

POPMAMA
.com
**PARENTING
ACADEMY**
2021
PARENTS SUPPORT PARENTS

1 - 31 DECEMBER 2021





CURRENT CONDITION

HOW DOES THIS AFFECT KIDS AROUND THE WORLD?

140 million children in developing countries are projected to be in households living below the poverty line

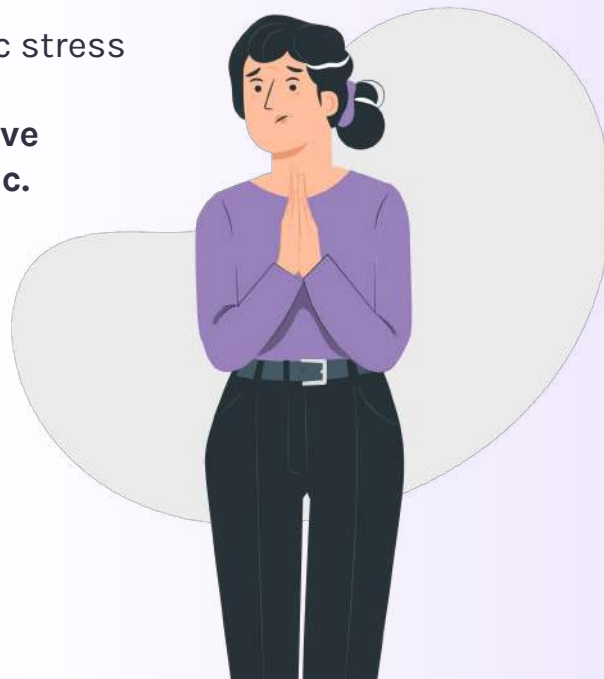
Approximately **150 million additional children** are living in multidimensional poverty – without access to essential services

CURRENT CONDITION

HOW DOES THIS AFFECT PARENTS?

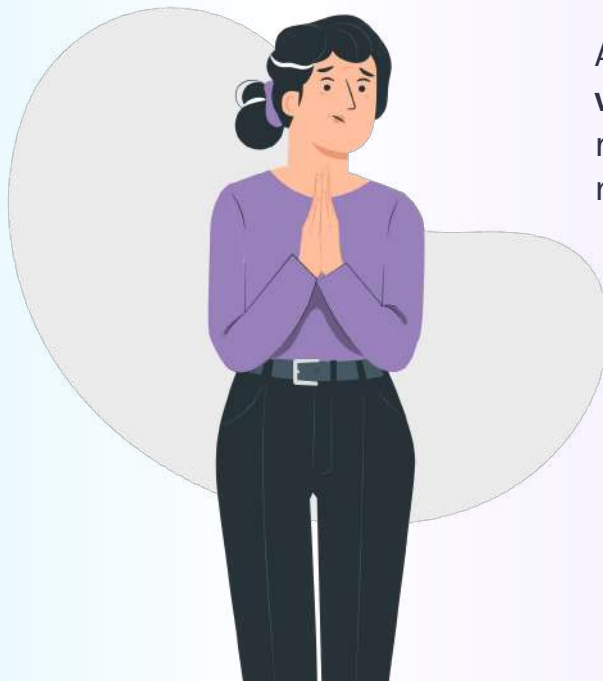
In Indonesia, increased domestic and economic stress took a toll on parents' mental health.

Generalised **anxiety disorder** was found to have affected 24.1% of parents during the pandemic.



CURRENT CONDITION

HOW DOES THIS AFFECT PARENTS?



An overwhelming **95%** of those affected were **mothers**, with the highest rates reported by mothers who were spending more time on childcare.

CURRENT CONDITION

HOW ABOUT DISTANCE LEARNING SO FAR?

Distance learning for parents is **unexpected, new, burdensome**, and forces them to **adjust quickly**

54.4%

Increased Spending

58.7%

Timelessness

41.9%

Psychological Disorder
(stressed, frustrated,
& depressed)

PARENT'S FUTURE CHALLENGES

INSTANT
CHANGES

MENTAL
HEALTH
ISSUES

ONLINE
SAFETY
ISSUES

LESS
PRIVACY

LESS SOCIAL
INTERACTION

HEALTH
DISRUPTION

MORE
EXPENSES



OUR MISSION

PARENTING ACADEMY

An educational platform to prevent loss (health, education, opportunity, growth) that may cost our generation due to Covid 19

SAVE THE FUTURE OF INDONESIAN CHILDREN

Collaborate with experts from various disciplines to create pandemic parenting guideline for young parents

COMMUNITY SUPPORT

Create supportive environment for parents to overcome pandemic and create better future for the kids

CHILDREN FUTURE IMPACT

PSYCHOLOGICAL
IMPACT

GADGET
ADDICTION

ATTENTION
DEFICIT

SOCIAL
IMPACT

SELF
REGULATING
DIFFICULTIES

MISSED
ROUTINE
HEALTH CARE

PANDEMIC IS CHALLENGING FOR PARENTS & THEIR CHILDREN

Parents have to worry about many things in the same time, work, family health, financial, and kid's education. **Parents have to adapt and find a way, to be a better parents and educator, family caregiver, and professionals/entrepreneur. So that they can help their children to overcome pandemic challenges.**





EVENT THEME

PARENTS SUPPORT PARENTS

During the pandemic, parents have to deal with many uncertainties while also make sure they take care of their family well. **Popmama Parenting Academy 2021** offers **minimum solutions** on how we can provide a support system for parents.

Bringing “Parents Support Parents” theme, we aim to provide a **platform where parents can support each others** in order to preventing the damage for the kids, the next generation.

OUR AUDIENCE

WHO WE ARE AIM TO CONNECT?



← **YOUNG PARENTS**

25-35 Years Old

← **FOCUS ON THEIR KIDS WELLBEING**

Health, education,
financial

← **DIGITAL PARENTS**

Relay on internet to fulfill
daily needs such as
entertainment, information,
foods, meds, etc

POPMAMA.COM PARENTING ACADEMY 2021

ROAD TO POPAC

1-31 NOVEMBER 2021

Award Submission, Competition

THE EVENT

1-31 DECEMBER 2021

Website, YouTube, Instagram



POPAC 2021 EVENT PILLAR

EDUCATION

- Early childhood education
- Homeschooling
- Home stimulation
- Parenting skills

HEALTH

- Children health
- Stunting
- Mental health
- Early childhood development

CHILD ABUSE PREVENTION

- Government regulations
- Society preventions
- Safe house
- Early marital preventions

ECONOMIC

- Family money wise
- Women entrepreneurship
- Communities supports

POPAC 2021 KEY ACTIVITIES

COMMUNITY ACTIVATION

- Community Award
- Community Collaborations
- Digital Competition

INSIGHTFUL CONTENT & SESSION

- Webinars
- Kuliah Whatsapp
- YouTube Live
- IG Live
- Content series

DONATION

- IDN Foundation X Kitabisa.com

POPAC BOOK

- Guidance Book for Covid19 Generation



THE PLATFORM

Millennial parents are digital native who befriend all kind of technology, including online platform which we are going to utilize.

12.6 million Popmama.com unique readers

202,000 Facebook followers
12,500,000 Facebook unique audience

254,000 Instagram followers
3,600,000 Instagram unique audience

1,400,000 Popmama TikTok followers

13,400 Popmama Community Channel members

1,300 Popmama WhatsApp group members nationwide



SPEAKERS

- STAKEHOLDERS
- GOVERNMENT
- DOCTORS
- HEALTH EDUCATION EXPERTS
- SOCIAL EDUCATION EXPERT
- PSYCHOLOGIST
- ECONOMIST
- COMMUNITIES
- PARENTS
- CHILDREN

ROAD TO POPAC

1-31 NOVEMBER



PRE-EVENT PROGRAM

Series of activities to build awareness of the main event



POPMAMA.COM
LITTLE STAR

COMMUNITY
AWARD

BLOG
COMPETITION

POPMAMA.COM COMMUNITY AWARD

The presence of community plays important role for new parents. Where they find parenting knowledge, information, tips & hacks, updates, and most essentially companion that go through the same parenting journey.

This year, Popmama will embrace the community that contribute in supporting Indonesian parents through Popmama Community Award 2021.



The Concept	
Output	Online Activation
Platform	Instagram & POPAC 2021 Microsite
Brand Tap In	Logo placement on promotional materials, brand message tap in, branding award
KPI	Exposure

POPMAMA.COM COMMUNITY AWARD

CATEGORIES

EDUCATIVE AWARD

Communities that
actively spread
education content &
information

SUPPORTIVE AWARD

Communities that
show care & support

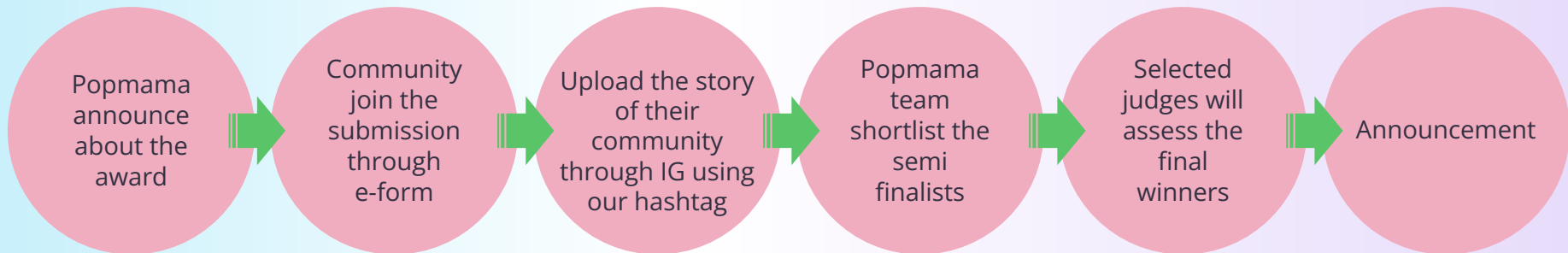
CUSTOM AWARD

Customized for brands
or partners. EX: Cerdas
Keuangan Award by
BCA

OPEN FOR SPONSOR

POPAC COMMUNITY AWARD

MECHANISM



- Submission : October-November
- Semifinalist Assessment : 1st week of December
- Finalist : 2nd week of December
- Announcement : 4th week of December

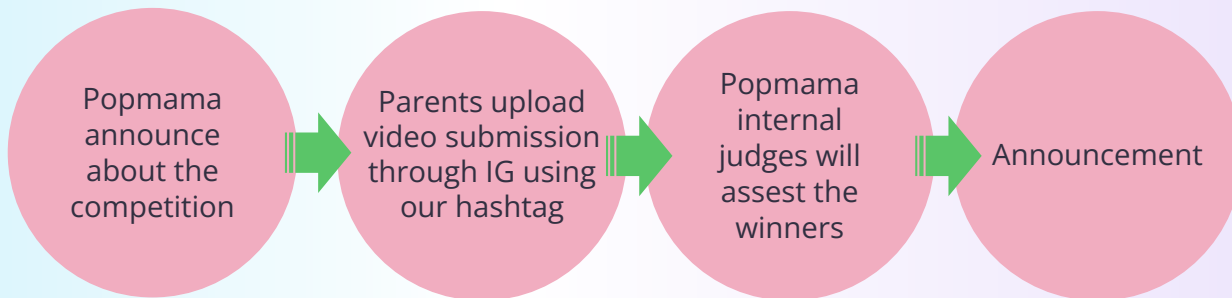
POPMAMA.COM LITTLE STAR

To encourage parents to support their kids' talent and hobby through fun talent competition. Kids can show their special talents from singing, dancing, storytelling, modelling, acting, or playing any kind of sport.

The Concept	
Output	Online Activation
Platform	Instagram & POPAC 2021 Microsite
Brand Tap In	Logo placement on promotional materials, brand message tap in
KPI	100 Submissions



POPMAMA.COM LITTLE STAR MECHANISM



- Submission : 15th October- 30th November
- Judges Assessment : 1st week of December
- Announcement : 4th week of December

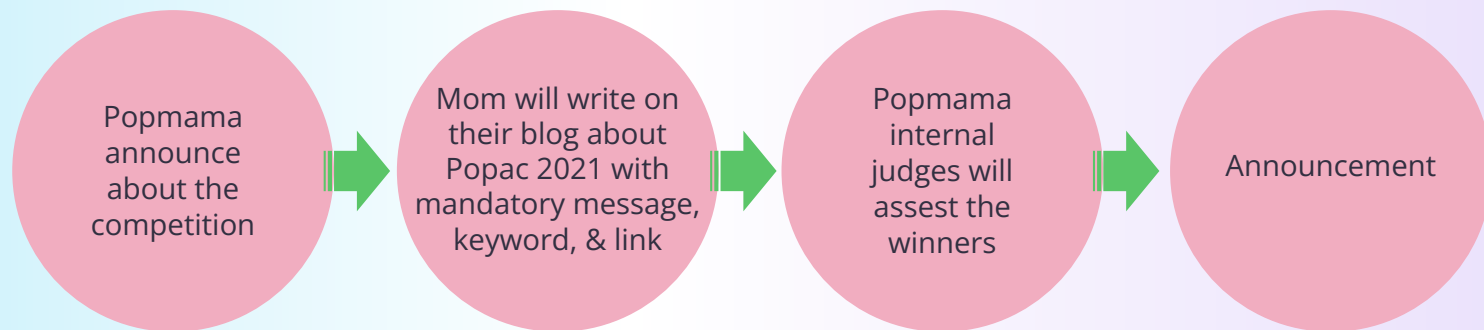
POP MAMA.COM BLOG COMPETITION

Get connected with mom writers community by inviting them to join blog competition. Audience will be asked to write about Popac 2021 and inject brand message with mandatory backlinks in the article.

The Concept	
Output	Online Activation
Platform	Microblog
Brand Tap In	Brand message, brand mention, backlink
KPI	200 Submissions



POPMAMA.COM BLOG COMPETITION MECHANISM



- Submission : 1st- 30th November
- Judges Assessment : 1st week of December
- Announcement : 4th week of December

MAIN EVENT

1-31 DECEMBER



MAIN PROGRAM

These will become key activities for our signature event



WEBINARS

SOCIAL
MEDIA
LIVE

DONATION

WORKSHOP

CONTENT
SERIES

KULWHAPP

EVENT CONTENT

Friday, 3rd December 2021 (w1)

IG Live Education #1 :

Big Idea : Early Childhood Education

Sub Tema : Menyelamatkan Generasi Covid : Langkah Pemerintah untuk Pendidikan Anak Usia Dini

Wishlist Speaker :



Nadiem Makarim

Workshop Education #1 :

Big Idea : Home Stimulation

Sub Tema : Cara Efektif Melatih Motorik Halus untuk Anak Usia TK

Wishlist Speaker :



Najelaa Shihab



@semuamurid
semuaguru

Workshop Education #2 :

Big Idea : Parenting Skills

Sub Tema : Merekatkan Bonding Mama dan Anak dengan Mendongeng

Wishlist Speaker :



Ariyo Zidni



@ayodongeng
indonesia

EVENT CONTENT

Wednesday, 8th December 2021 (w2)

IG Live Health #1 :

Big Idea : Children Health

Sub Tema : Tantangan Kesehatan Anak
Pasca Pandemi

Wishlist Speaker :



Budi Gunadi Sadikin

Webinar Health #1 :

Big Idea : Mental Health

Sub Tema : Menjaga Kesehatan
Mental Anak lewat Bermain

Wishlist Speaker :



Fathya Artha, M.Sc., M.Psi
(Tiga Generasi)

Workshop Health #2* :

Big Idea : Cooking Class x Yummy

Sub Tema : Workshop 3 Masakan Sehat
yang Penuh Gizi untuk
Ketidakseimbangan Gizi

Wishlist Speaker :



Chef Yulita



dr. Pratiwi Andyani,
spA

EVENT CONTENT

Thursday, 16th December 2021 (w3)

IG Live Child Abuse Prevention #1 :

Big Idea : Government Regulations

Sub Tema : Bagaimana Pemerintah Berperan di Pencegahan Kekerasan Anak

Wishlist Speaker :



I Gusti Ayu Bintang Darmawati

IG Live Child Abuse Prevention #2 :

Big Idea : Society Preventions

Sub Tema : Merespon dengan Tepat saat Melihat Tindak Kekerasan Anak

Wishlist Speaker :



Samantha Elsener



Roslinda Tambo Ina

IG Live Child Abuse Prevention #3 :

Big Idea : Early Marital Preventions

Sub Tema : Bahaya yang Mengintai : Pernikahan Dini dan Cara Mencegahnya

Wishlist Speaker :



Komnas
Perlindungan Anak



Inez Kristanti, M.Psi

EVENT CONTENT

Tuesday, 21st December 2021 (w4)

IG Live Family Economics #1 :

Big Idea : Communities Support

Sub Tema : Peran Komunitas Mama dalam Pengembangan Diri

Wishlist Speaker :



Komunitas @ibupunyamimpi

IG Live Education #2 :

Big Idea : Homeschooling

Sub Tema : Cara Memulai Homeschooling dari Pakarnya

Wishlist Speaker :



Rumah Inspirasi
(Ibu Lala & Bapak Aar)

Workshop Family Economics

#1 :

Big Idea : Family Money Wise

Sub Tema : Workshop Smart Investasi buat Full Time Mom

Wishlist Speaker :



Rista Zwestika, CFP

EVENT CONTENT

Wednesday, 22nd December 2021 (w4)

Webinar Child Abuse Prevention :

Big Idea : Safehouse

Sub Tema : Penerapan Disiplin Positif pada Anak Sehari-hari tanpa Ancaman

Wishlist Speaker :



Rosdiana Setyaningrum



Faye Simanjuntak
(Rumah Faye)

Webinar Family Economics :

Big Idea : Women Entrepreneurship

Sub Tema : Belajar Bisnis bareng Mompreneur

Wishlist Speaker :



Atina Maulia
(Vanilla Hijab)



Ririn Ekawati
(Kopi Lain Hati)

Webinar Health #2 :

Big Idea : Early Childhood Development

Sub Tema : Kunci Stimulasi Pertumbuhan dan Perkembangan Anak yang Terhambat karena Pandemi

Wishlist Speaker :



Saskhya Aulia Prima
(Tiga Generasi)



dr. Danar Wicaksono

Wednesday, 22nd December 2021 (w4)

POPAC 2021 AWARDS NIGHT :
Community Award + Popmama Little Star Performance

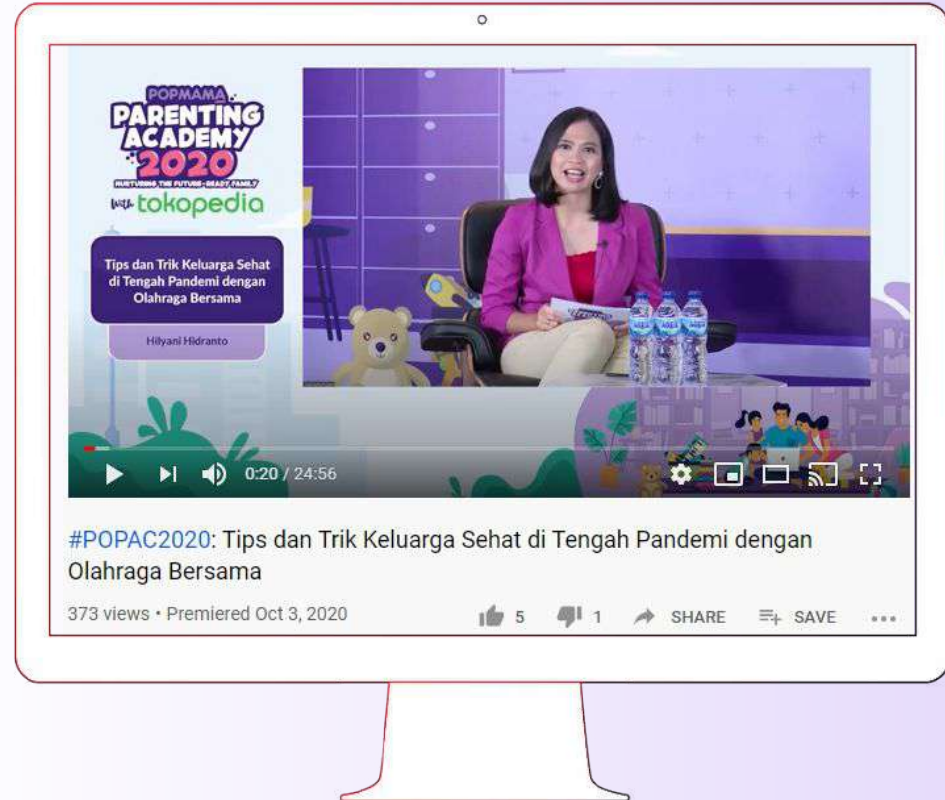


SOCIAL MEDIA LIVE

Meet and chit chat with the experts with interesting topics from Popac 2021 four pillars, such as :

1. Health
2. Education
3. Child Abuse Prevention
4. Family Economics

The Concept	
Output	Talkshow
Platform	Popmama & POPAC Social Media Live, Youtube, IDN Live
Brand Tap In	Adlibs, product/logo placement, superimpose, half frame, TVC placement
KPI	Est. 600 Views (During Live) 10.000 views (after 7 days)

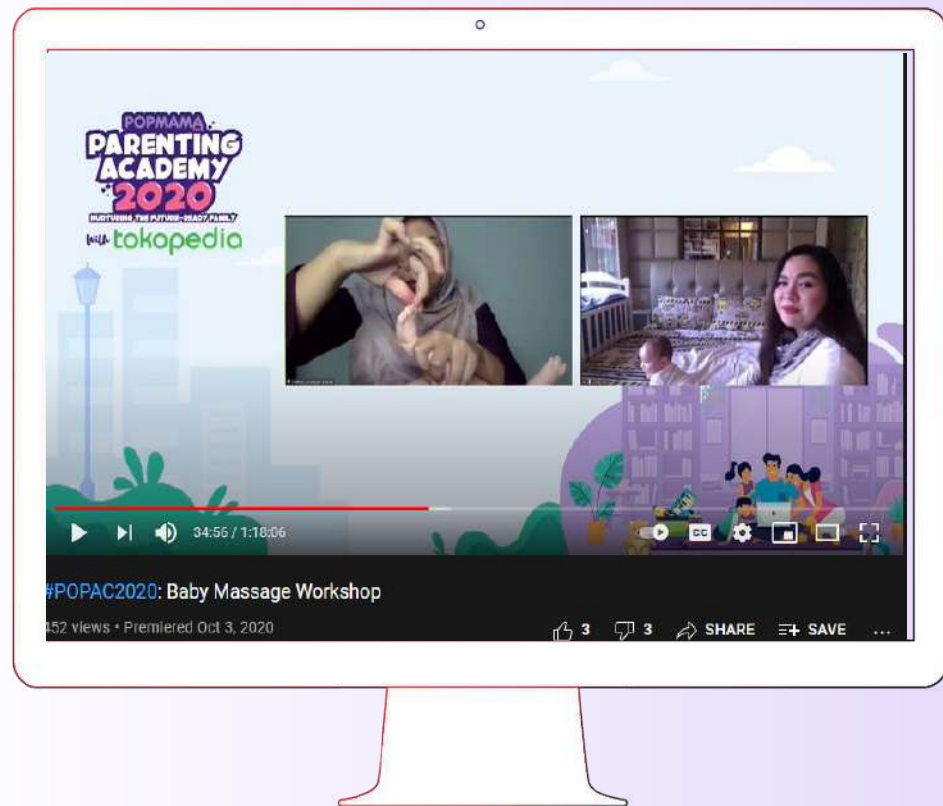


WEBINAR / WORKSHOP

Learning by doing via Zoom with the experts, with this following topics :

1. Home Stimulation
2. Parenting Skills
3. Stunting
4. Family Money Wise

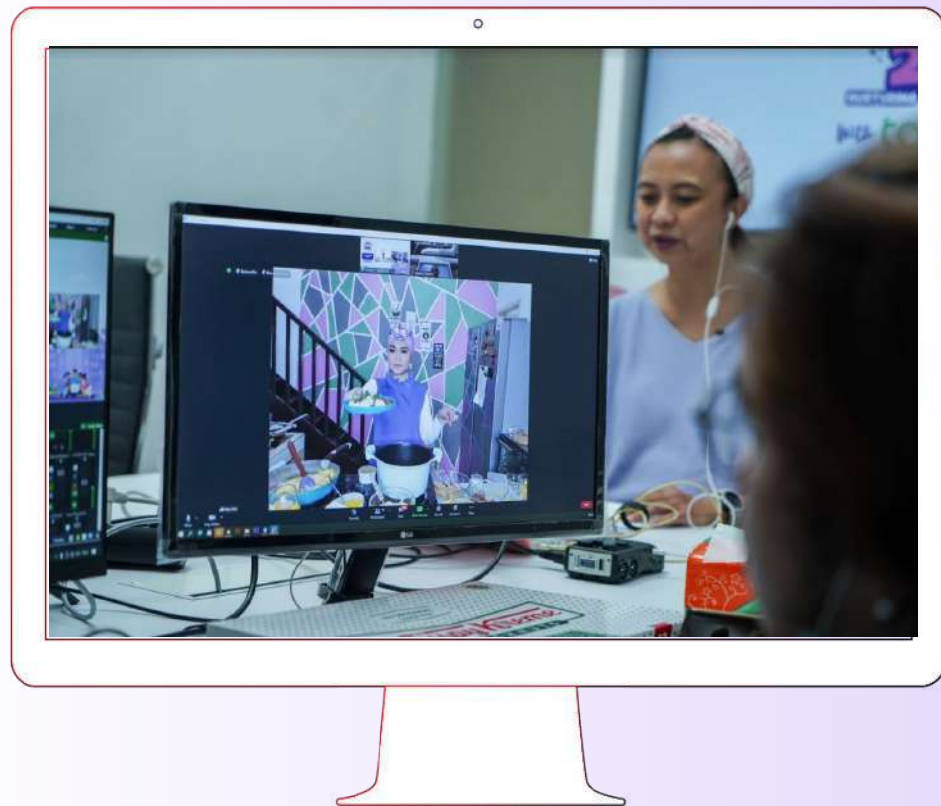
The Concept	
Output	Virtual Workshop
Platform	Popmama & POPAC Social Media, Youtube
Brand Tap In	Adlibs, product/logo placement, superimpose, half frame, TVC placement
KPI	Zoom Est. 300 audience Re Upload Est. 10.000 views (after 7 days)



COOKING CLASS

Online cooking demo with expert.
Moms can learn in this class how to create MPASI to prevent stunting in children.

The Concept	
Output	Virtual Cooking Demo
Platform	Popmama & POPAC Social Media, Youtube
Brand Tap In	Adlibs, product/logo placement, superimpose, half frame, TVC placement
KPI	Zoom Est. 150 audience Re Upload Est. 10.000 views (after 7 days)



AWARDING SESSION

Symbolic giving to Popmama Community Award, blog competition winners, and Little Star winner. this event will be hosted by professional MC and also showing performances from Top 3 Popmama Little Star finalist.



The Concept	
Output	Awarding + Performance
Platform	Popmama & POPAC Social Media Live, Youtube
Brand Tap In	Adlibs, Logo placement, superimpose, half frame, TVC placement
KPI	200 views (during live) 10.000 views (after 7 days)



CONTENT SERIES

Share information about education, health, child abuse prevention, and economic to all parents in Indonesia through insightful and useful article on Popmama.com.

The Concept	
Output	Advertorial
Platform	Popmama.com
Brand Tap In	Brand message, brand mention, backlink
KPI	18.000 pageviews



SPREAD HAPPINESS TO OTHERS

POPMAMA.COM DONATION



POPMAMA.COM DONATION

Spread happiness by inviting parents to join donation with Popmama.com. We will collaborate with kitabisa.com to support a fund raising for whom affected by pandemic.

The Concept	
Output	Online Donation with KitaBisa.com
Platform	Instagram, POPAC 2021 Microsite, KitaBisa.com
Brand Tap In	Brand message tap in, promotional material,



POPMAMA.COM PARENTING EBOOK

**GUIDANCE BOOK FOR
PANDEMIC GENERATION**



GUIDANCE BOOK FOR PANDEMIC GENERATION



Discovering that parenting much more difficult during pandemic, where parents face uncertainties and forced to adapt everyday, Popmama will collaborate with community, expert, and public figure to create guidance book for parents in raising Covid 19 generation.

The Concept	
Output	E-Book
Platform	Instagram & POPAC 2021 Microsite
Brand Tap In	Logo placement on EBook, brand message tap in, Branding Advertorial

WHAT'S INSIDE THE EBOOK?

This e-book will contain information about **education, health, child abuse prevention, and economy** which will help parents understand how to raise Covid 19 generation. To gather all insightful information in this e-book, Popmama will conglomerate information from **various sources, such as FGD, survey, and expert board.**

What's inside the EBook?

**PANDEMIC
PARENTING 101**

**PANDEMIC
CHILDREN 101**

EXPERT SOLUTION

KOL TIPS & HACKS

*subject to change

OPPORTUNITY ACROSS PLATFORM

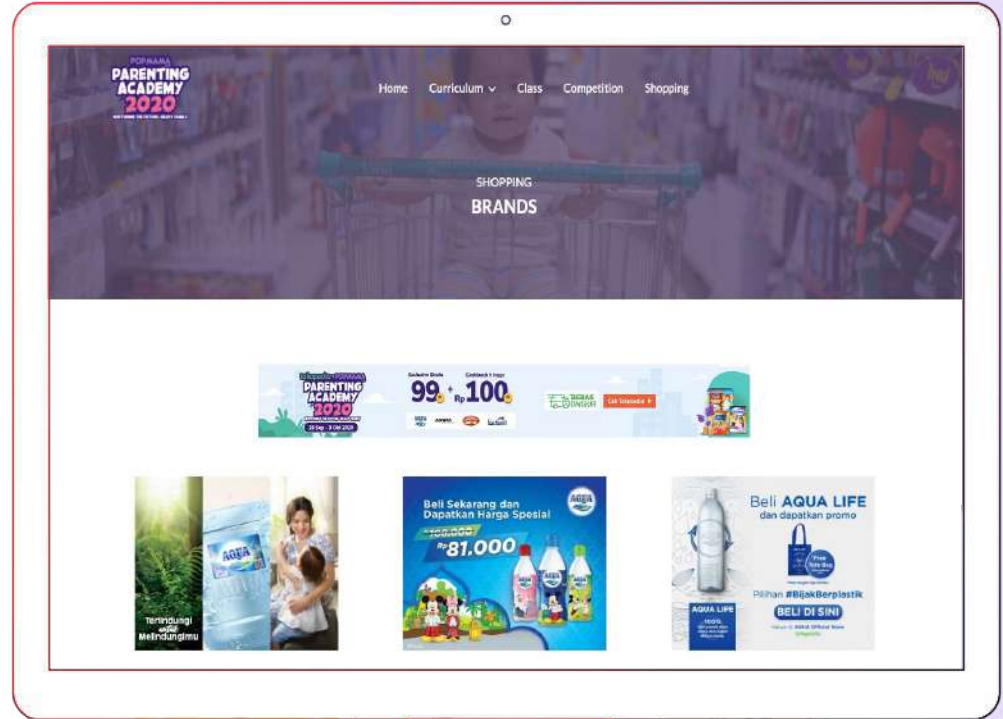
EVENT DETAILS



POPAC 2021 MICROSITE

Utilizing microsite as the event hub for Popmama Parenting Academy 2021.

All the content, event information, banner, and branded articles related to Popmama Parenting Academy 2021 will be appear inside the microsite.



SOCIAL MEDIA AMPLIFICATION

Instagram Post



Instagram Story



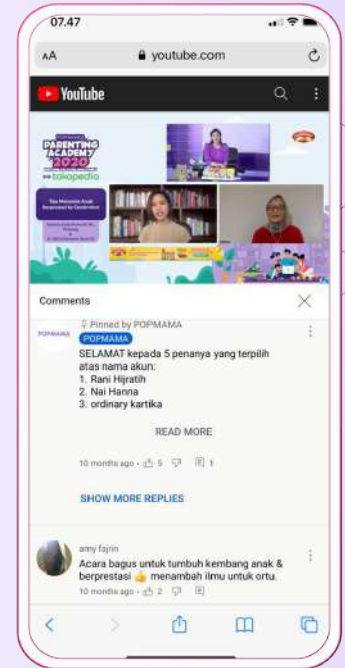
Instagram TV



IG Reels / TikTok

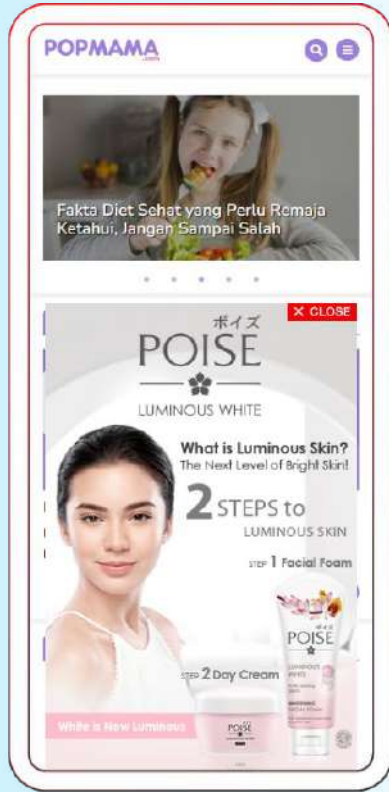


Youtube



MOBILE BANNER

Bottom Slide



Mega Billboard



Leaderboard Expand



In Article

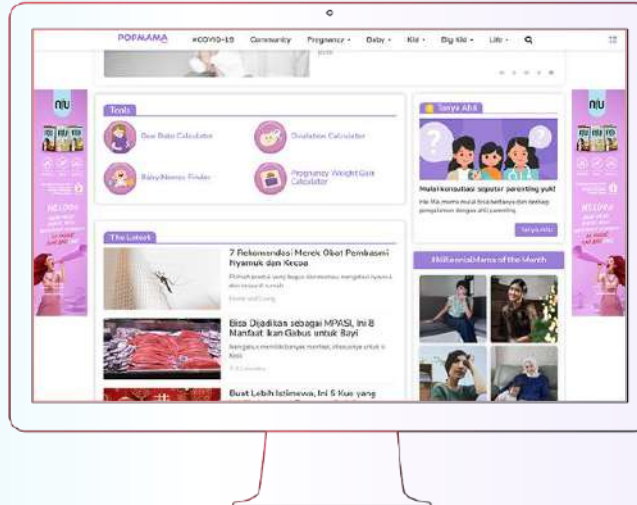


DESKTOP BANNER

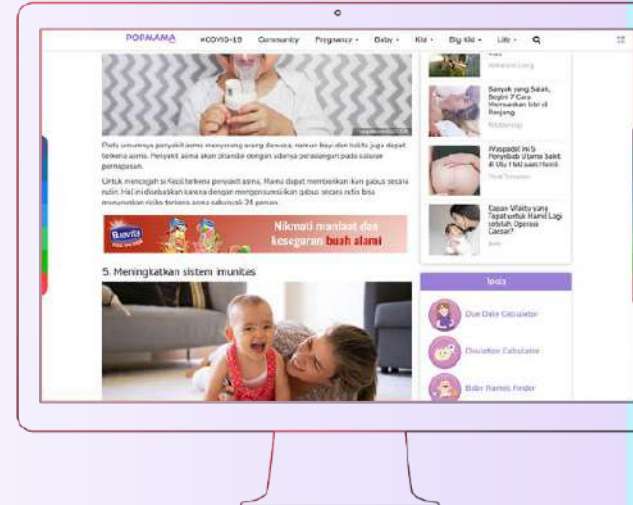
Full Site Take Over



Skin Ad



In Article



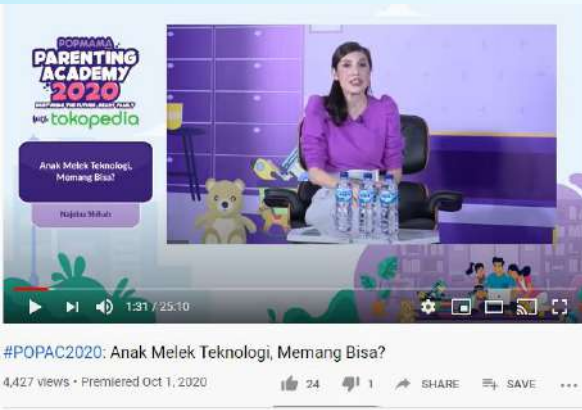
PRODUCT/BRAND PLACEMENT

- ❑ Presenting Title
- ❑ TVC Placement
- ❑ Adlibs
- ❑ Supported by
- ❑ Giveaway
- ❑ Bumper In & Out
- ❑ Superimpose logo
- ❑ Running text
- ❑ Squeezed Frame
- ❑ Built in moderator
- ❑ Built in brand message tap in
- ❑ Product Placement on desk

PRODUCT/BRAND PLACEMENT

MOCK UP SAMPLE

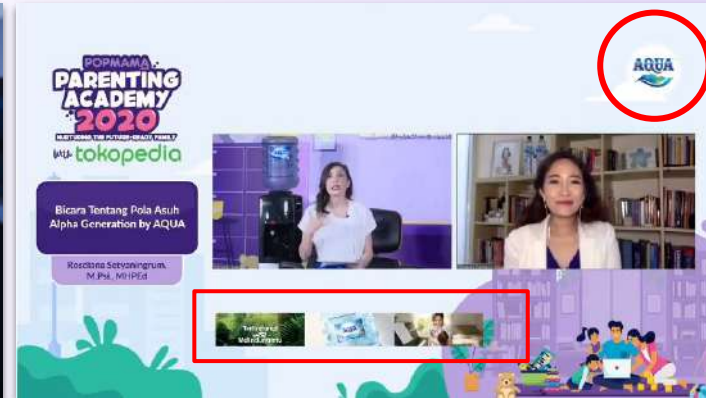
Squeezed Frame



Product Placement



Superimpose



AND MANY MORE..

Branded online
class

Opening/
closing ad libs

Product display

Brand
spokesperson
as speaker



LET'S SUPPORT INDONESIAN PARENTS TOGETHER!

SPONSORSHIP PACKAGE



SPONSORSHIP PACKAGE

1

**PRESENTING
PARTNER**

3

**PRINCIPAL
PARTNER**

5

**PRIMARY
PARTNER**

7

**SUPPORTING
PARTNER**



SPONSORSHIP PACKAGE

	PRESENTING	PRINCIPAL	PRIMARY	SUPPORTING
TITLE	XXX presents Popmama Parenting Academy	Principal Sponsor	Primary Sponsor	Supporting Sponsor
SLOT ON POPAC. POPMAMA.COM	3x main headline, 3x small headline	1x main headline, 1x small headline	2x small headline	1x small headline
ON EVENT	<ul style="list-style-type: none"> 3 webinar/workshop tap-in (max duration 90 min, ad libs, squeeze frame, 100 participants during session, image still / TVC on plasma TV, logo on frame, product display, slot for brand representative, reupload on IG TV) 3 IG Live tap-in (max duration 60 min, ad libs, 150 views during live, image still / TVC on plasma TV, logo on frame, product display, slot for brand representative reupload on IG TV) Biggest logo on all promo and coverage 	<ul style="list-style-type: none"> 2 webinar/workshop tap-in (max duration 90 min, ad libs, squeeze frame, 100 participants during session, image still / TVC on plasma TV, logo on frame, product display, slot for brand representative, reupload on IG TV) 2 IG Live tap-in (max duration 60 min, ad libs, 150 views during live, image still / TVC on plasma TV, logo on frame, product display, slot for brand representative, reupload on IG TV) 2nd Biggest logo on all promo and coverage 	<ul style="list-style-type: none"> 1 webinar/workshop tap-in (max duration 90 min, ad libs, squeeze frame, 100 participants during session, image still / TVC on plasma TV, logo on frame, product display, slot for brand representative, reupload on IG TV) 1 IG Live tap-in (max duration 60 min, ad libs, 150 views during live, image still / TVC on plasma TV, logo on frame, product display, slot for brand representative, reupload on IG TV) 3rd Biggest logo on all promo and coverage 	<ul style="list-style-type: none"> 1 IG Live tap-in (max duration 60 min, ad libs, 150 views during live, image still / TVC on plasma TV, logo on frame, product display, slot for brand representative, reupload on IG TV) 4th Biggest logo on all promo and coverage

SPONSORSHIP PACKAGE

	PRESENTING	PRINCIPAL	PRIMARY	SUPPORTING
ONLINE ACTIVITY	<u>Road to Popac</u> <ul style="list-style-type: none"> Community Awards Popmama Little Star Blog Competition <u>After Popac</u> <ul style="list-style-type: none"> Guidance Book of Pandemic Generation Largest Logo 	<u>Road to Popac</u> <ul style="list-style-type: none"> Blog Competition <u>After Popac</u> <ul style="list-style-type: none"> Guidance Book of Pandemic Generation Largest Logo 		
MEDIA PLACEMENT ON POPMAMA.COM	<ul style="list-style-type: none"> 10 days - Sticky Bottom Mweb 20.000 Click - CPC Banner 5 Native Advertorial <u>Social Media</u> <ul style="list-style-type: none"> 2 posts - Popmama's Tiktok 10 posts - Popmama's IG 10 stories - Popmama's IG 6x broadcast through community forum 2 Tiktok Video - Popmama Tiktok <p>(All digital ads must be utilized within 30 days)</p>	<ul style="list-style-type: none"> 7 days - Sticky Bottom Mweb 15.000 Click - CPC Banner 4 Native Advertorial <u>Social Media</u> <ul style="list-style-type: none"> 1 posts - Popmama's Tiktok 8 posts - Popmama's IG 8 stories - Popmama's IG 3x broadcast through community forum 1 Tiktok Video - Popmama Tiktok <p>(All digital ads must be utilized within 30 days)</p>	<ul style="list-style-type: none"> 5 days - Sticky Bottom Mweb 12.500 Click - CPC Banner 3 Native Advertorial <u>Social Media</u> <ul style="list-style-type: none"> 6 posts - Popmama's IG 6 stories - Popmama's IG 2x broadcast through community forum <p>(All digital ads must be utilized within 30 days)</p>	<ul style="list-style-type: none"> 1 days - Sticky Bottom Mweb 10.000 Click - CPC Banner 1 Native Advertorial <u>Social Media</u> <ul style="list-style-type: none"> 3 post - Popmama's IG 3 story - Popmama's IG 1x broadcast through community forum <p>(All digital ads must be utilized within 30 days)</p>
INVESTMENT	Rp2,965,000,000 Rp1,250,000,000 (54% discount)	Rp1,549,500,000 Rp800,000,000 (48% discount)	Rp901,000,000 Rp500,000,000 (44% discount)	Rp397,700,000 Rp250,000,000 (37% discount)



THANK YOU

LET'S SUPPORT INDONESIAN PARENTS TOGETHER!

POPMAMA .com **IDN** MEDIA

