



# BYKido

## MEDIA KIT 2023

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.

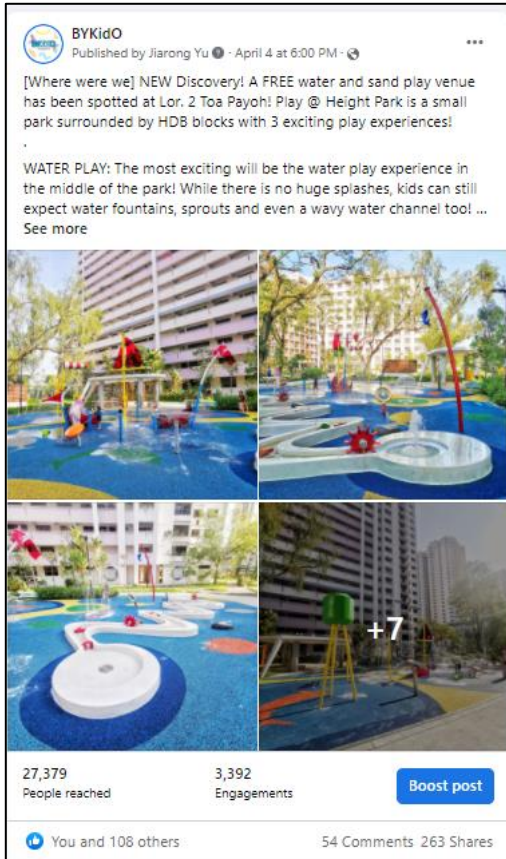


Over **200,000 young parents** use BYKidO monthly to plan fun weekends and holidays, purchase family-friendly experiences, discover new products for different family members, get updated on the latest happenings affecting them and simply to get ideas for their next family meal!

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



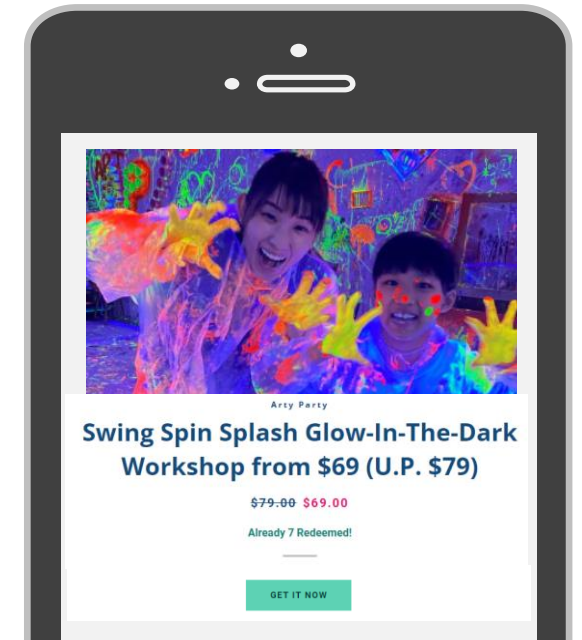
## WE EDUCATE

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](#): **29,300 Followers**  
[Facebook Group](#): **2,000 Members**  
[Instagram](#): **28,300 Followers**

## VIDEO PLATFORMS



[YouTube](#): **39,400 Subs**  
[TikTok](#): **3,500 Subs**

## DIRECT CHANNELS



**Newsletter: 16,000 Subs**  
[Telegram Channel](#): **2,300 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.

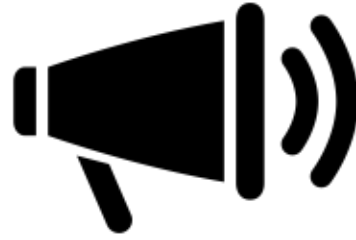
# AT EVERY STAGE OF SOCIAL COMMERCE



## 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
- ☐ 3<sup>rd</sup> Party Network / External Ads



## CONVERSION

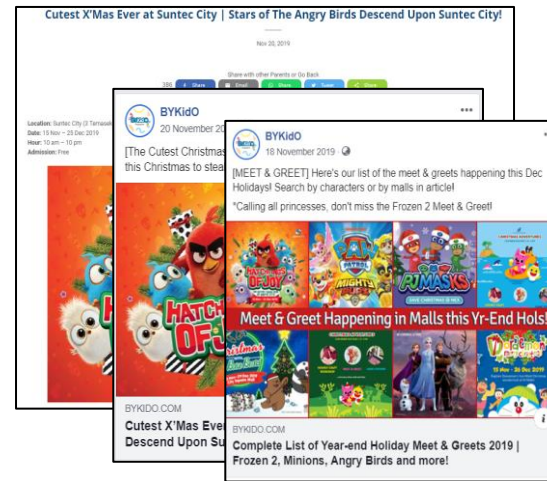
eCommerce

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



# CONNECTING BRANDS & PARENTS

## Advertising & Content Creation



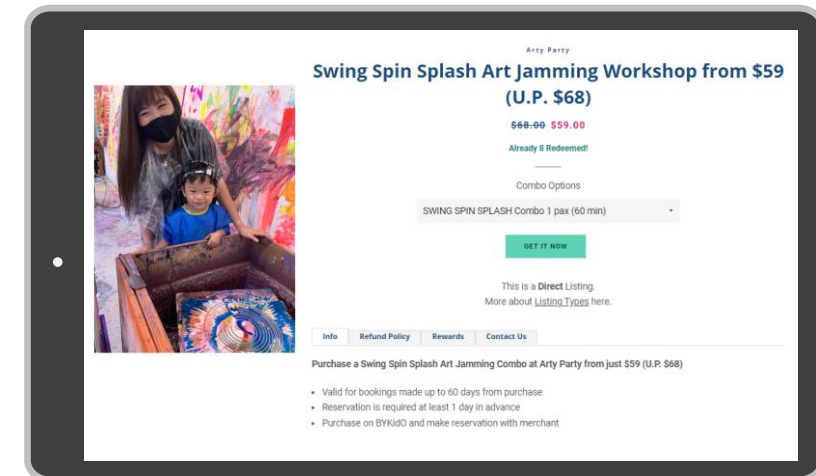
## Influencer Management



## Events



## eCommerce Solutions





# ADVERTORIAL





# 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

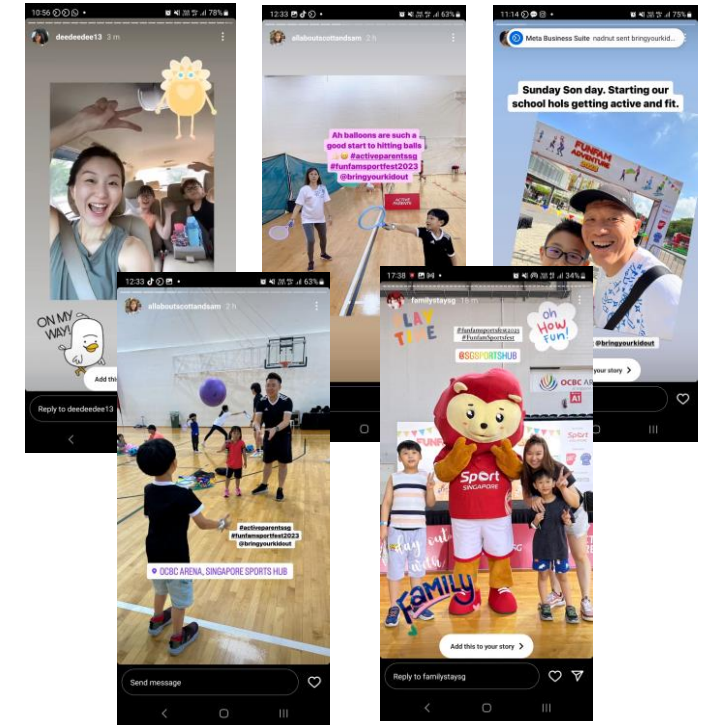
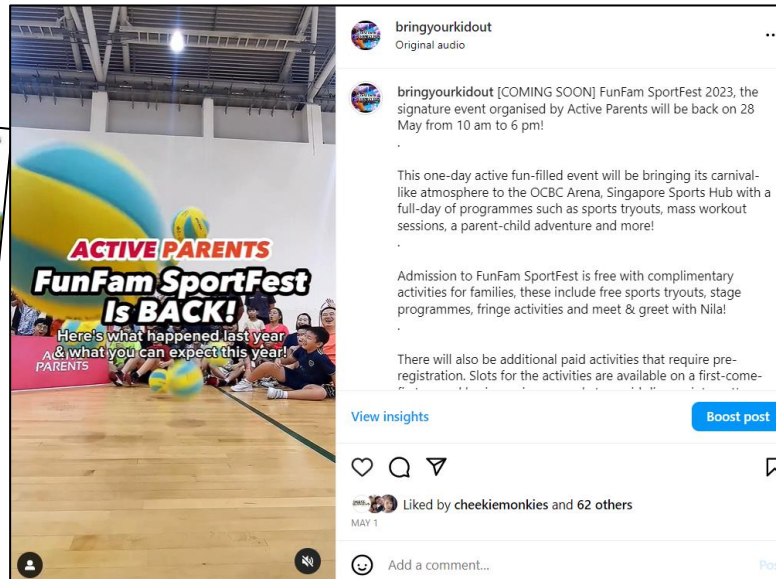
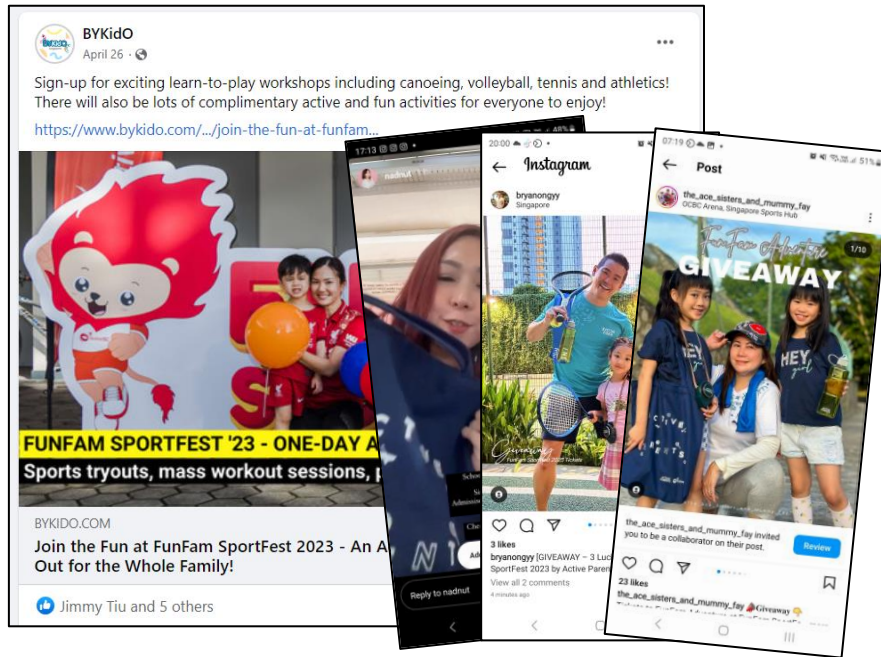
- ☐ Standard Amplification
- ☐ + Dedicated eDM

## INFLUENCER AMPLIFICATION ———— \$4,800

- ☐ Standard Amplification
- ☐ + Sharing of advertorial by 20 KOLs (at least 3,000 followers)
- ☐ Additional fees apply for having KOL attending event

# INFLUENCER ADVERTORIAL – Event Amplification

Client: **Active Parents** - Includes Add Ons: Content Creation + Influencer Management



## Advertorial + Influencer Amplification

Pre-event Article provides information about the event with Social Media Sharing (with \$100 boost) and **engaging influencers** to amplify the message

## Content Creation

Creating content for social media to share more about what is happening at the event.

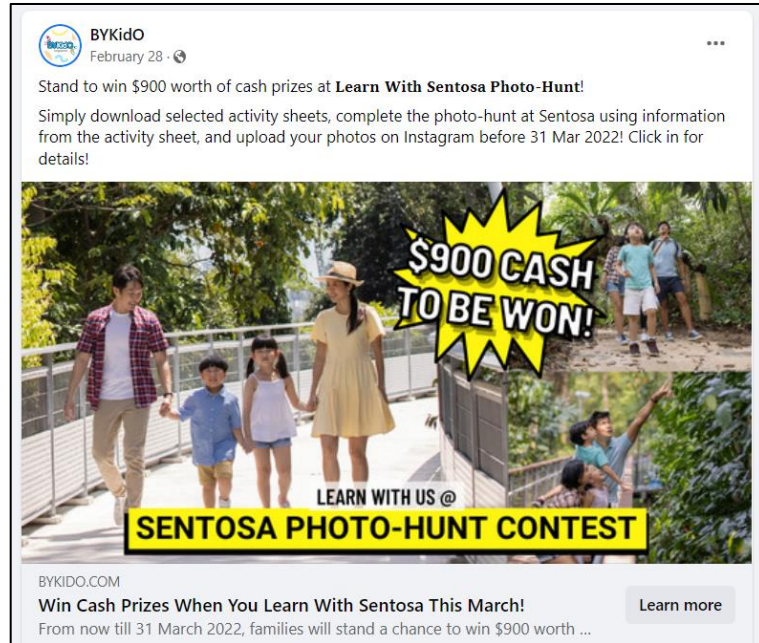
## Influencer Management

**Managed the invitation for influencers** to attend the event. Identified relevant influencers, managed RSVP with follow up on all social media content and sharing.



# DEDICATED ADVERTORIAL - Campaign Introduction + Event

Client: **Sentosa** - Include Add Ons: Event Management



## 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.

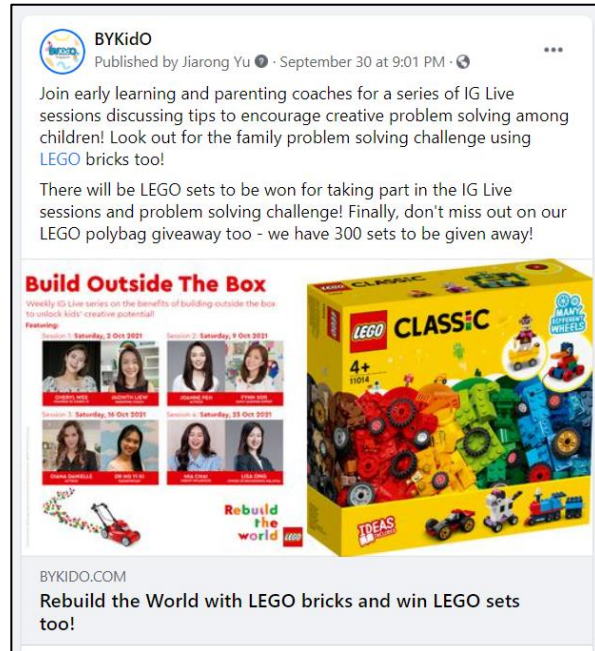


## Dedicated eDM

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

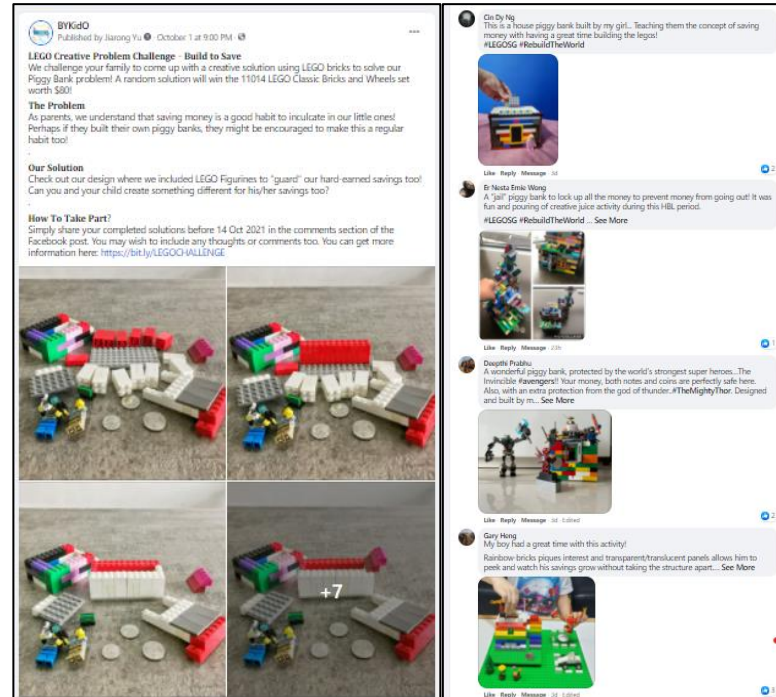
# STANDARD ADVERTORIAL – Campaign Launch + Giveaway

Client: **LEGO Group** - Includes Add Ons: Content Creation (Pictures / Giveaway) + Giveaway Management



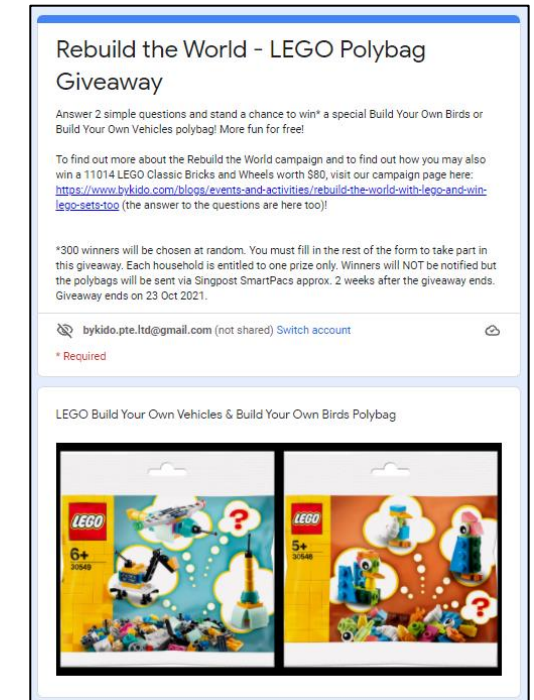
## Advertorial + Standard Amplification

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.



# LISTICLE

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

Marketing Head, Pre-School





# POPULAR LISTICLE OPTIONS

## NEW THINGS TO DO THIS MONTH (eg, [New Things to do in Jun 2023](#))

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 Jun 2023](#))

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

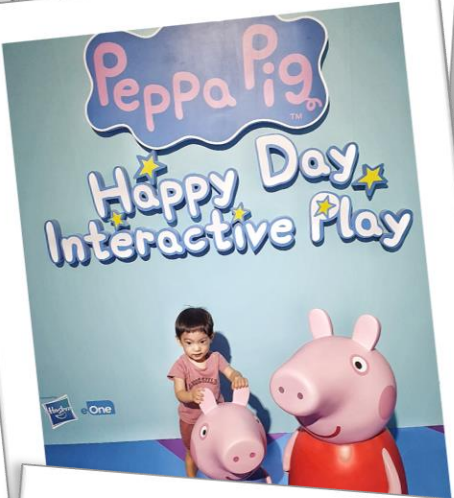
- ☐ 150 – 300 words
- ☐ 1 image (top spot may include up to 2 images)
- ☐ FB post with \$100 boost (autoplacement FB/IG)
- ☐ Featured in newsletter
- ☐ Slots are first-come-first-served and valid for at least 1 year (unless otherwise stated)

## RATES

- ☐ Top Spot - \$1,200
- ☐ 2<sup>nd</sup> Spot - \$800
- ☐ 3<sup>rd</sup> Spot - \$450
- ☐ 4<sup>th</sup> Spot onwards - \$200

# MORE AMPLIFICATION OPTIONS

- ☐ Content Creation
- ☐ Event Listings
- ☐ Ad Placements
- ☐ 3<sup>rd</sup> Party Network
- ☐ Events Management
- ☐ Influencer Management

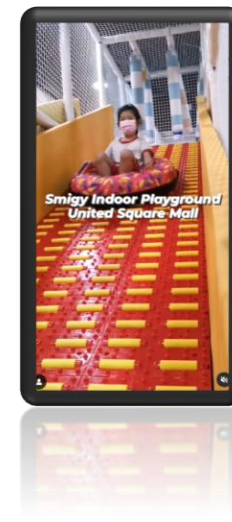
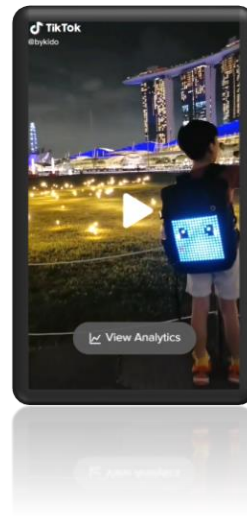




# CONTENT CREATION

Videos, Photos, Info-graphs, and more!

## Popular Options



### ☐ 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: from \$1,200
- ☐ LIVE and Photos: from \$800
- ☐ Others: contact us for details

# EVENT LISTINGS

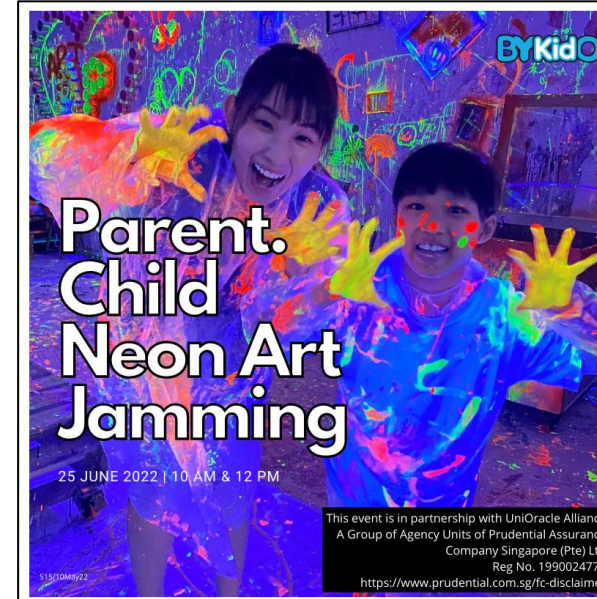
Get listed on the BYKidO SHOP

## What it includes

- ☐ 150 – 300 words write-up
- ☐ Multiple images allowed
- ☐ Includes a button call-to-action
  - ☐ Connect to a purchase page ([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

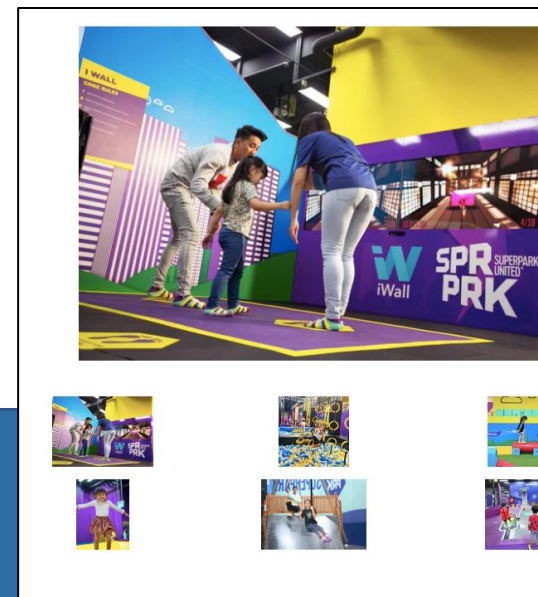
This is an **External Listing**.  
More about [Listing Types](#) here.

[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,



# AD PLACEMENTS

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

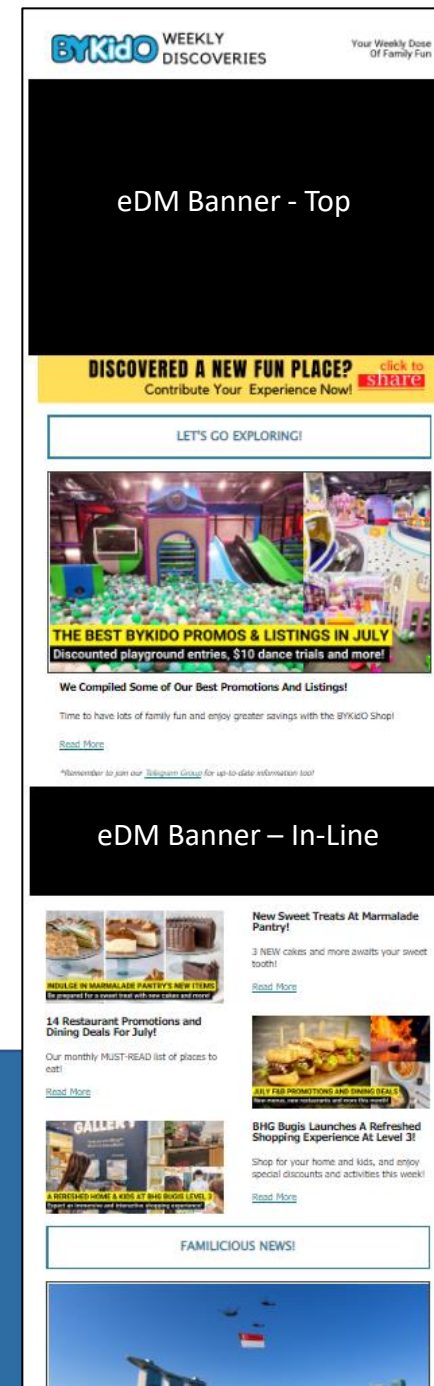
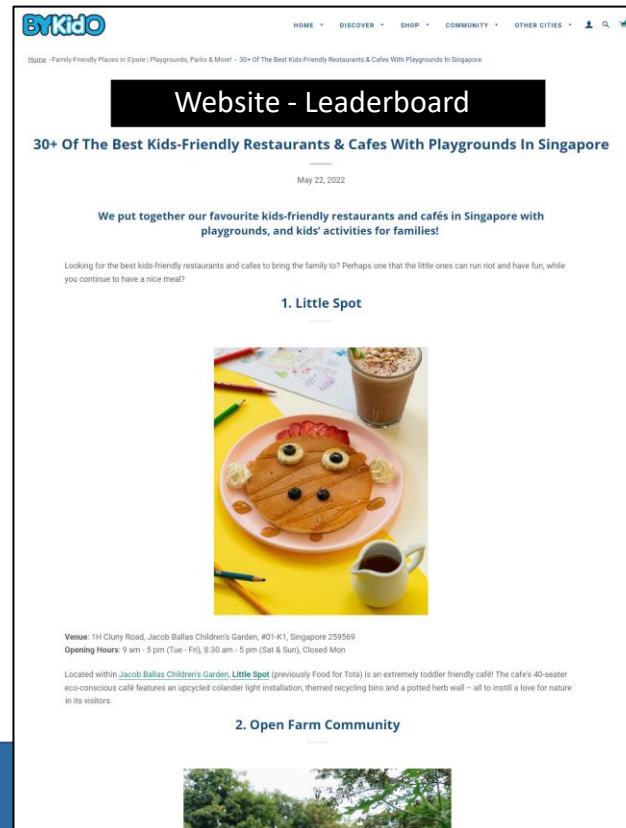
## Placement Options

- Website – Leaderboard on all /blog pages
- 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



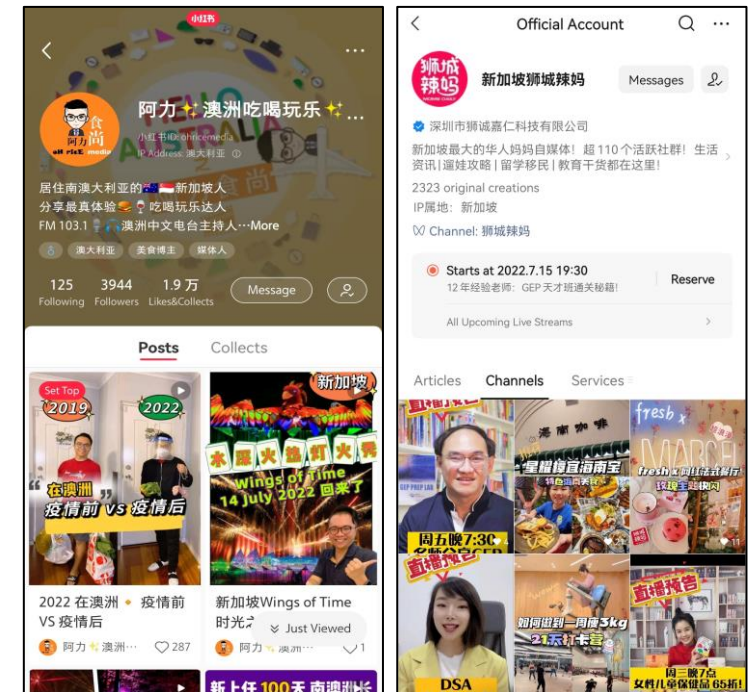
# 3<sup>rd</sup> PARTY NETWORK

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)
  - We work with several Xiao Hong Shu and WeChat influencers and publications to get your message to the Chinese speaking community in Singapore

\*Placement is subjected to suitability and availability



## RATES

- Contact us for latest rates





# 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 3k – 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.



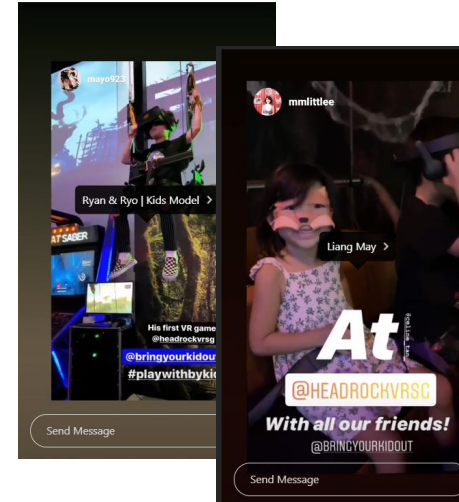
# CREATING AUTHENTICITY & UGC



## Event Marketing

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

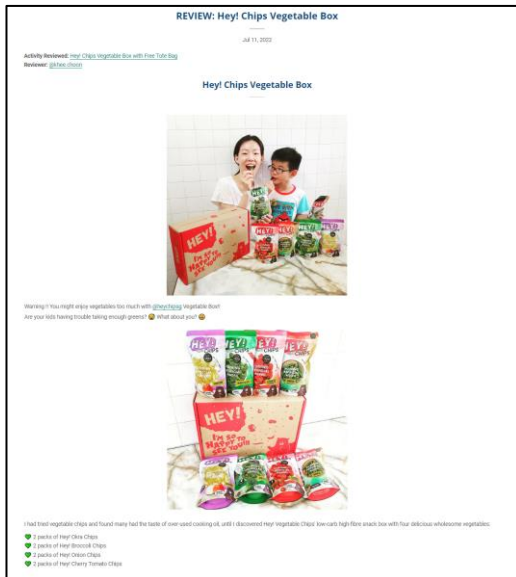
Eg, [Christmas Meet & Greet](#)



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

\*Based on up to 15 influencers, not including any additional fees



# EVENT MANAGEMENT



# 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

## RATES

- ☐ Contact us for a discussion



Venue Marketing: [HeadRock VR](#)



Small-scale Lead Generation:  
[Art Jamming Workshop](#)



Large-scale Events:  
[Movie Screening](#) / [Indoor Playground](#)



Event Sponsorship Opportunities:  
[BYKIDO Halloween Party](#)



# EVENT MANAGEMENT – Supporting Family-elements

Client: **SMU** - Event Set-up, Family Workshops and Activities



## Event Conceptualisation

Curated the family-elements to the main event – game machines, claw machines, roving acts and workshops



## Event Set-up

Manage the set-up process and smooth running of the family-elements so that the client can handle other matters



## Marketing

Included [post-event marketing](#) for the client to share to internal and external stakeholders

# EVENT MANAGEMENT – Venue Marketing Campaign

Client: **HeadRock VR** - Event + Content + Advertorial + Influencer Management



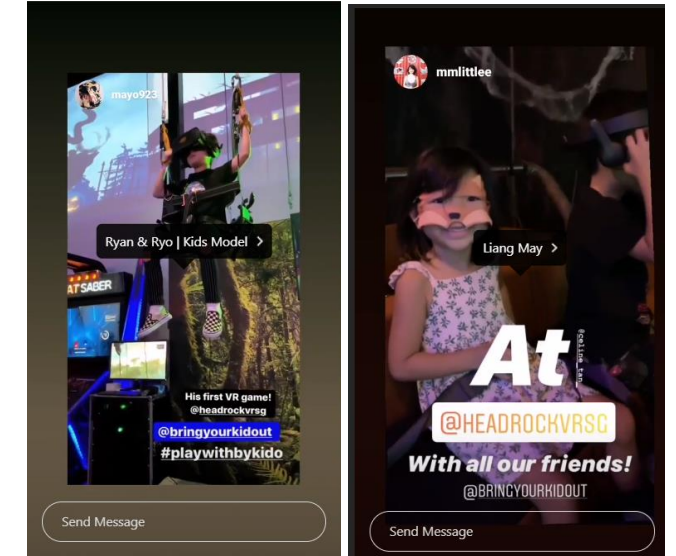
## Event Management

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



## 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

Client: **Agency under Prudential** - 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.



# 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

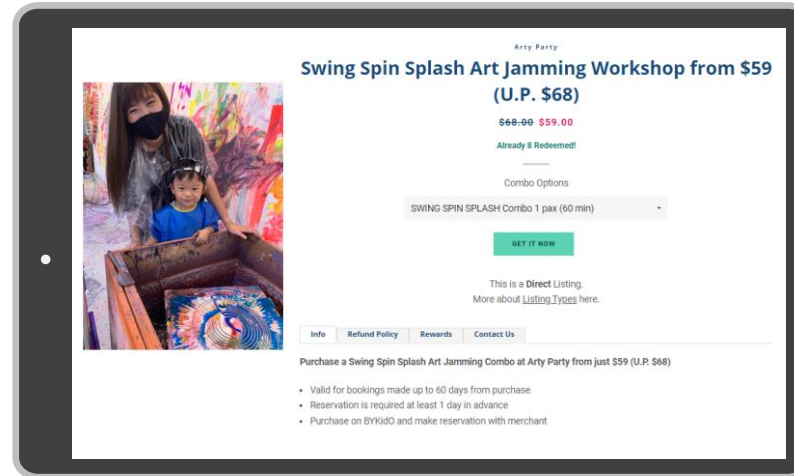
## EXTERNAL

- ☐ Buyer gets redirected to your preferred site

# FULFILLMENT METHODS

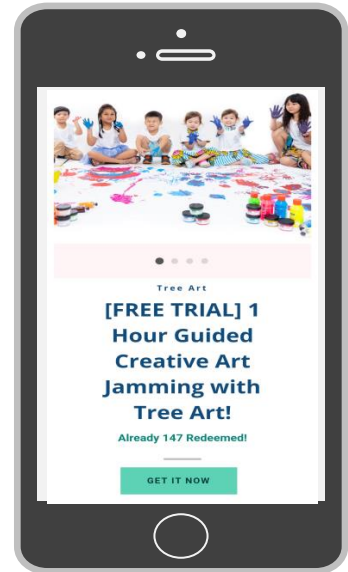
## 1. Booking Required

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



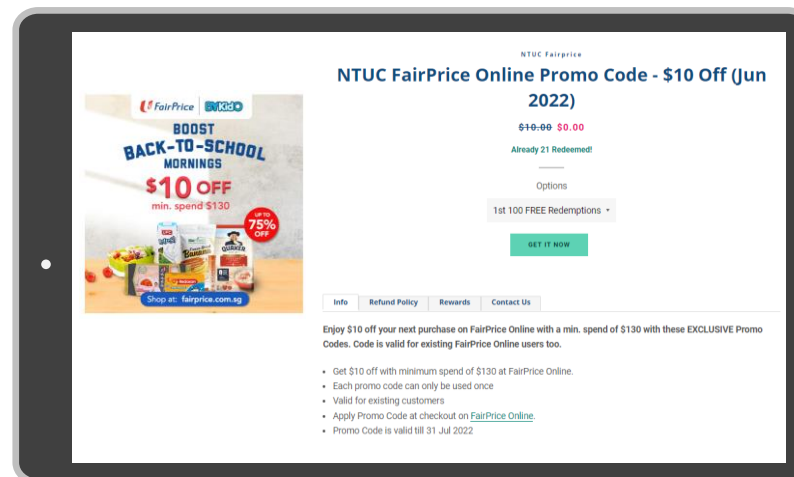
## 2. Delivery/Additional Confirmation

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



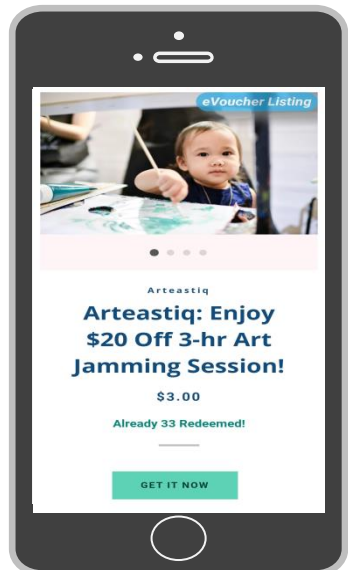
## 4. Unique Promo Code

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



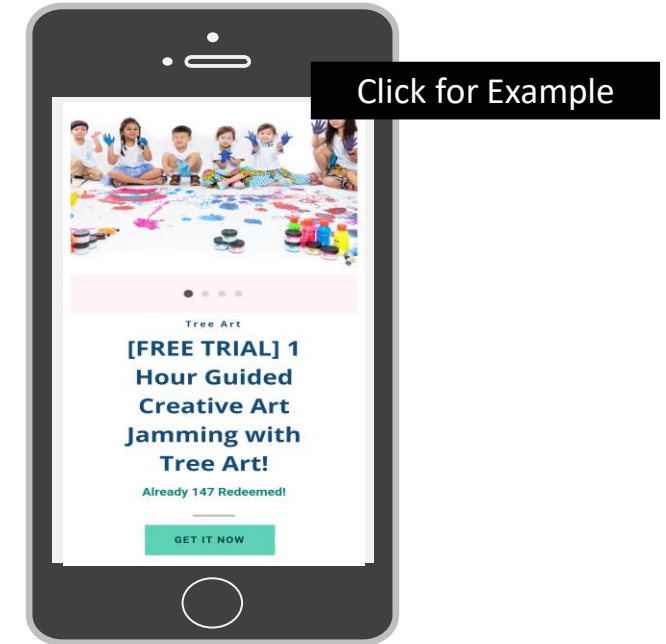
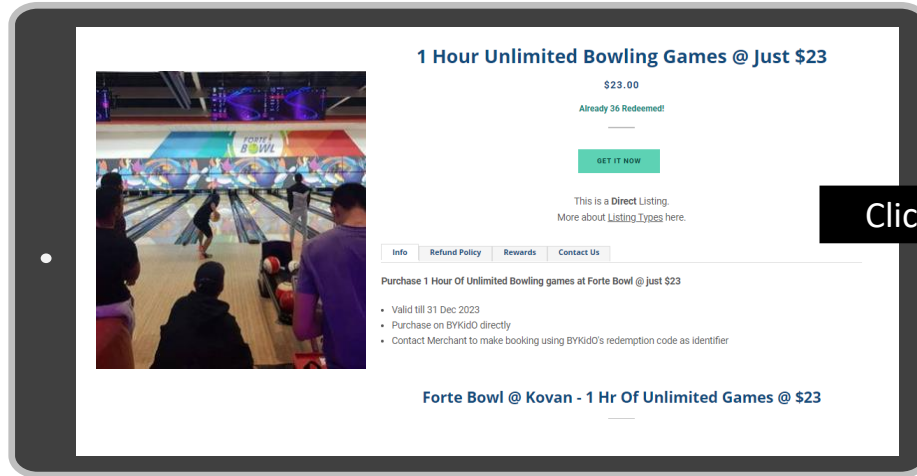
## 3. eWallet – Vouchers

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





# ECOMMERCE EXAMPLES



## 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)

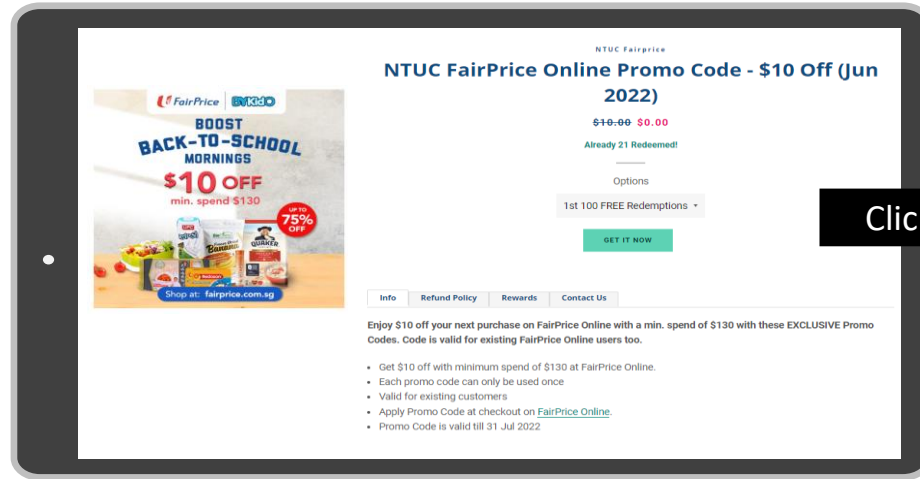
## Free Trials

- ☐ 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

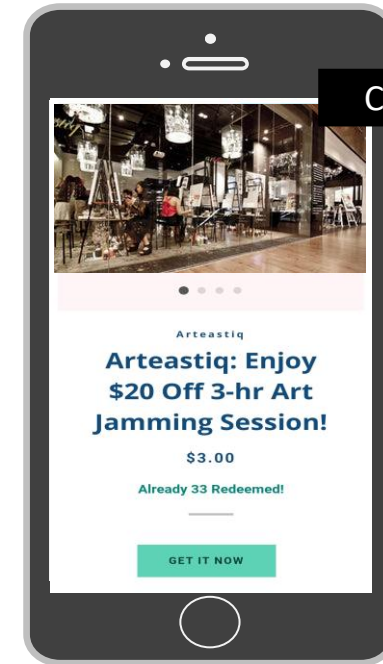
# ECOMMERCE EXAMPLES



Click for Example

## 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)



Click for Example

## 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

# BYKID RATE CARD 2023

ADVERTORIAL	Standard Amplification	Advertorial + Social Media + Newsletter	\$2,400
	Dedicated Amplification	Standard + Dedicated eDM	\$4,000
	Influencer Amplification	Standard + Influencer sharing	\$4,800

LISTICLES	Top Spot	12 months inclusion, unless otherwise stated	\$1,200
	2 <sup>nd</sup> Spot		\$800
	3 <sup>rd</sup> Spot		\$450
	4 <sup>th</sup> Onwards		\$200

CONTENT CREATION	Short-form Video	Includes social media amplification, per post	From \$1,200
	Photos		From \$800
	LIVE	Facebook or Instagram	From \$800
	Others	Speak to us for more creative ideas!	

EVENTS	Speak to us for a discussion		
--------	------------------------------	--	--

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
	Event Listing	Per listing per month	\$300
	FB / IG / Telegram / YouTube / TikTok	From \$600	
	3 <sup>rd</sup> Party Network	Speak to us for rates	

INFLUENCER MANAGEMENT	Advisory	Planning + Identifying	From \$1,000
	Communication	Advisory + Reaching Out	From \$2,400
	Managing Campaign	Communication + Managing + Reporting	From \$3,800

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

\*20% discount for multi-service packages during non-peak (peak periods are March, May – Jun, Sep, Nov – Dec), not including advertorial and influencer management services.



# LET'S GET CONNECTED



People's Association



HSBC



OCBC Bank



WORLD RUGBY™  
HSBC  
SEVENS SERIES  
Singapore

SAFRA

BUILDING BONDS • CREATING MEMORIES



SUNTEC CITY



esplanade

Theatres on the bay  
singapore



singapore



NATIONAL GALLERY SINGAPORE

SRT

Singapore Repertory Theatre



NATIONAL ARTS COUNCIL  
SINGAPORE



Singapore  
Zoo



SINGAPORE  
SPORTS HUB

Club Med  
amazing you



ONE°15 MARINA  
Sentosa Cove Singapore



KidZania

MindChamps®  
Discover the Champion in You



CRESTAR  
SCHOOL OF DANCE



readysteadygokids



building musical bonds that last

SAFRA  
FINS  
SWIM SCHOOL



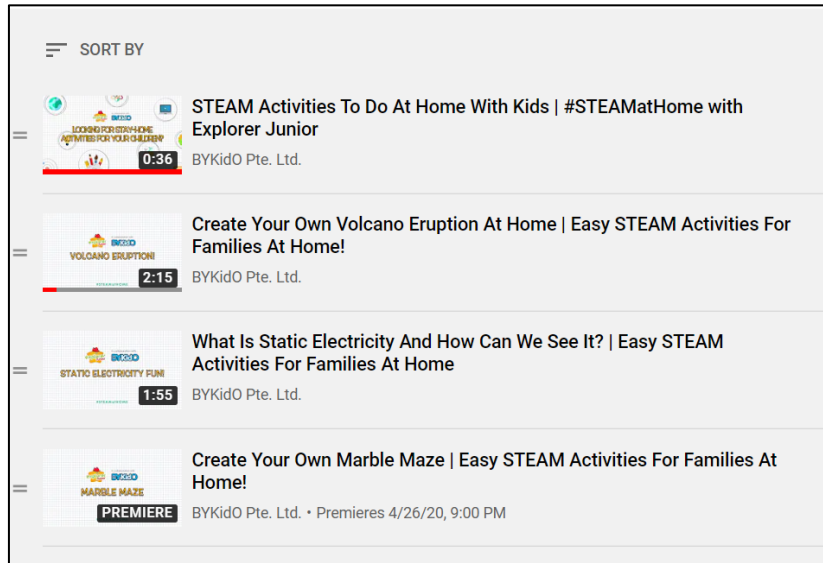
INDOOR PLAYGROUND  
Where AMAZING EXPERIENCES Await



Diva Productions

# OTHER PARTNERSHIPS AND COLLABORATIONS

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



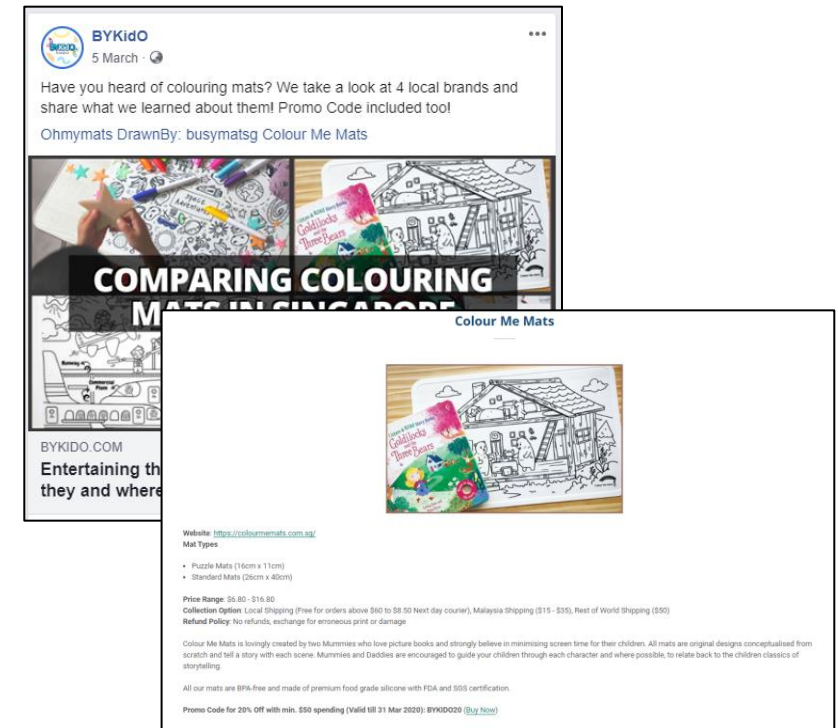
## CONTENT

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!



A background image showing children playing with hula hoops in a park. A boy in a striped shirt is smiling and holding a yellow hula hoop. A girl in a striped dress is also playing with a hula hoop. The scene is bright and sunny, with trees in the background.

# CREATING Family Memories

JIARONG YU

Founder | Daddy | Husband

[Jiarong.yu@bykido.com](mailto:Jiarong.yu@bykido.com) | 9824 9535