



BYKido

MEDIA KIT 2025

Helping More Families Create Family Fun

WEB: bykido.com FB / TIKTOK / YOUTUBE: [@bykido](https://www.facebook.com/bykido)
IG: [@bringyourkidout](https://www.instagram.com/bringyourkidout) TELEGRAM: [@bykidosg](https://www.telegram.com/bykidosg)

BYKIDO PTE. LTD

ABOUT US

BYKido is the go-to parenting and lifestyle platform for families, dedicated to helping parents discover and create unforgettable experiences with their family. Invested by Mediacorp, our mission is to make parenting easier by providing information about the latest events, experiences, and family-friendly options in Singapore and the region.



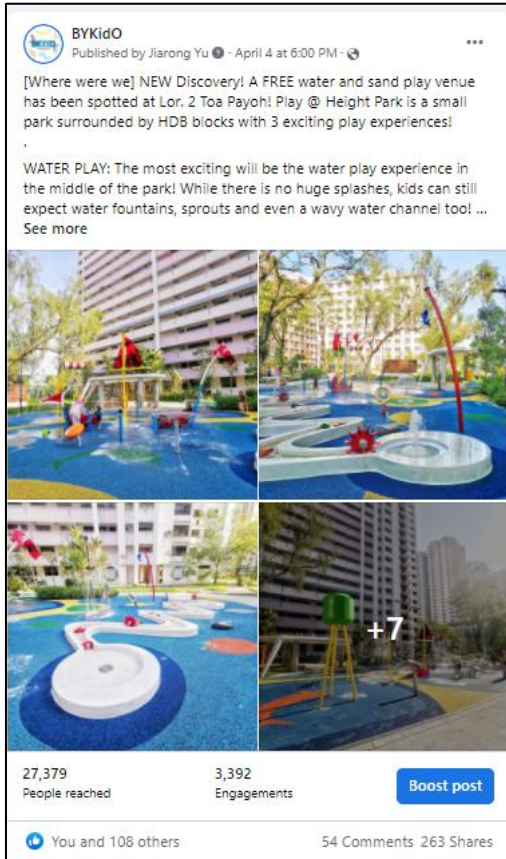
Trusted by over 200,000
parents monthly

Active across multiple
online platforms

Committed to growing
a targeted and engaged
community

Offers advertising,
influencer and
eCommerce solutions

PARENTS RELY ON OUR CONTENT



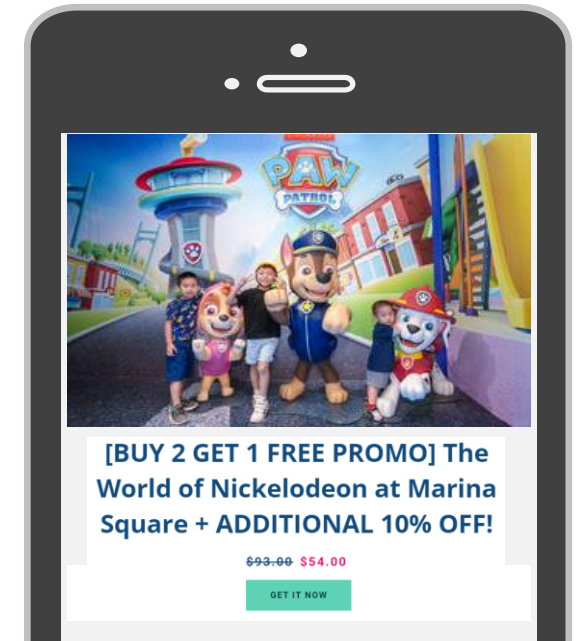
WE INFORM

We inform our community about the who, what, where, when, why and how of the latest venues and experiences



WE ENTERTAIN

We entertain by creating and sharing media and events in fun and exciting ways for families to create family fun



WE CONVERT

We curate deals and promotions for families, and convert actual buyers with our content

OUR MEDIA CHANNELS

WEBSITE



200,000 Views

Monthly Average (2024) - [Website](#)

SOCIAL MEDIA



[Facebook](#): **32,700 Followers**

[Facebook Group](#): **2,200 Members**

[Instagram](#): **55,800 Followers**

VIDEO PLATFORMS



[YouTube](#): **38,000 Subs**

[TikTok](#): **8,200 Subs**

DIRECT CHANNELS



Newsletter: 16,000 Subs

[Telegram Channel](#): **4,700 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.



78%

Are female



65%

Access via a mobile device



70%

Have 2 kids or more



85%

Are between 25 – 44 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

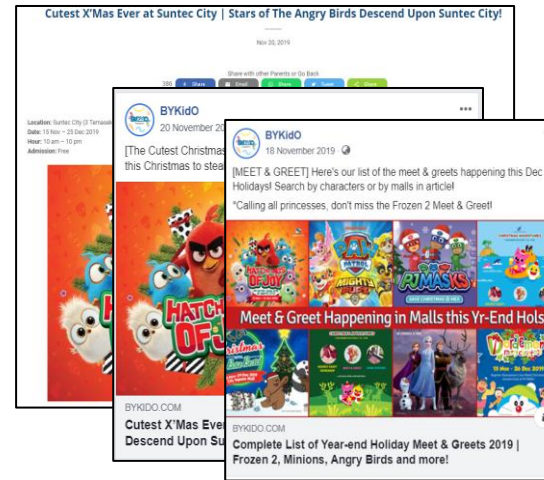
A man wearing a straw hat, glasses, a white shirt, and red suspenders is holding a microphone and smiling. In the background, two children are on a playground structure. The scene is outdoors with trees and a clear sky.

WHY WORK WITH BYKIDO

- ❑ Gain access to an audience of young parents with intent.
- ❑ Engage with our passionate parenting community.
- ❑ 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.

CONNECTING BRANDS & PARENTS

Advertising & Content Creation



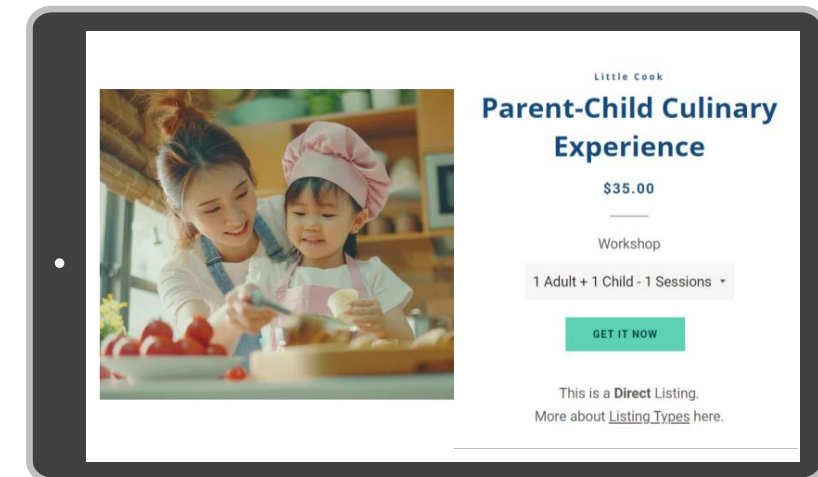
Influencer Management



Events



eCommerce Solutions





ADVERTISING & CONTENT

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

Marketing Head, Pre-School

AT EVERY STAGE OF SOCIAL COMMERCE



DISCOVERY

Content

- ☐ Advertorials
- ☐ Listicles
- ☐ Content Creation –
Pictures and Videos
- ☐ Events



AMPLIFICATION

Social & Community

- ☐ Social Media
- ☐ Direct Channels – Direct
Mailers, Telegram
- ☐ Content Creators and
Influencers
- ☐ 3rd Party Networks /
Platforms



CONVERSION

eCommerce

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



ADVERTORIAL

- ☐ A up to 500-words article written by our editorial team based on your brief, published on bykido.com
- ☐ Include images and preferred weblinks

STANDARD AMPLIFICATION

— · — · — · — · —

\$3,000

- ☐ Featured in Newsletter
- ☐ Shared on Facebook with \$100 META Ad across FB/IG

DEDICATED AMPLIFICATION

— · — · — · — · —

\$4,500

- ☐ Standard Amplification
- ☐ + Dedicated eDM

INFLUENCER AMPLIFICATION

— · — · — · — · —

\$5,500

- ☐ Standard Amplification
- ☐ + IGS sharing of advertorial by 20 Content Creators

LISTICLE INCLUSIONS

Inclusion in a shared listing

- ❑ 100 – 300 words inclusion in a suitable listicle published on bykido.com
- ❑ 1 image (top spot may include up to 2 images)
- ❑ FB post with \$100 META Ad across FB/IG
- ❑ Featured in newsletter
- ❑ Slots are first-come-first-served and valid for at least 1 year (unless otherwise stated)

RATES

- Top Spot - \$1,500
- 2nd Spot - \$1,000
- 3rd Spot - \$500
- Subsequent Spots - \$250



POPULAR LISTICLE OPTIONS

NEW THINGS TO DO THIS MONTH (eg, [New Things to do in Jun 2024](#))

A monthly list of the latest and most exciting to-dos for families. This list is most suited for new venues, events and promotions. It's a general list suitable for most experiences

THEMATIC LISTS (eg, [List of Jun Holiday Events and Experiences](#))

Thematic lists that covers different holidays, festivals and topics. This includes events and experience during school holidays and festival, list for specific activities and schools, and more.

RESTAURANT PROMOS + F&B DEALS (eg, [Best F&B Deals In Jun 2024](#))

This list includes all things F&B related, including new restaurants opening, promotions and thematic deals. Suitable for all F&B operators.



EVENT LISTINGS

EVENT LISTING — — — — — \$500 per month

- ☐ 100 – 300 words snippet sharing
- ☐ Multiple images allowed
- ☐ Includes a button call-to-action
 - ☐ Connect to a preferred landing page ([example](#))
 - ☐ We can also connect to popular ticketing platforms like Klook, KKday and Trip.com ([example](#))
- ☐ FB post (no META Ad included)
- ☐ Featured in newsletter
- ☐ Listing to be removed after campaign or when event ends, whichever earlier
- ☐ Subject to content review



PCF Sparkletots

PCF Sparkletots Islandwide Open House on 19 Oct 2024

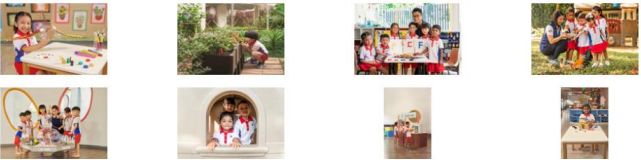
\$0.00

[GET IT NOW](#)

This is an **External** Listing.
This listing is available on an external website.

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

Looking for the perfect preschool fit for your little one? Join us at the PCF Sparkletots Open House on Saturday, 19 October 2024, from 9:00 am to 12:30 pm, happening across selected preschools islandwide!



BYKID

SuperPark Singapore Tickets - Compare Best Prices Here!

~~\$29.90~~ **\$22.50**

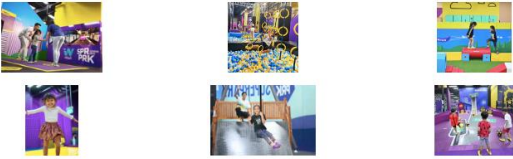
[GET IT ON KLOOK](#) [GET IT ON KKDAY](#) [GET IT TRIP.COM](#)

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,



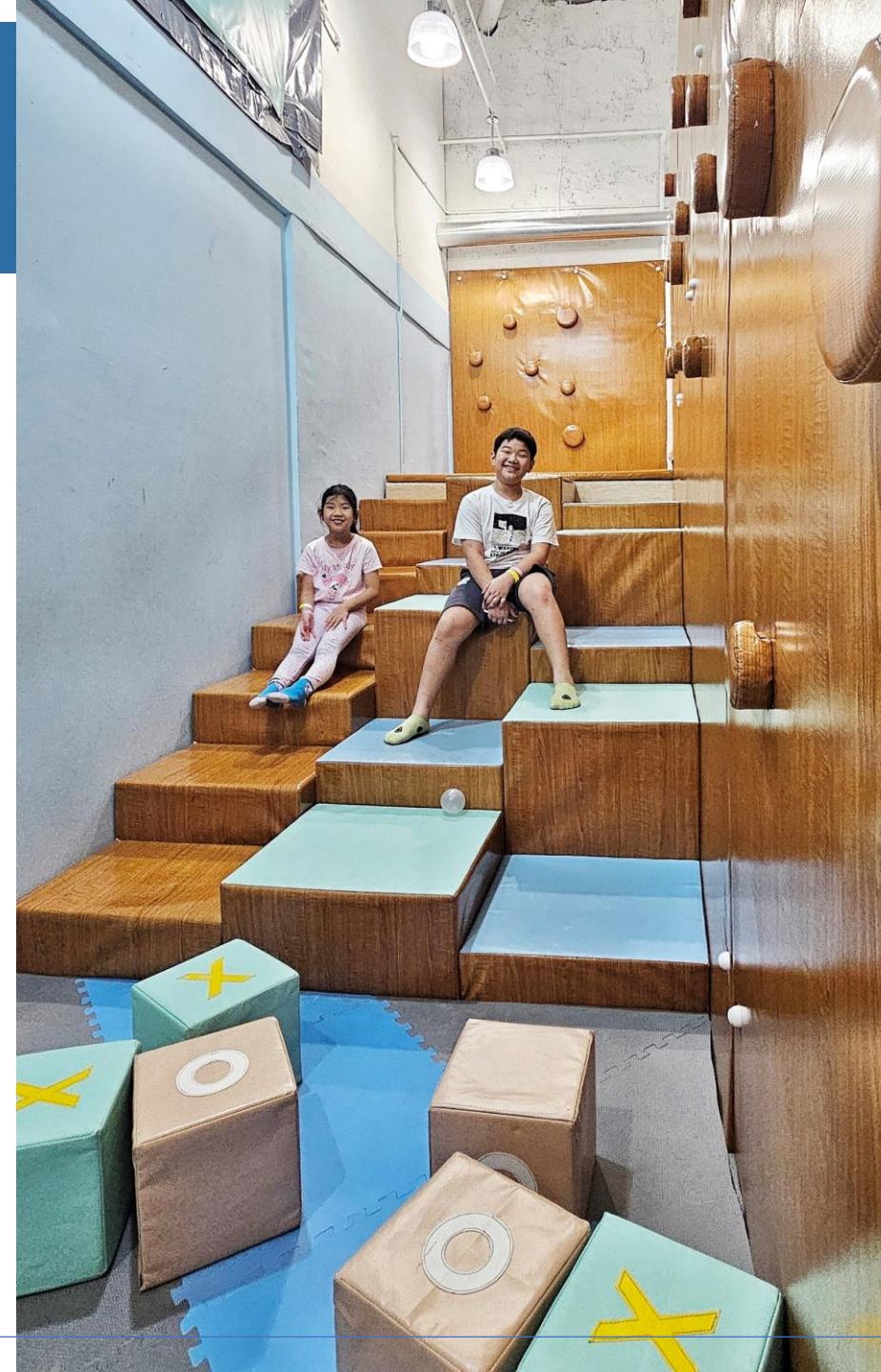
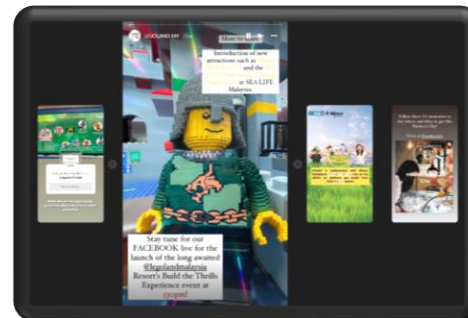
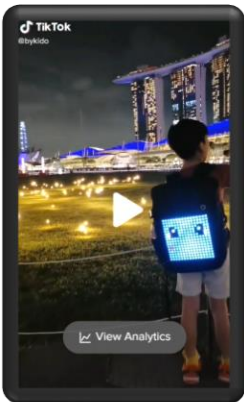
CONTENT CREATION

VIDEOS (MOBILE OPTIMISED) — — — — — From \$1,500

- ❑ 30s – 90s videos suited social media
- ❑ Includes amplification: shared on FB, IG, Telegram, YouTube and Tiktok

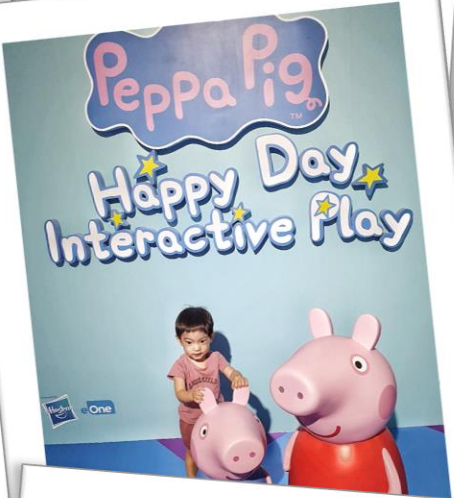
PHOTOS (MOBILE OPTIMISED) — — — — — From \$1,000

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



MORE AMPLIFICATION OPTIONS

- ☐ Social Media Content Sharing
- ☐ Ad Placements
- ☐ Video Placements
- ☐ 3rd Party Network
- ☐ Influencer Management



SOCIAL MEDIA CONTENT SHARING

Benefit From Our Social Media Following

☐ Sharing Your Video

- ☐ Your content shared across FB, IG, Telegram, Tiktok and YouTube

- ☐ To be vetted for appropriateness

☐ Sharing Your Photos

- ☐ Your content shared across FB, IG and Telegram
- ☐ Can be single or multiple images
- ☐ To be vetted for appropriateness

☐ Others

- ☐ Single channel
- ☐ IG Collaboration posts
- ☐ Info-graphs / Memes
- ☐ IG Stories
- ☐ LIVE Videos
- ☐ And more

RATES

- ☐ Videos: \$1,000
- ☐ Photos: \$750
- ☐ Others: contact us for details
- ☐ Additional rates apply for creative design



[Click for Examples](#)

AD PLACEMENTS

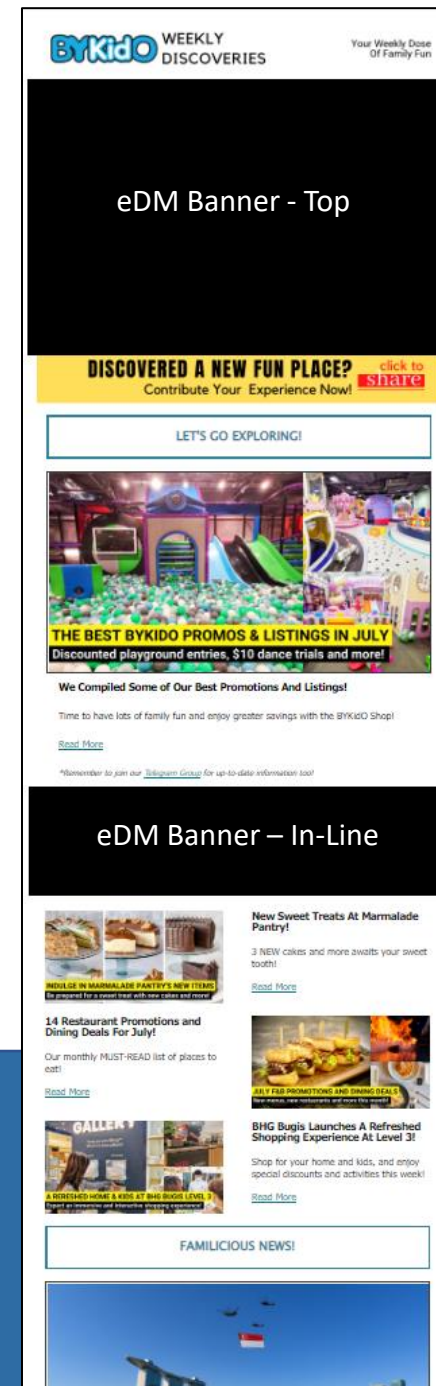
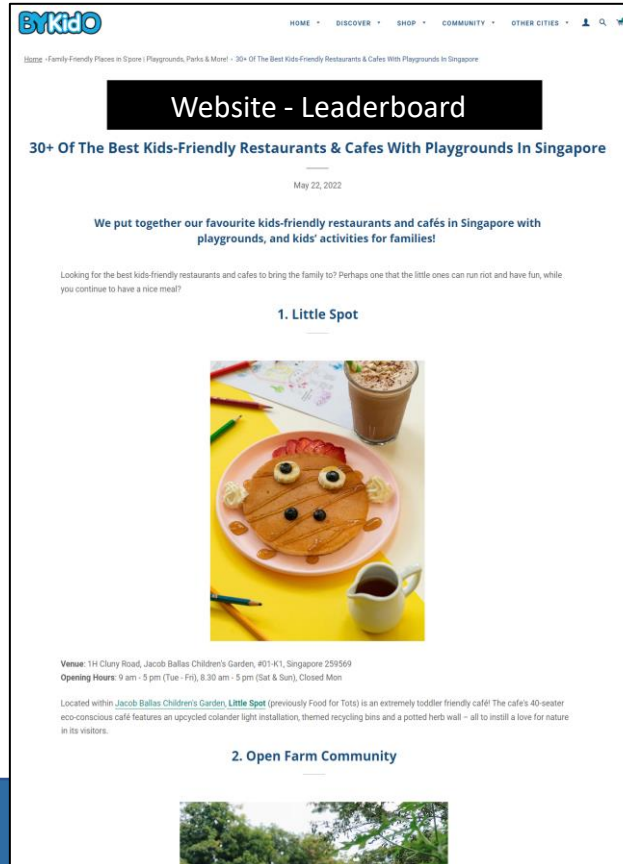
Your Ads Across Our Website, Social Media And More!

PLACEMENT OPTIONS

- ☐ Website – Leaderboard on all articles
- ☐ eDM Banner
 - ☐ Top
 - ☐ In-line
- ☐ Dedicated eDM
- ☐ Link Insertion

RATES

- ☐ Website Leaderboard: \$1,000 per month or part there of
- ☐ eDM: \$500 (Top), \$300 (In-Line) per email
- ☐ Dedicated eDM: \$2,500 per email
- ☐ Link Insertion: \$300 per link



VIDEO PLACEMENT – IMPACT FORMAT

Powered by:



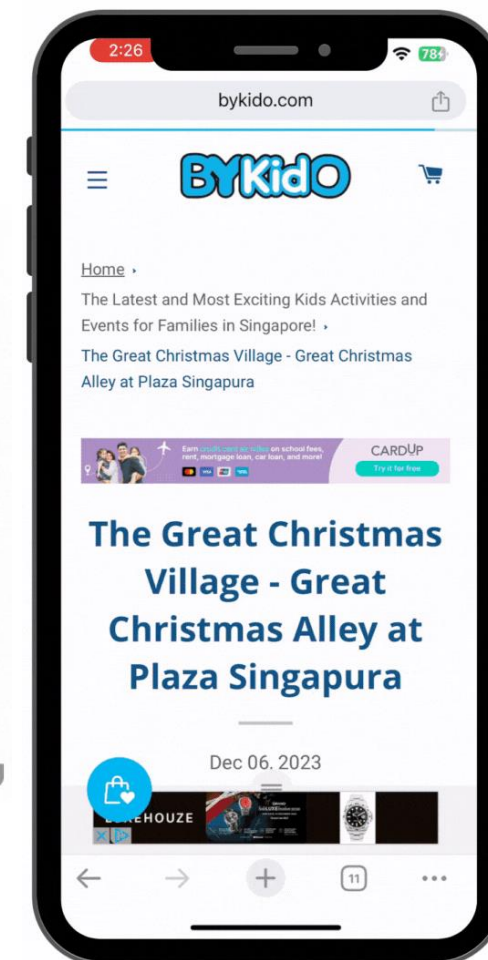
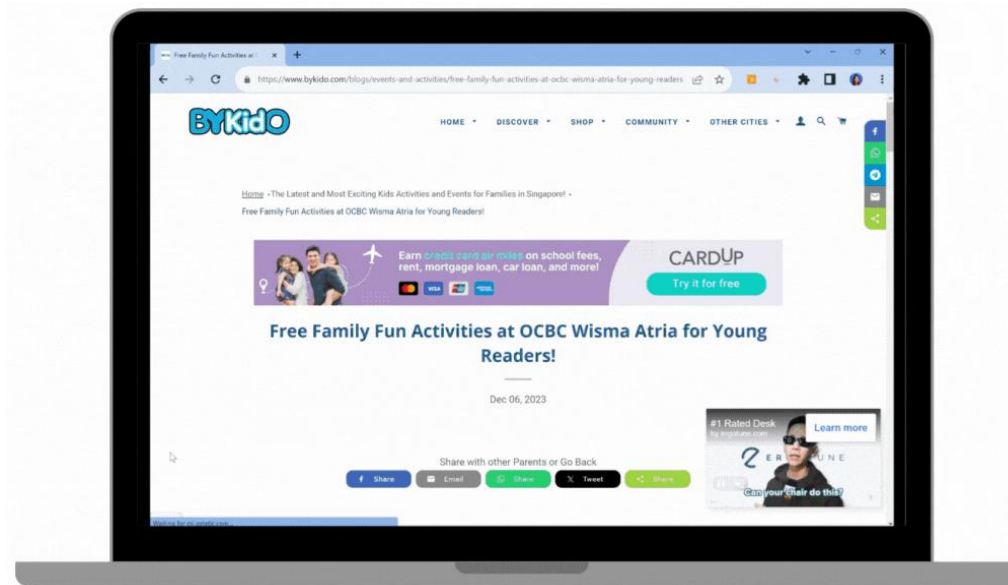
Your Video Across Our Website

FEATURES

- ❑ High Impact & Attention Grabbing
- ❑ Prominent Brand Visibility
- ❑ Immersive Cinematic Experience

PERFORMANCE BENCHMARKS

- ❑ Viewability – 90% and above
- ❑ CVTR – 50-70%
- ❑ CTR – 0.3%



RATES

- ❑ \$10 CPM

Viewability - A desktop video ad or mobile video ad that meets the criteria of: (i) Desktop: 50% of the ad's pixels on an in-focus browser tab in the viewable space of the browser page that has met the time criterion that two continuous seconds of the video advertisement is played.

Completed View Through Rate (CVTR) – Number of video completed views over the no. of impressions

Click Through Rate (CTR) – Number of clicks that your ad receives divided by the number of times your ad is shown

3rd PARTY NETWORK

Place Your Ads Across Our Partner Network!

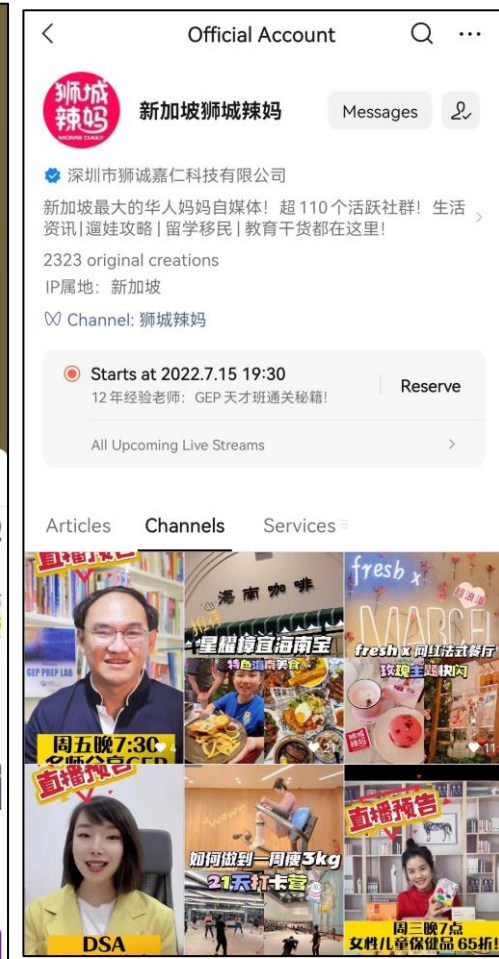
PLACEMENT OPTIONS

- ☐ 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
- ☐ Telegram Groups
 - ☐ Get your messaged sent across Telegram groups focused on Parenting updates

*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

Tapping a Wider Community Through Parenting Influencers And Content Creators

Micro-Influencers

- ❑ We work mainly with micro-influencers in the 3k – 50k IG 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.

HELPING YOU SAVE TIME AND EFFORT

STAGE 1: IDENTIFY & ADVICE

- Need help knowing who to work with?
- We work with you to identify and advice 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

- ☐ From \$2,000
- ☐ Get in touch to arrange a chat to get a quotation specific for your requirements

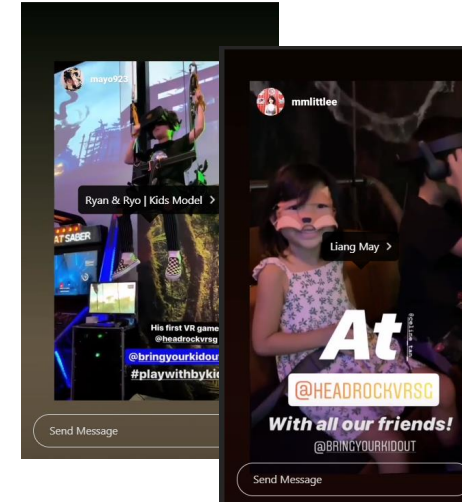
POPULAR INFLUENCER CAMPAIGNS



Event Marketing

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

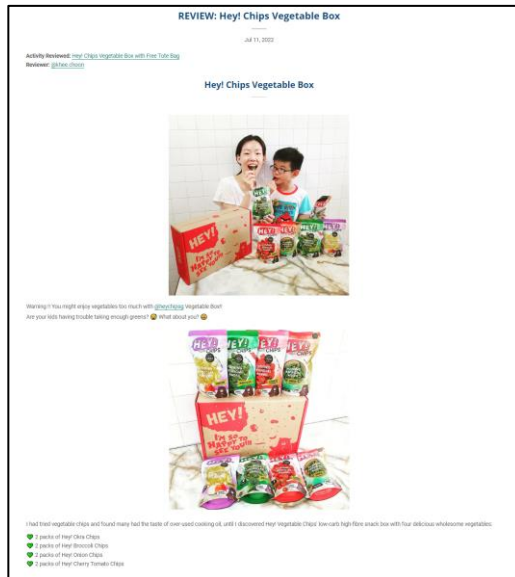
Eg, [Christmas Meet & Greet](#)



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](#)

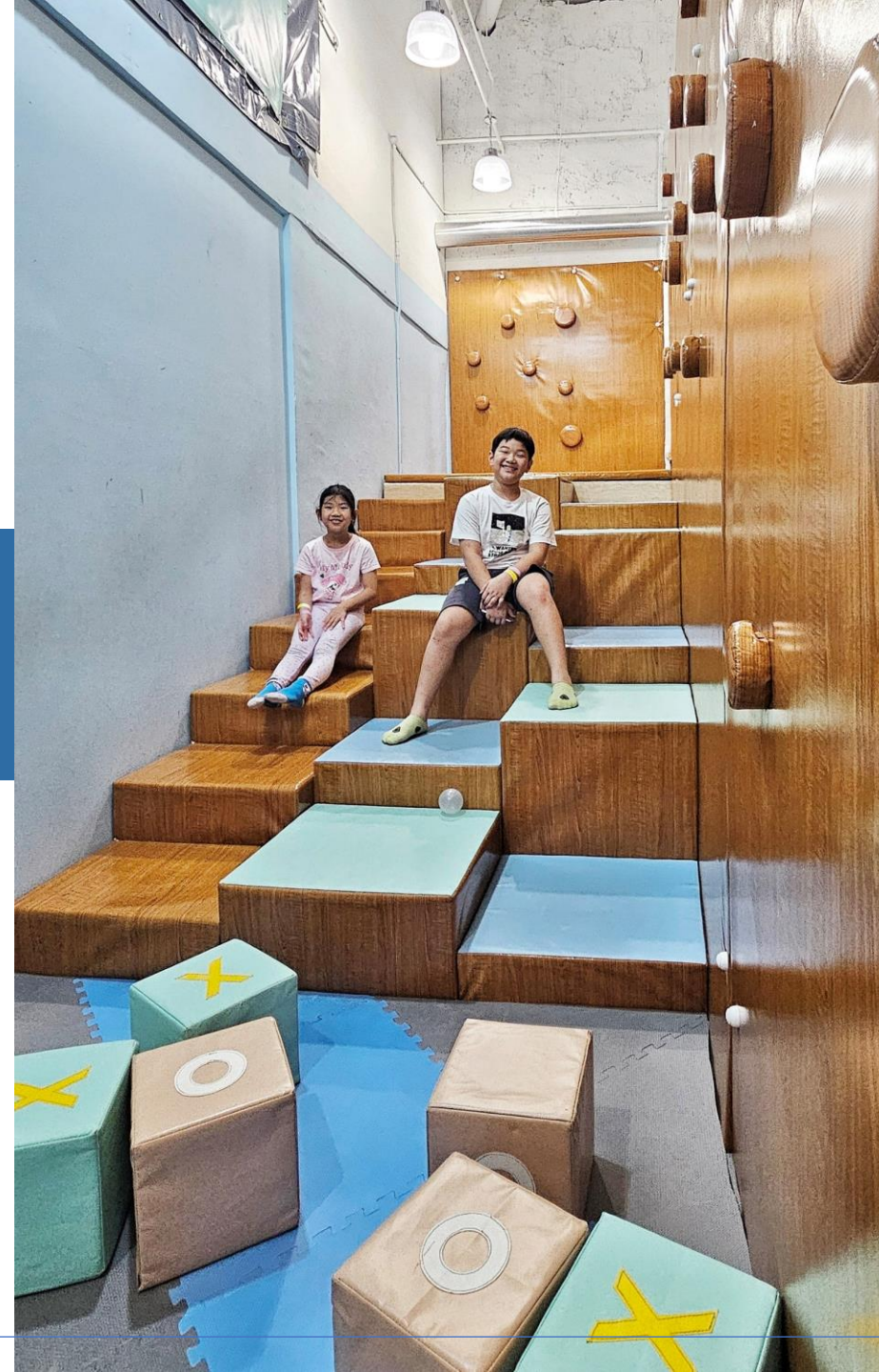


Brand Marketing

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

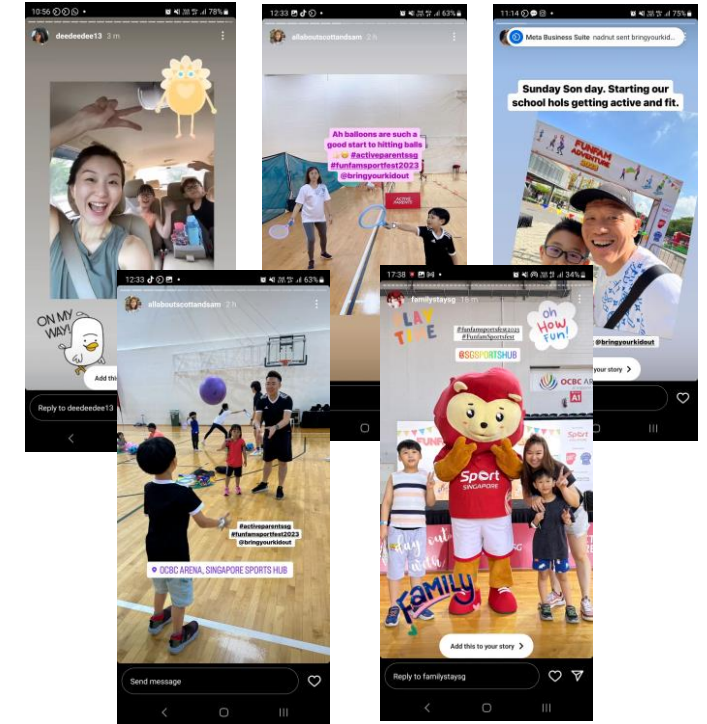
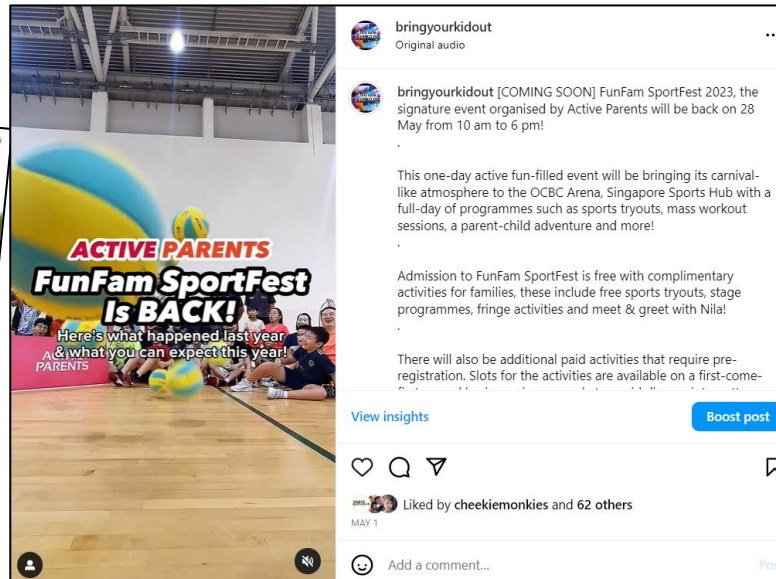
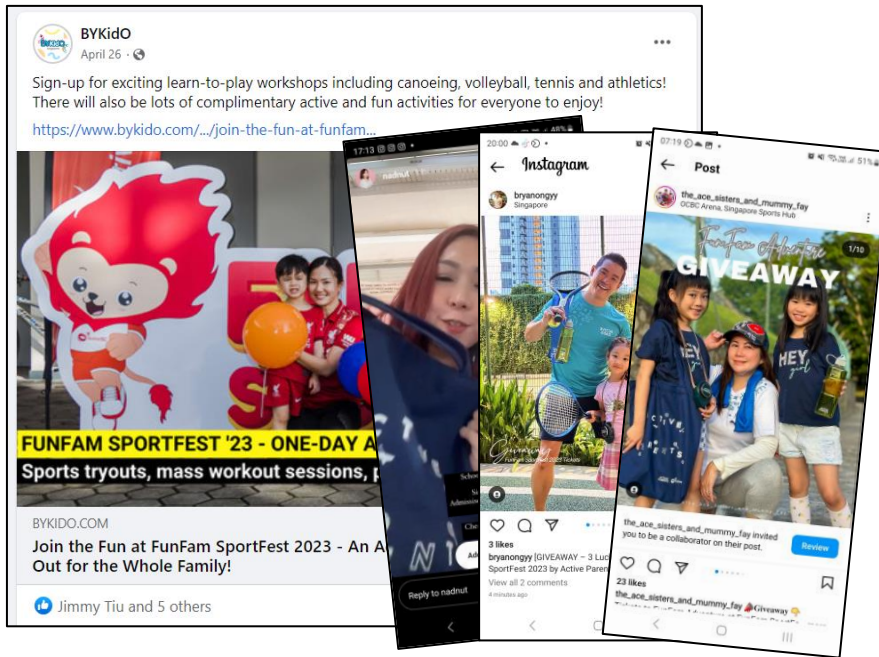
Eg, [Mother's Day Campaign](#)

CASE STUDIES



CASE STUDY: EVENT MARKETING

Client: **Active Parents** – Advertorial + 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

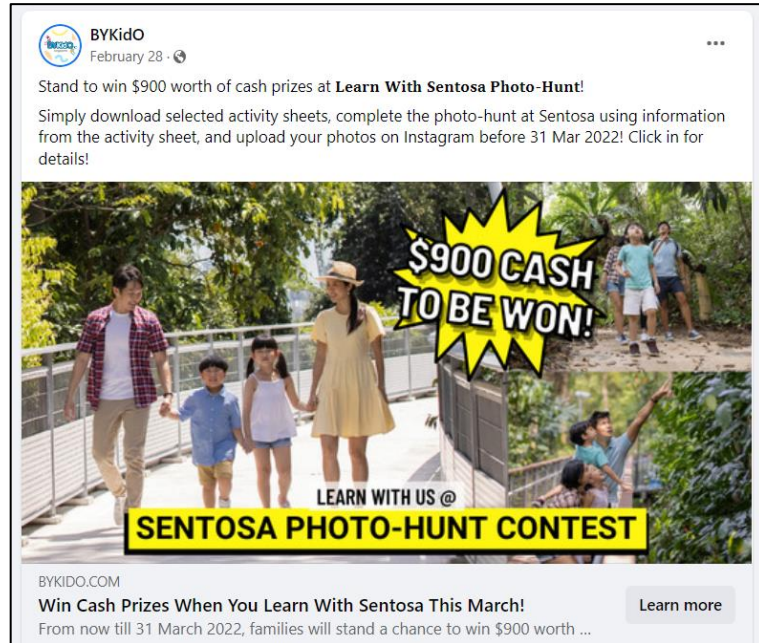
Creating content for social media to share more about what is happening at the event.

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.

CASE STUDY: EVENT MANAGEMENT + MARKETING

Client: **Sentosa** – Advertorial + Event Management + Dedicated eDM



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.

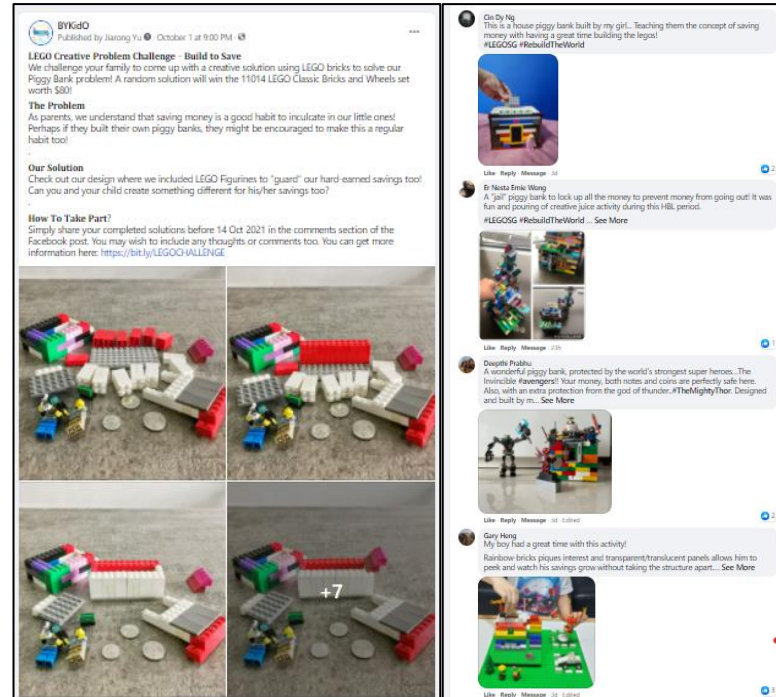
CASE STUDY: PRODUCT + CAMPAIGN MARKETING

Client: **LEGO Group** – Advertorial + Content Creation (Pictures / Giveaway) + Giveaway Management



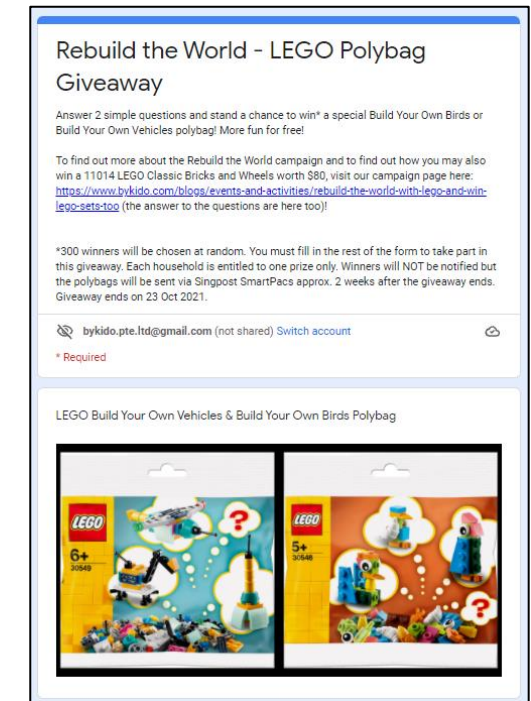
Advertorial + Standard Amplification

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.

EVENT MANAGEMENT



EVENTS MANAGEMENT

Bringing Families To You

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](#)



Lead Generation:
[Art Jamming Workshop](#)



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



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

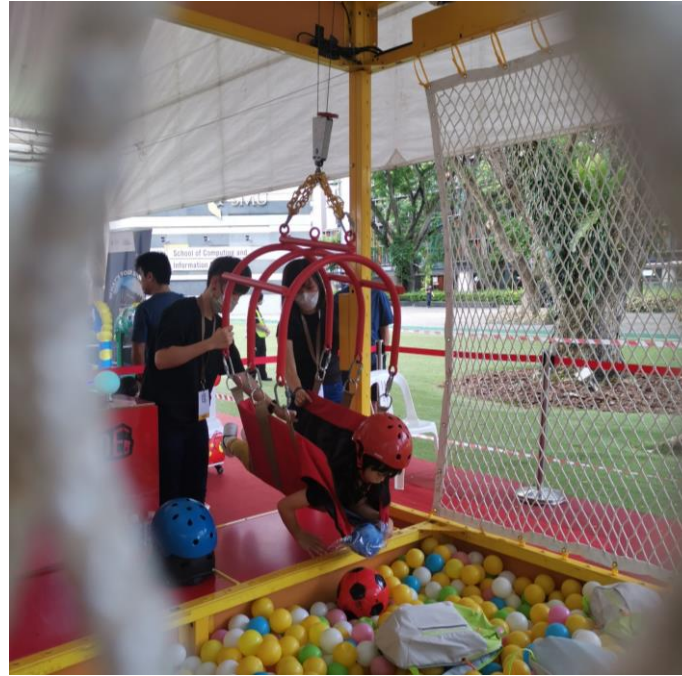
CASE STUDY: EVENT ORGANISATION

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

CASE STUDY: VENUE MARKETING

Client: **HeadRock VR** – Event Organisation + Content Creation + Advertorial + Influencer Management



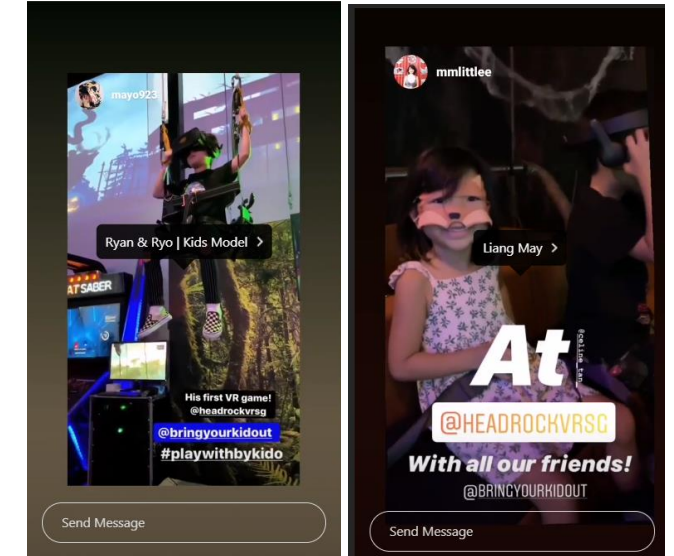
Event Management

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.

CASE STUDY: LEAD GENERATION

Client: **Agency under Prudential** - Event Organisation + Lead Generation + Content Creation + 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 registers for trial/samples on BYKidO SHOP
- ❑ Suitable for both paid and free trials/samples

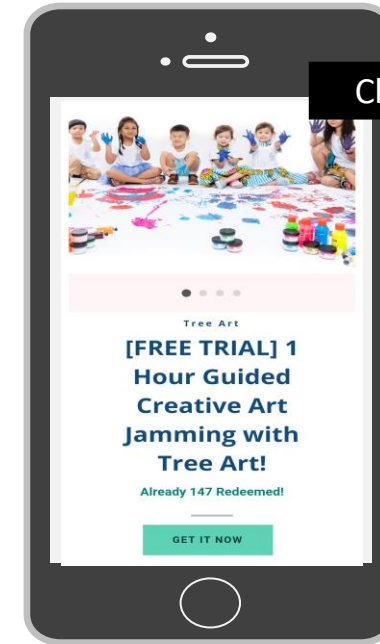
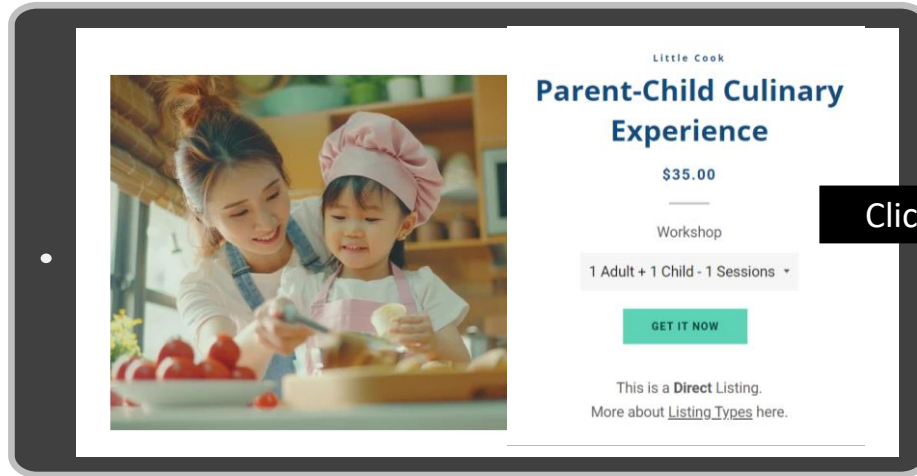
COUPONS

- ❑ Buyer purchases coupon on BYKidO SHOP to use in-store or online
- ❑ Suitable for offering discounts and promotions

EXTERNAL

- ❑ Buyer gets redirected to your preferred site

ECOMMERCE EXAMPLES



Experiences

- ☐ 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)

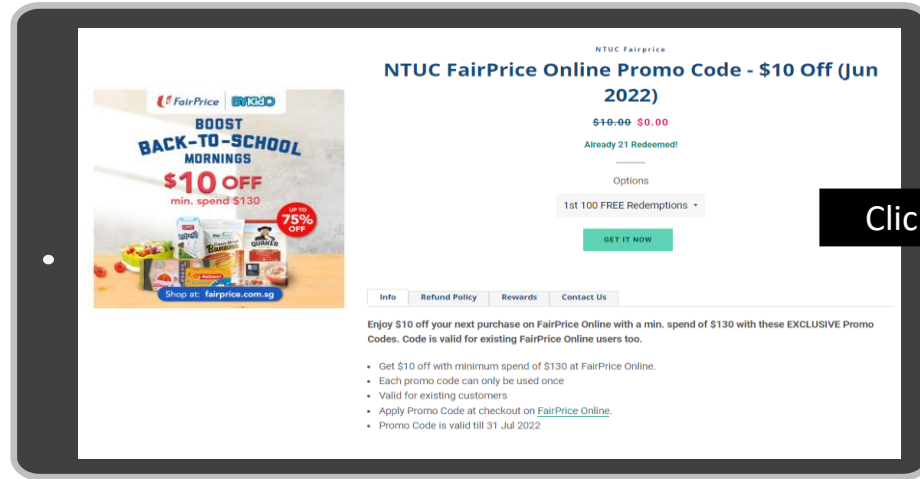
Free Trials

- ☐ 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: 20% of sales
- ☐ Trials/Samples: \$20 per trial

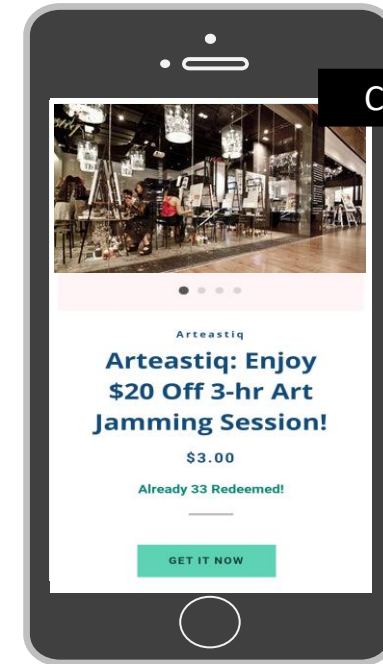
ECOMMERCE EXAMPLES



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 by partner)



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

RATE CARD 2025

ADVERTORIALS

Standard Amplification	Advertorial + Social Media + Newsletter	\$3,000
Dedicated Amplification	Standard + Dedicated eDM	\$4,500
Influencer Amplification	Standard + Influencer sharing (IGS)	\$5,500

LISTICLES

Top Spot	12 months inclusion, unless otherwise stated	\$1,500
2nd Spot		\$1,000
3rd Spot		\$500
Subsequent Spots		\$250

CONTENT CREATION

Short-form Video	Includes social media amplification, per post	From \$1,500
Photos		From \$1,000
Others	Speak to us for more creative ideas!	

OTHER CONTENT PLACEMENTS

Link Insertion	Per link	\$300
Contributed Article	Per article	\$1,200
Event Listing	Per listing per month	\$500

AD PLACEMENTS

Website - Leaderboard	Monthly	\$1,000
Video (Impact)	Per 1,000 impressions	\$10
eDM Banner	Top – 1 Email	\$500
eDM Banner	In-Line – 1 Email	\$300
Dedicated eDM	1 Email	\$2,500

SOCIAL MEDIA PLACEMENTS

FB / IG / YT / TT / Telegram	From \$750
3rd Party Networks	Speak to us for details

ECOMMERCE

Direct Sales	20% Commission (standard)
Trials / Samples	\$20 per trial/sample (standard)

INFLUENCER MANAGEMENT / EVENT MANAGEMENT

Speak to us for details

*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



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 blue hula hoop. The scene is bright and sunny, with trees in the background.

CREATING Family Memories

JIARONG YU

Founder | Daddy | Husband

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