sheet.

You just need one activity sheet (or all 3 for more chances). A post is valid if at least one photo is correct for the activity sheet.

2. PHOTO-HUNT
*You may want to print the activity sheet!

Upload your photos on Instagram with tag **@BYKIDO** and **SENTOSA** with the hashtag **#LearnWithSentosa**.

Remember to do this before 31 Mar 2022 to stand a chance to win the cash prizes!

3. UPLOAD
*Post on Instagram

PHOTO-HUNT CONTEST

Advertorial + Dedicated Amplification

Advertorial and Social Media Post (with \$100 boost) to share about the campaign and event happening on Sentosa

Event Management

Managed a photo-hunt contest where families had to go to Sentosa to search for photo spots, take a photo and share it on social media.

Dedicated eDM

Dedicated eDM sent to mailing list to introduce the event to our community.

POPULAR LISTICLE OPTIONS

NEW THINGS TO DO THIS MONTH (eg, [New Things to do in May 2022](#))

A monthly list of new and exciting for families to do. This list is most suited for newly opened venues, events and promotions. Reopened or refreshed experiences will also do well in this list.

THEMATIC LISTS (eg, [The Best June Holiday Events & Experiences](#))

This list covers thematic dates or activities. Examples are Holiday Events & Experiences, School Holiday Camps & Workshops, Best Art Studios In Singapore, etc

RESTAURANT PROMOS + F&B DEALS (eg, [Best F&B Deals In July 2022](#))

This list includes all things F&B related, including new restaurants opening, promotions and thematic deals (Father's Day meals, Christmas Takeaways, etc). Suitable for all F&B operators.





LISTICLE INCLUSIONS

All listings includes

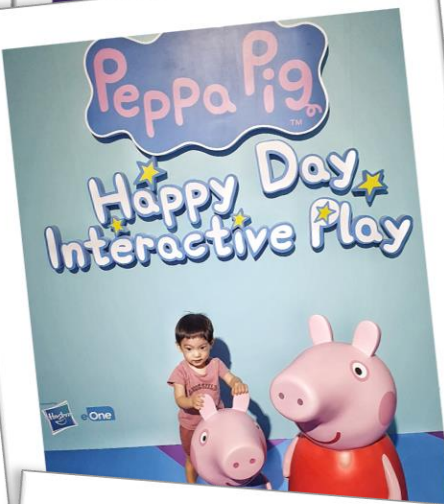
- ❑ 150 – 300 words
- ❑ 1 image (top spot may include up to 2 images)
- ❑ FB post with \$100 boost (autoplacement FB/IG)
- ❑ Featured in newsletter
- ❑ Slots are first-come-first-served and valid for 1 year (unless otherwise stated)

RATES

- ❑ Top Spot - \$1,200
- ❑ 2nd Spot - \$800
- ❑ 3rd Spot - \$450
- ❑ 4th Spot onwards - \$200

MORE AMPLIFICATION OPTIONS

- Event Listings
- Content Creation
- Ad Placements
- 3rd Party Network
- Events Management
- Influencer Management



EVENT LISTINGS

Get listed on the BYKidO SHOP

What it includes

- 150 – 300 words write-up
- Multiple images allowed
- Includes a button call-to-action
 - Connect to your preferred webpage ([example](#))
 - We can connect to popular ticketing platforms like Klook, KKday and Trip.com ([example](#))
- Amplification
 - Shared on Facebook
 - Included in newsletter

RATES

- \$300 per month



BYKidO Discounted Neon Art Jamming Session (Fully Redeemed)

~~\$91.00~~ \$30.00

GET IT NOW

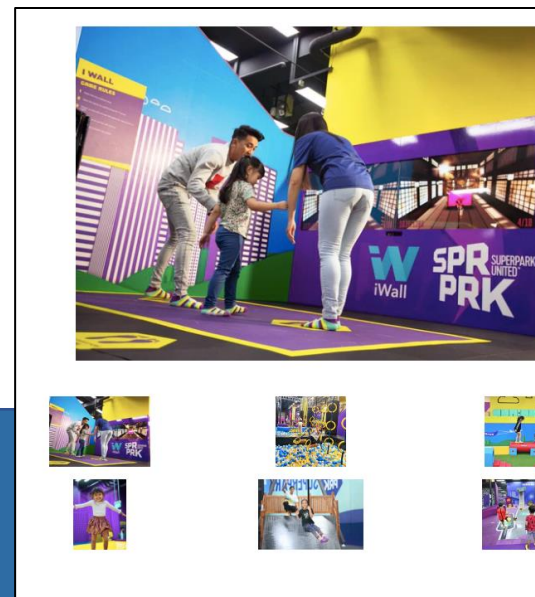
This is an **External Listing**.
More about [Listing Types](#) here.

[Info](#) [Refund Policy](#) [Rewards](#) [Contact Us](#)

UniOracleAlliance is bringing you an exclusive discounted art jamming workshop with Arty Party at just \$30 (U.P. \$91)! Limited to the **FIRST 20** pairs of sign ups only - registration closes 10 June 2022!

FULLY REDEEMED - For regular workshops, please [click here](#).

It's quick and simple! All you have to do is provide your details in the link, and a representative at UniOracleAlliance will get in touch to redeem your discounted session. You will need to meet with a representative from UniOracleAlliance prior to the workshop to enjoy this exclusive discounted art jamming workshop.



BYKidO SuperPark Singapore Tickets - Compare Best Prices Here!

~~\$29.90~~ \$22.50

GET IT ON KLOOK

GET IT ON KKDAY

GET IT TRIP.COM

This is an **External Listing**.
More about [Listing Types](#) here.

[Info](#) [Refund Policy](#) [Rewards](#) [Contact Us](#)

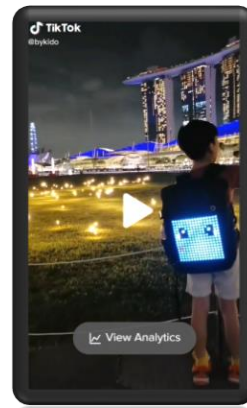
Enjoy an exciting time at SuperPark, an all-in-one indoor activity/playground park with 3 themed areas that offer over 20 fun, healthy and energizing activities that will keep the entire family entertained for hours!

- SuperPark is the largest indoor activity park in Singapore set in a 40,000 square foot area.
- There is a myriad of activities that are suitable for all ages from Ninja Track Obstacle Course, Trampolines, Flying Fox, Augmented Climbing, Pedal Car Track,

CONTENT CREATION

Videos, Photos, Info-graphs, and more!

Popular Options



[Click for Examples](#)

❑ Videos (Short-form - Mobile)

- ❑ 30s – 90s videos most suited for Reels, IGS, YouTube Shorts and Tiktok
- ❑ Includes amplification: shared on FB, IG, YouTube and Tiktok

❑ LIVE Videos

- ❑ Social Media LIVE on FB or IG
- ❑ Suitable for event or venue introduction

❑ Photos (Mobile)

- ❑ Photos of event, venue or experience
- ❑ Includes amplification: shared on FB and IG

❑ Others

- ❑ Info-graphs
- ❑ IG Stories
- ❑ And more!

RATES

- ❑ Videos, LIVE and Photos: from \$800
- ❑ Others: contact us for details

AD PLACEMENTS

Place your ads across our website, social media and more!

Placement Options

- Website – Leaderboard on all articles
- eDM Banner
 - Top
 - In-line
- Dedicated eDM
- Images – FB/IG/Telegram
- Videos – FB/IG/YouTube/TikTok/Telegram
- Link Insertion

*Placement is subjected to suitability

RATES

- Website Leaderboard: \$800 per month or part there of
- eDM: \$500 (Top), \$300 (In-Line) per email
- Dedicated eDM: \$2,400 per email
- Images / Videos / Link Insertion: Contact us for rates

The screenshot shows a website article from BYKIDo titled "30+ Of The Best Kids-Friendly Restaurants & Cafes With Playgrounds In Singapore". A black banner with white text "Website - Leaderboard" is placed at the top of the article content. Below the banner, the article text begins with "We put together our favourite kids-friendly restaurants and cafes in Singapore with playgrounds, and kids' activities for families!". The article lists "1. Little Spot" with an image of a child's meal and "2. Open Farm Community" with a landscape image.

The screenshot shows an eDM banner at the top with the text "eDM Banner - Top" and "DISCOVERED A NEW FUN PLACE? Contribute Your Experience Now!". Below the banner is a "LET'S GO EXPLORING!" button. The main content features a large image of a playground with the text "THE BEST BYKIDo PROMOS & LISTINGS IN JULY Discounted playground entries, \$10 dance trials and more!". Below this is a section titled "eDM Banner – In-Line" with several promotional cards for "New Sweet Treats At Marmalade Pantry!", "14 Restaurant Promotions and Dining Deals For July!", and "BHG Bugis Launches A Refreshed Shopping Experience At Level 3!".

The screenshot shows a dedicated eDM email for "Chingay 2021". The header says "Dedicated eDM". The email content includes the event title "Chingay 2021", the date "20 FEBRUARY 2021 (SATURDAY)", and a "SPECIAL WEBCAST ON CHINGAY WEBSITE: 7.30PM - 9.30PM LIVE ON CHANNEL 5 & 8: 8PM - 9PM". It features a "JOIN US FOR OUR FIRST-EVER DIGITAL CHINGAY!" section with a QR code and social media icons. Below that is a "HAWKER CULTURE JINGLE" challenge and a "WHAT'S MORE!" section with a video link. The footer includes social media handles and logos.

3rd PARTY NETWORK

Place your ads across our partner network!

Placement Options

- Facebook Group: ParentsCode
 - Largest and most active parenting Facebook group with over 22,000 members
- WeChat / Little Red Book (Chinese Media Platforms)
 - Ah Li – Eat, Play and Fun (Little Red Book: 4,000 followers)
 - Moms Daily SG – Parenting tips and events (WeChat: 98,000 followers, Little Red Book: 35,000 followers)
- BBC Earth Magazine (Physical)
 - Popular magazine focusing on science, history and arts with 40,000 SG circulation

*Placement is subjected to suitability and availability



RATES

- Contact us for latest rates

EVENT MANAGEMENT

“We worked with 9 different platforms to promote our carnival, and BYKidO’s conversion rate was the 2nd highest despite being one of the smaller platforms”

Marketing Head, Pre-School

EVENTS MANAGEMENT

Creating More Excitement For Families

What We Do Event For

- ❑ Venue Marketing
- ❑ Family Day, Client Appreciation, etc
- ❑ Lead Generation
- ❑ Brand Exposure (Event Sponsorship)

What It Includes

- ❑ Event Marketing
- ❑ Event Setup and Management
- ❑ Post-Event Marketing / Reporting



Venue Marketing: [HeadRock VR](#)



Lead Generation:

[Art Jamming Workshop](#)



Family Day + Lead Generation:
[Movie Screening](#) / [Indoor Playground](#)



Event Sponsorship:
[BYKIDO Halloween Party](#)

RATES

- ❑ Contact us for a discussion

EVENT MANAGEMENT – Venue Marketing Campaign

Event + Content + Advertorial + Influencer Management



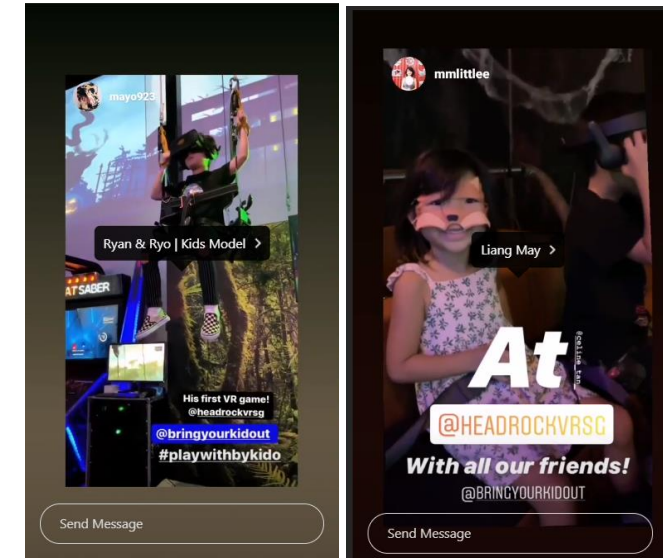
Event Management

Organised an event to HeadRock VR for influencers and fans to promote and share about the newly opened venue. Include pre-event and post-event sharing on social media



Video Production

Produce video for the event and shared across social media channels. Video is made available to client



Micro-Influencer Management

Invited 20 influencers and their families to join us at the event. Venue sharing is amplified through their social media channels.

EVENT MANAGEMENT – Family Day + Lead Generation

Event + Lead Generation + Content + Ad Placement



Event Conceptualisation

Created a series of 4 events, attracting over 500 families. The events include a [Visit to the Playground](#) and an [Outdoor Movie Screening](#)



Lead Generation

Marketing to and managing attendees, and ensuring quality of attendee details is aligned to the client's requirements

Event Management

Manage the events' marketing, set-up and event day operations.

INFLUENCER MANAGEMENT

“The influencer campaign managed by BYKidO had 3 times the expected reach and an engagement rate of 10%, exceeding the industry average!”

Communications Manager, Mall

INFLUENCER MANAGEMENT

Tap on parenting influencers and content creators

Micro-Influencers

- ❑ We work mainly with micro-influencers in the 3 – 50k follower range

— . — . — . — . — . — .

Create user generated account (UGC) through a large pool of micro and nano influencers.

Parents + Parenting Focused

- ❑ Our focus are Parents who share about parenting and family

— . — . — . — . — . — .

Connect with your audience with relevant content created by a relatable community.

We Are NOT An Agency

- ❑ We do not manage the influencers, and work with them on a contract basis

— . — . — . — . — . — .

There is little biasness for our own community, and we identify creators most suited for you.

Take Over The Heavy Lifting

- ❑ We value add by helping you reduce time and effort in managing your influencer campaigns

— . — . — . — . — . — .

We do the work so that you can do less and focus on what is important. You choose what we do.

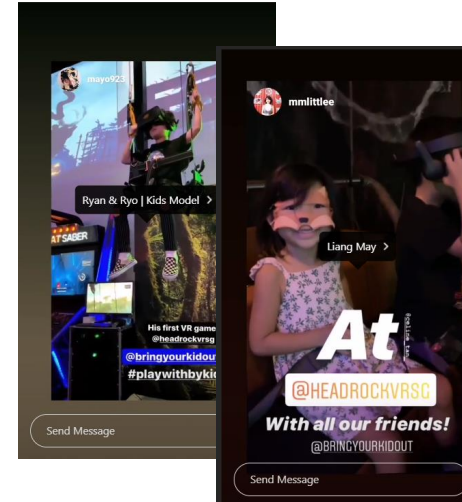
CREATING AUTHENTICITY & UGC



Event Marketing

Manage the pre-event media drop, event day registration and social media sharing

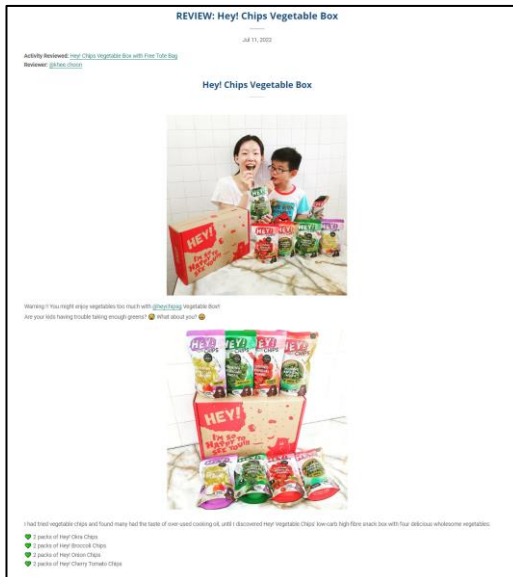
Eg, [Christmas Meet & Greet](#)



Venue Marketing

Invite and manage the attendees to your venue. Co-ordinate the key information to disseminate.

Eg, [Launch of HeadRock VR](#)



Product/Workshop Review

Identify and contact relevant influencers. Co-ordinate the review and review sharing

Eg, [Our Reviews Blog](#)



Campaign Marketing

Co-ordinate and manage campaign information, content coverage and post campaign reporting

Eg, [Mother's Day Campaign](#)

HELPING YOU SAVE TIME AND EFFORT

STAGE 1: IDENTIFY & ADVISE

- Need help knowing who to work with?
- We work with you to identify and advise on appropriate parenting influencers for your objectives and budget.



STAGE 4: REPORTING

- Need data to support the campaign?
- We gather statistics and data for reporting and analysis to help improve your next campaign.



STAGE 2: COMMUNICATE

- Need to save time going back and forth?
- We manage communication between you and the influencers to ensure the right information is passed on.



STAGE 3: MANAGE

- Need help running the campaign?
- We take care of the influencers at events and manage their requirements to get your required deliverables.



RATES

- Stage 1: from \$800
- Stage 1 – 2: from \$2,000
- Stage 1 – 4: from \$3,400

*for up to 15 influencers, not including any additional fees

ECOMMERCE SOLUTIONS

“Several families attend our trial classes through our listing on BYKidO and a number continued after the trial and even referred others to us! Overall, it was good to have worked with BYKidO. .”

Director, Dance School

ECOMMERCE SOLUTIONS

DIRECT SALES

- Buyer purchases item/experience directly on BYKidO SHOP
- Suitable for experiences, workshops, holiday camps, etc

TRIALS / SAMPLES

- Buyer purchases/registers for trial/samples on BYKidO SHOP
- Suitable for paid and free trials

COUPONS

- Buyer purchases coupon on BYKidO SHOP
- Suitable for offering discounts

EXTERNAL

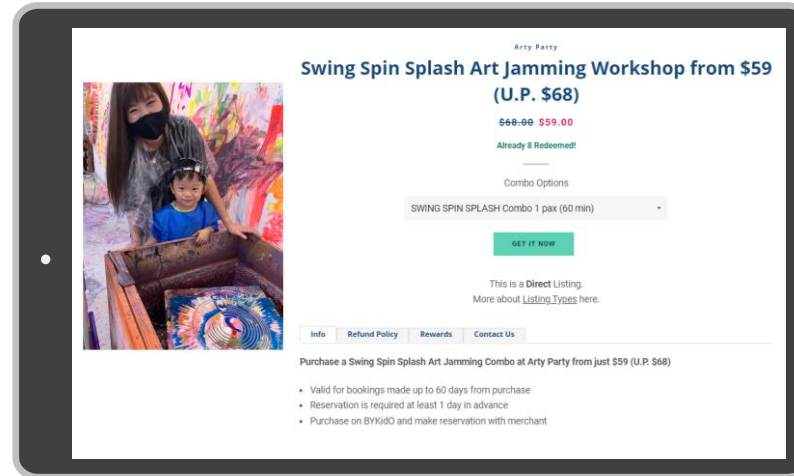
- Buyer gets redirected to your preferred site



FULFILLMENT METHODS

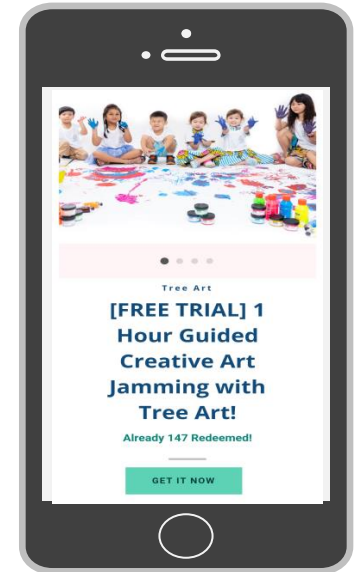
1. Booking Required

Buyer is redirected to make booking with you using their details + unique Order No. as identifier.



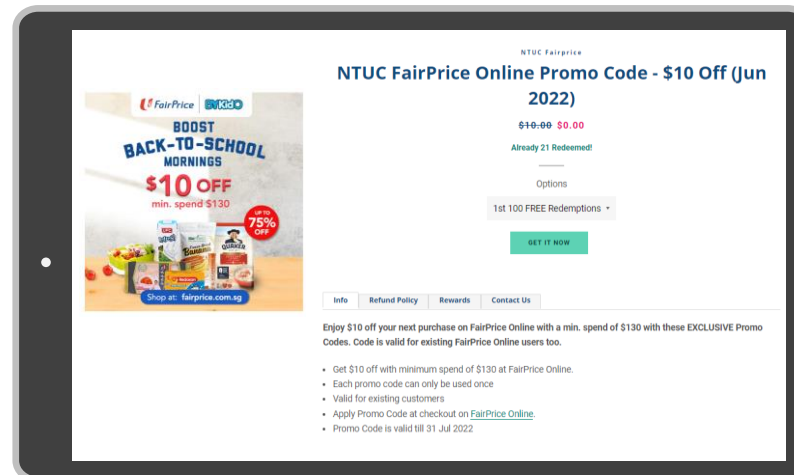
2. Delivery/Additional Confirmation

Buyer's details are sent to you to complete delivery or to contact for additional confirmation.



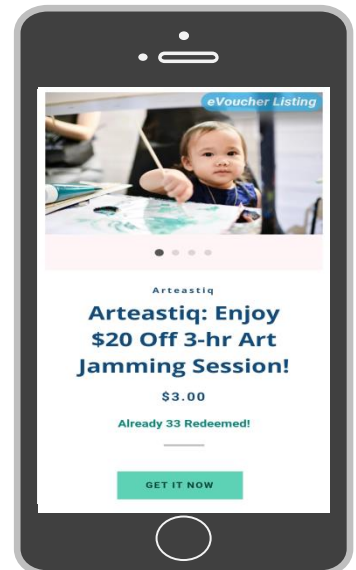
4. Promo Code

A unique promo code is sent to the buyer to use directly on your website. Promo code to be provided by you.



3. eWallet – Vouchers

A voucher is sent to the buyer. They show the voucher to you on-site. Enter your unique PIN to redeem the voucher.



CONFIRMATION EMAILS

PARTNER'S

My Custom Fulfillment Service Inc.,

John Smith made a redemption at Apr 19 11:27AM with the Redemption No: #9999

Buyer Details:

Buyer Name: John Smith

Buyer Email: john@test.com

Buyer Contact No.: 555-555-BILL

Shipping Details (if any):

Receiver Name: Steve Shipper

Receiver Contact No.: 555-555-SHIP

Shipping Address: 123 Shipping Street

Shippington, United States 40003

Generic Shipping

Items to fulfill:

Item: [Activity] Bring Your Kid Out to Busy Tables with Yellow Ducks & Me [Event Over]

SKU: For All

Quantity: 1

Item: Mother's Day Special: Adventure Ecological Exploration Of Ubin Island @ Just \$119/ Pax!

SKU:

Quantity: 1

PARENT'S



REFERENCE #16397

Just One More Step!

Hi Jiarong,

Thank you for your recent redemption on BYKID0.

Your Redemption No. is #16397. Please refer to the redemption information below for instructions to complete the process.

Sign-up to our [weekly newsletters](#) to receive weekly events and experiences for family fun!

[View Your Redemptions](#)

or [Visit our store](#)

Summary For Redemption No. #16397



Playground Entry Ticket (Test) × 1

Please refer to the Redemption Instructions in the listings to complete your purchase. \$25.00

Discount (FORTESTING01) \$-25.00

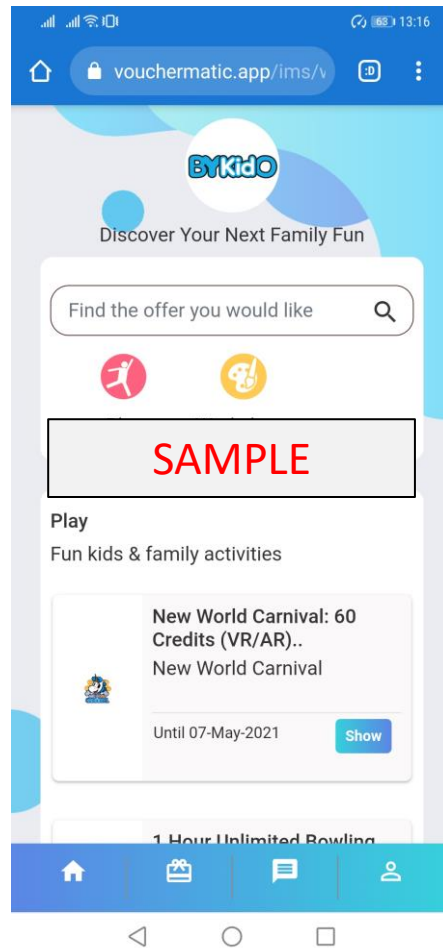
Subtotal \$0.00

Shipping \$0.00

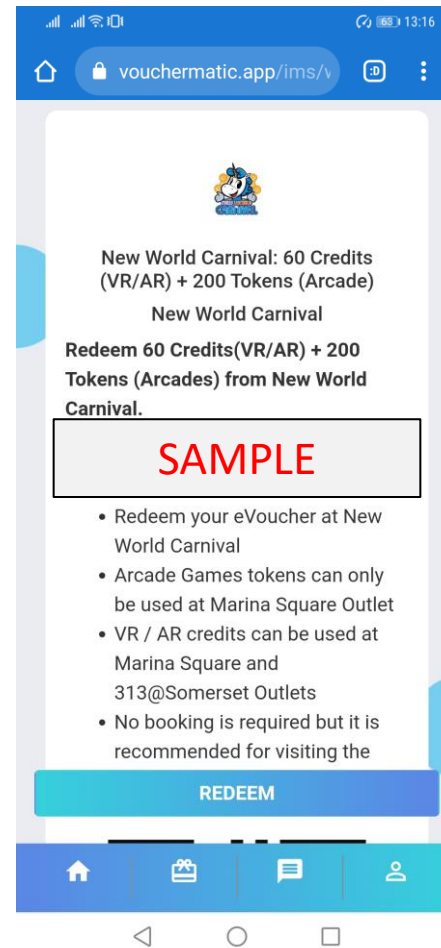
Total **\$0.00 SGD**

eWALLET / TICKET

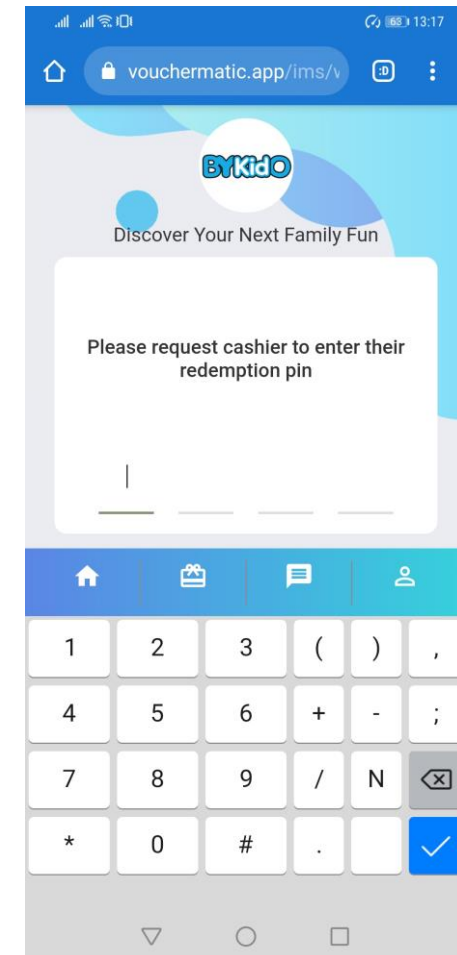
Parent receives voucher in eWallet via SMS / Email



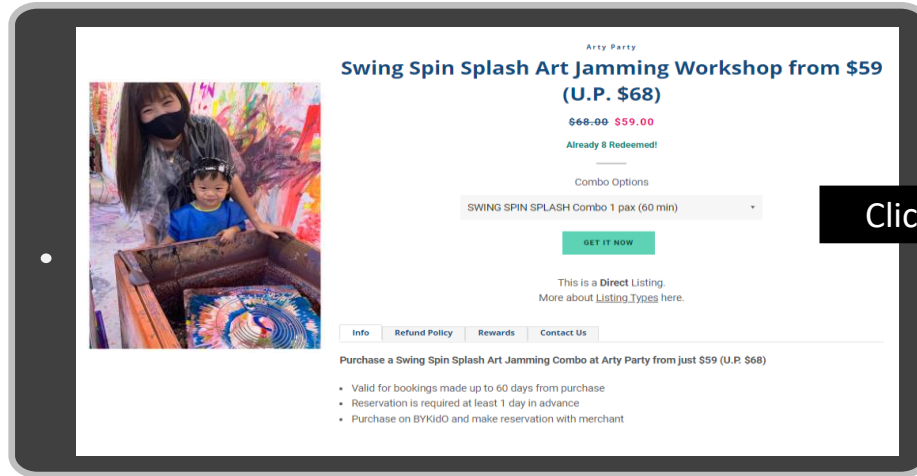
Bring voucher to venue and clicks "REDEEM"



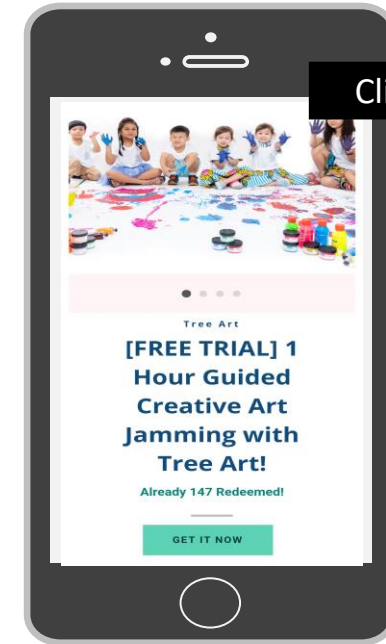
Partner enters unique PIN to use the voucher



ECOMMERCE EXAMPLES



Click for Example



Click for Example

Experiences / Holiday Camps

- Purchase and payment is done on BYKidO
- Parent is instructed to contact you to make booking
- You will receive the buyer/order details for verification
- Monthly reconciliation (Sales less commission)

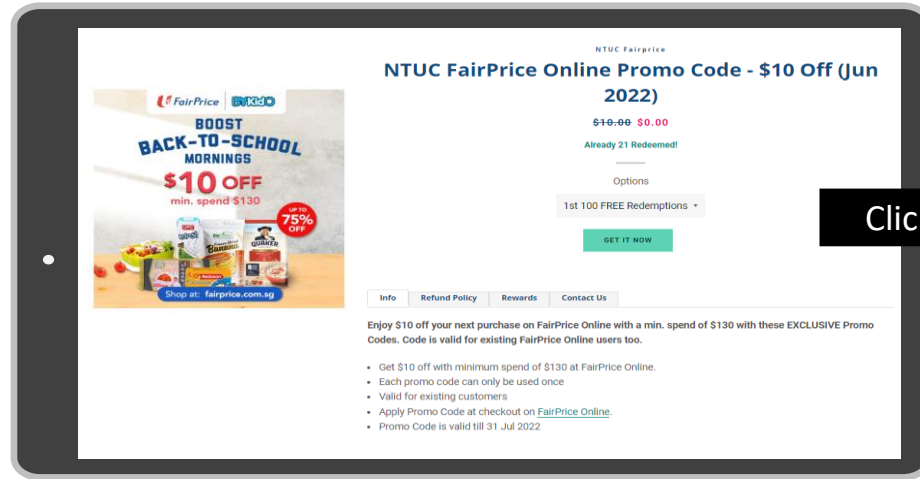
Free Trials

- Parent registers for trial on BYKidO
- You will receive the registration details to contact and organize the trial
- Trials are reconciled monthly for payment to BYKidO

RATES

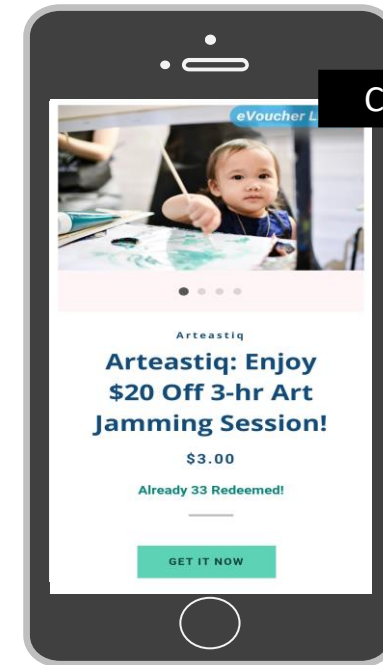
- Direct Sales: from 20% of sales
- Trials/Samples: from \$20 per trial

ECOMMERCE EXAMPLES



Online Services – Unique Promo Codes

- Buyer purchases promo code on BYKidO
- Buyer receives a unique promo code in their email / SMS to use on your website (list of unique codes to be provided)



Discount Coupons – eWallet/Vouchers

- Parent purchases discount coupon on BYKidO
- Buyer receives a voucher in their eWallet via email/SMS
- Buyer shows voucher to you onsite to enjoy discount, and you enter a unique PIN to redeem the voucher.

RATES

- Coupons/Promo Codes: Contact us for a discussion

WE DON'T JUST HELP YOU TO SELL WE HELP YOU TO SELL-OUT

“50% of the October Play Date Tickets sold was purchased by parents using the BYKidO Promo Code!”

Marketing Lead, Mall

BYKidO RATE CARD 2022

ADVERTORIAL	Standard Amplification	Advertorial + Social Media + Newsletter	\$2,400
	Dedicated Amplification	Standard + Dedicated eDM	\$4,000

LISTICLES	Top Spot	12 month inclusion, unless otherwise stated	\$1,200
	2nd Spot		\$800
	3rd Spot		\$450
	4th Onwards		\$200
	Event Listing	Monthly	\$300

CONTENT CREATION	Video (Short Form)	Includes social media amplification, per post	From \$800
	Photos		From \$800
	LIVE	Facebook or Instagram	From \$800
	Others	Speak to us for more creative ideas!	

EVENTS	Speak to us for a discussion		
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AD PLACEMENT	Website - Leaderboard	Monthly	\$800
	eDM Banner	Top – 1 Email	\$500
	eDM Banner	In-Line – 1 Email	\$300
	Dedicated eDM	1 Email	\$2,400
	Link Insertion	Per link	\$300
	FB / IG / Telegram / YouTube / TikTok	Speak to us for rates	
3rd Party Network	Speak to us for rates		

INFLUENCER MANAGEMENT	Advisory	Planning + Identifying	From \$800
	Communication	Advisory + Reaching Out	From \$2,000
	Managing Campaign	Communication + Managing + Reporting	From \$3,400

ECOMMERCE	Direct Sales	From 20% Commission
	Trials / Samples	From \$20 per trial/sample
	Coupons	From \$10 per coupon

LET'S GET CONNECTED



People's Association



WORLD RUGBY™
HSBC
SEVENS SERIES
Singapore



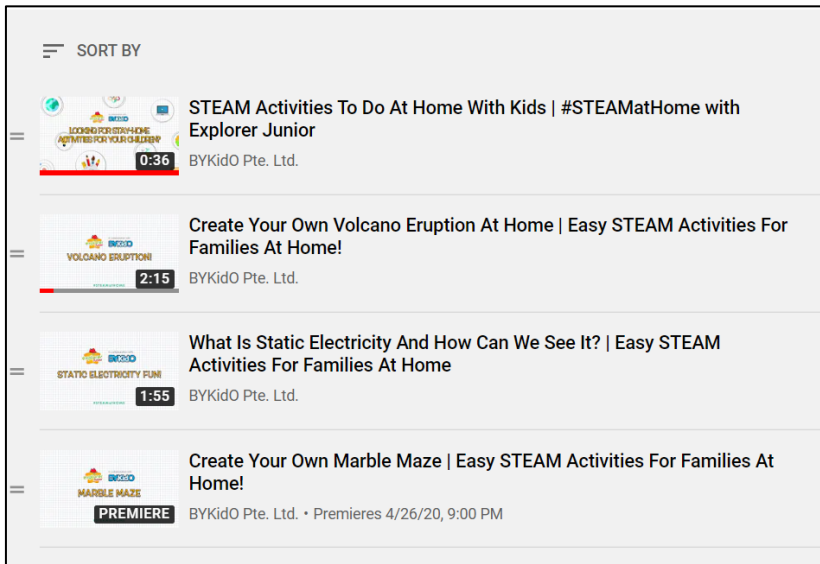
SUNTEC CITY



Diva Productions

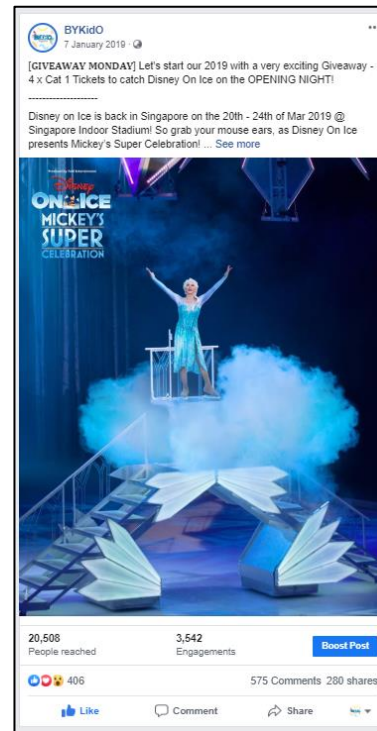
OTHER PARTNERSHIPS AND COLLABORATIONS

Think You Can Excite Our Community? We Love To Chat!



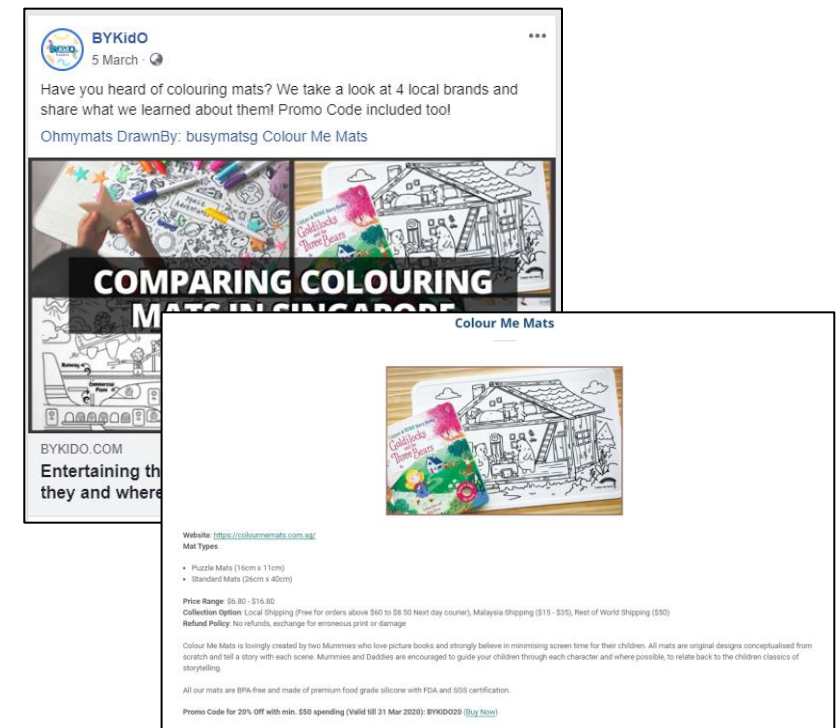
CONTENT

You create fun and engaging content, and we share it! Everyone wins!



GIVEAWAY

Have a not-to-be-missed event? We will run the giveaway for you!



PROMO CODE

Chat with us on your Promo Code, we love to share great ones!



CREATING Family Memories

JIARONG YU

Founder | Daddy | Husband

Jiarong.yu@bykido.com | 9824 9535