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Introduction to omy Blog Club

About omy Blog Club

- Over 3,000 registered bloggers, residing outside of omy.sg
- Organise annual Singapore Blog Awards (<http://sgblogawards.omy.sg>) to increase membership and sieve out good quality blogs
- Another 150+ invited bloggers residing in omy.sg website – <http://blog.omy.sg> – known celebrity figures like International stylist David Gan, theatre practitioner Danny Yeo, singers By2, movie director Jack Neo



SINGAPORE
BLOG
AWARDS
新加坡部落格大奖



About the Bloggers

- Wide demographic range available – from 15 to 50 years old; specialising in varied topics from beauty to food to tech gadgets, etc
- omy.sg will recruit bloggers to suit sponsors/advertisers' needs
- Practice NOT to pay bloggers, but to match relevant sponsors/advertisers to bloggers who are genuinely interested
- Control factor – only appropriate blog reviews will be highlighted on omy.sg. omy.sg will also help to contact bloggers for factually inaccurate blog posts.





Zhou Yiwei (周祎玮)

<http://blog.omy.sg/foodeology>

Best Food Blog Finalist, 2010

Best Food Blog Winner, 2011

心理学出身，尚未脱离学生时代。喜欢美食，喜欢文字，喜欢摄影，喜欢精致生活——是这些喜爱打造了为食主义。



Ellena Guan (颜丽娜)

<http://blog.omy.sg/ellenaguan>

Best Food Blog Winner 2009,

Best Food Blog Finalist 2010,

2011

I love to blog anything related to food and its' culture. But however, my greatest fulfillment is to be able to share and interact with readers on my tried and tested recipes, ingredients and preparation methods through photographs and words.

Peter Breitreutz (郑彼得)

<http://blog.omy.sg/aussiepete>

Best WTH Blog Finalist 2009, Best

WTH Blog Winner 2010, 2011.

Finance executive by day and blogger/writer and wannabe celebrity by night, Pete is localized in every respect. Having lived here for four years, whether it's taking in the gossip at the kopitiam or looking for the next best place to makan, Pete can always be found mixing it with his local Singaporean mates.



Selected Bloggers Showcase



Christine Ng

<http://blog.omy.sg/chrispytine/>

Best Modeling Blog Finalist, 2010

Best WTH Blog Finalist, 2011

Christine's vivacious appetite to experience life has seen her dived with sharks, bungee jumped, sky dived and skinny dipping. By day, she is an office lady holding a marketing communications role, by night she pursues her other interests in writing, modelling and hosting. No photoshop, no push-up bras, no fake eyelashes, only real life situations is the motto of her blog.



Kanny Theng

<http://blog.omy.sg/kannytheng>

Best Modeling Blog Finalist, 2009, 2010

Full-time Artiste. Hosting and acting. Have a bubbly and happy character. Have a mission in life to spread joy and happiness to every individual!



Selected Bloggers Showcase



Leonny Atmadja

<http://blog.omy.sg/oureverydaythings>

Best Photography Blog Finalist, 2009 and 2010
Best Family Blog Finalist, 2011

As a mom of two little ones, I shoot, I write and I share how life can be beautiful with two kids in tow! I share the ups and downs of motherhood, activity ideas for kids, parenting tips as well as regular food for thought with a hope to inspire others.



Low Sze Ping (刘思斌)

<http://blog.omy.sg/szeping>

Best Photography Blog Winner
2009, Best Photography Blog
Finalist 2010

好奇的摄影爱好者。喜欢通过部落格与人分享生活点滴，更想以“一图胜千言”的理念来用镜头记录当下那一刻。



Holly Jean Aroozoo

<http://blog.omy.sg/hollyjean>

Best Lifestyle Blog Finalist, 2009 and
2010

Former secondary school teacher turned lifestyle blogger. My life is sweet and I enjoy each day very much. I love good food, travel, beauty, fashion and dating.

Selected Bloggers Showcase



Silver Ang (洪子惠)

<http://blog.omy.sg/thatsilvergirl>

Best Modeling Blog Finalist, 2010

I sing, I act, I dance, I host, and yes, I write. Always striving to do better, my aim is to be the female version of Show Luo (with better English, of course~ ^.^) Even if I don't get there, I hope I get close.



Yutaki James

<http://blog.omy.sg/yutaki>

Best Modeling Blog Finalist, 2009 and 2010

In my blog you'll hardly find any words, because, my life is illustrated in pixels.



Goh Yong Wei (吴勇威)

<http://blog.omy.sg/yongwei>

Best Youth Blog Finalist, 2008, Best WTH Blog Finalist, 2009, 2010 and 2011

Full time student at ITE(Institute of Technical Education), part-time film maker and songwriter, loves the outdoor and goofing around, Check out about me @ www.yongwei.sg

Selected Bloggers Showcase

Bloggers Verticals

Food Bloggers – 200+

Eg. <http://blog.omy.sg/let-the-feast-begin>

Travel Bloggers – 100+

Eg. <http://project.omy.sg/royal-caribbean>

Beauty Bloggers – 500+

Eg. <http://blog.omy.sg/estee-lauder>

Youth Bloggers – 1000+

Eg. <http://blog.omy.sg/fnn>

Art/Design Bloggers – 100+

Eg. <http://blog.omy.sg/kitkat>

Lifestyle Bloggers – 500+

Eg. <http://blog.omy.sg/invogued>

Tech Bloggers – 200+

Eg. <http://contest.omy.sg/garmin-asus>

PMET Bloggers – 100+

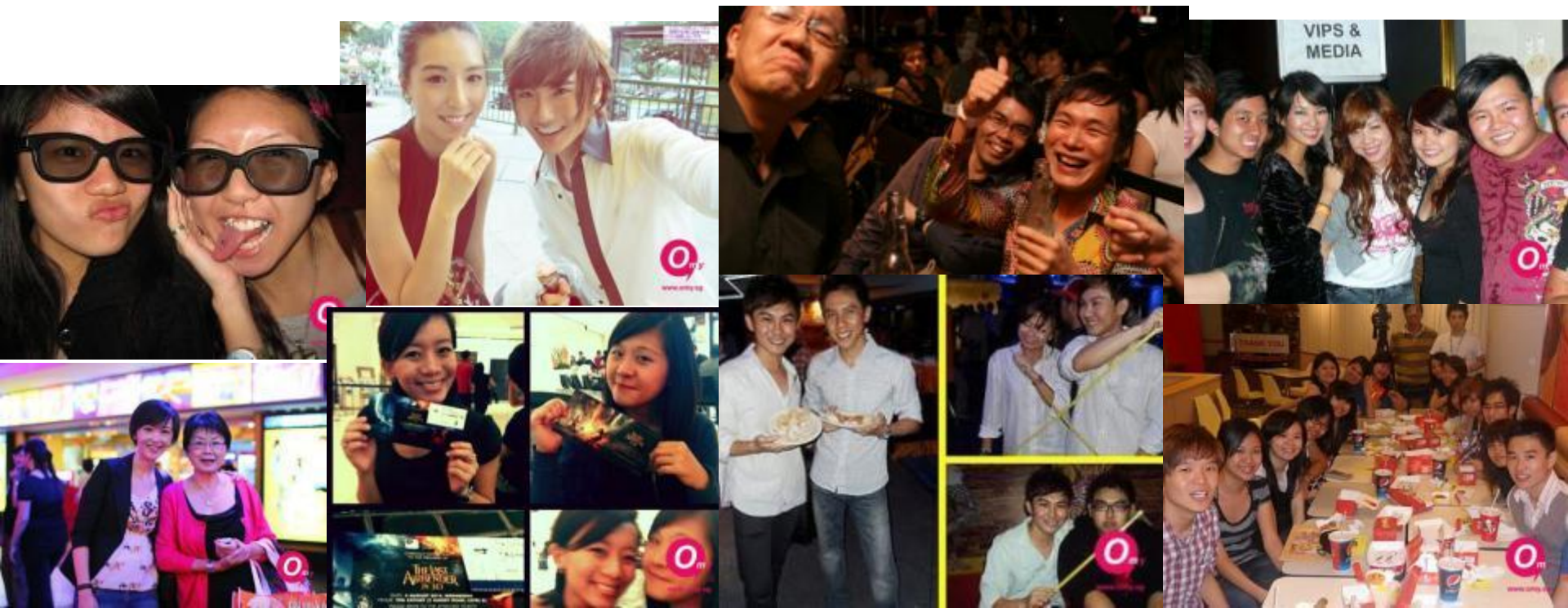
Eg. <http://blog.omy.sg/urbanhommeicon>

*All figures above are estimates. Bloggers under the above-stated categories may not be niche in those areas.



Services Available

- ▶ Recruit bloggers to attend events/review products/join contests
- ▶ Additional editorial exposure about blog event on omy.sg, leveraging on omy.sg's traffic to give these blog reviews higher visibility + publicity
- ▶ Organise blog contests, outings
- ▶ <http://blog.omy.sg/blogclub>



Some Brands my Blog Club had the privilege to work with



united
international
pictures



Jetstar 



HONG KONG TOURISM BOARD



Panasonic[®]



htc
quietly brilliant



BreadTalk[®]

ASUS[®]

wotif.com
online accommodation

Canon

ESTÉE LAUDER

Thank you!



敢上, 就有fun!
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