



Abaw Fam

1.2 M
Tiktok

270K
Facebook

27k
FB Group

19.4K
Instagram

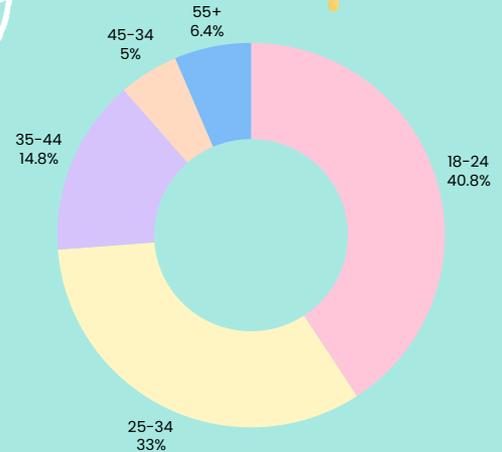


Follower Insights



Female 75%
Male 25%

By Gender



By Age

Key Metrics

15M

Post Views

170K

Profile Views

428K

Likes

7300

Comments

8889

Shares



**Let's Make
Magic Happen**

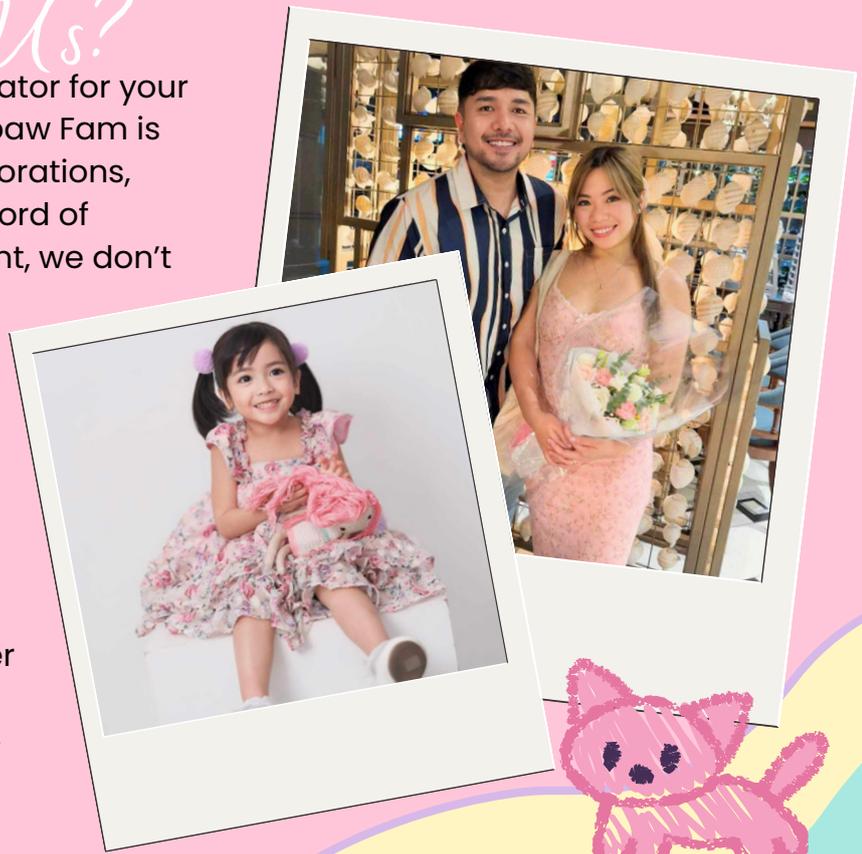
Why Collab with Us?

We get it—choosing the right content creator for your brand is a big decision. But here's why Abaw Fam is the perfect fit: With over 100 brand collaborations, international recognition, and a track record of creating engaging, family-friendly content, we don't just promote—we connect.

Our audience trusts us because we only endorse what we genuinely believe in.

Plus, our creative approach—from eye-catching bento content to fun, relatable vlogs—keeps viewers hooked. Whether you're looking to reach young moms, families, or lifestyle enthusiasts, we deliver authentic engagement that translates into real impact. Let's bring your brand to life—one heartfelt story at a time!

**Let's Make
Magic Happen**



Mommy Chin

Mommy Chin is a first-time mom to Kitty and an advocate of gentle parenting and balanced nutrition. She promotes the "Go, Grow, Glow" food groups through creative bento baon ideas, making healthy eating fun for kids.

She shares relatable vlogs on motherhood, tips for picky eaters, unboxing educational toys and household finds, and fun family activities, including travel. Over the past three years, she has collaborated with 100+ brands while staying true to her values, never endorsing gambling apps or political figures.

Her work has gained international recognition, with one of her bento creations set to be featured on NHK Japan's Bento Expo in March 2025. She was also invited as a guest on Unang Hirit for their back-to-school segment.

As a livestreamer, TikTok PH awarded her for having the Best Duration of User Watch Time and Highest Number of Online Viewers.

Beyond content creation, she and her husband are singer-songwriters in the band Luna and Apollo. They are open to brand collaborations, including jingles and other musical projects.

With a cheerful, fun, and relatable style, she creates content that resonates—making her a great choice for brands looking to connect authentically.





Abaw Fam

Abaw Fam brings fun, heartwarming content that audiences love, like, and share!

With a mix of creativity, authenticity, and good vibes, we create engaging content that resonates with Filipino audiences. Let's collaborate and bring your brand to life in a way that feels real and relatable!

Let's Make Magic Happen

COLLABS



AS SEEN ON

