

PODCAST PROFILE

#ADDIDITMYWAY

ABOUT **#AIDIDITMYWAY**

PAST THE PERSONA

Cerita Di Sebalik Identiti

Hosted by Aidid Marcello | New episodes every week

#AididitMyWay is a Malaysian podcast hosted by Aidid Marcello, where raw, honest conversations go beyond the surface – revealing the stories that shape identities.

Since its launch in November 2024, the podcast has featured a wide range of guests – from celebrities and religious leaders to everyday changemakers – to share pivotal moments from their lives: struggles, the turning points, and the truths they carry behind the public eye.

Notable episodes include Ustaz Don Daniyal on faith interpretation, Chef Wan on his colourful career and upbringing, and Midah Khan's story of personal reinvention.

More than just interviews, #AididitMyWay is a space where personalities are unpacked, masks come off, and the human spirit takes centre stage.



"Because behind every persona, there's a powerful story waiting to be told."

#AIDIDITMYWAY
Past the Persona

OFFICIAL PLATFORMS

#AIDIDITMYWAY



PAST THE PERSONA

Cerita Di Sebalik Identiti



SUBSCRIBERS :

82.8K



FOLLOWERS :

90.7K



INSTAGRAM

FOLLOWERS :

8.8K



FOLLOWERS :

1.9K



#AIDIDITMYWAY

ONE-MONTH ANALYTICS

LATEST MONTHLY GROWTH PERFORMANCE

#AIDIDITMYWAY YouTube ANALYTICS

LAST 28 DAYS PERFORMANCE



1.5
MILLION
VIEWS



15.6
MILLION
IMPRESSION



+21.6K
SUBSCRIBERS



365.5K
HOURS WATCHED

HOW VIEWERS ARE ENGAGED

71.2%

STAYED TO WATCH

28.8%

SWIPE AWAY

#AIDIDITMYWAY

LATEST UPDATE

Viewers by Geography



Format Most Watched by Viewers



Shorts

Live

Top Videos

	Ustaz Undertaker Urus Jenazah Tahfiz T...	593.2K
	JANGAN TANYA SAYA PASAL B4B1	349.4K
	Pisang - Titik Hitam Hidup Liar Di Thaila...	290.2K
	Nabil Ahmad : Menangis Dapat Surat Ke...	285.2K
	HAMPIR TIDUR LOKAP	259.0K
	Kisah Jatuh Bangun Suami Isteri Yang 'R...	244.7K

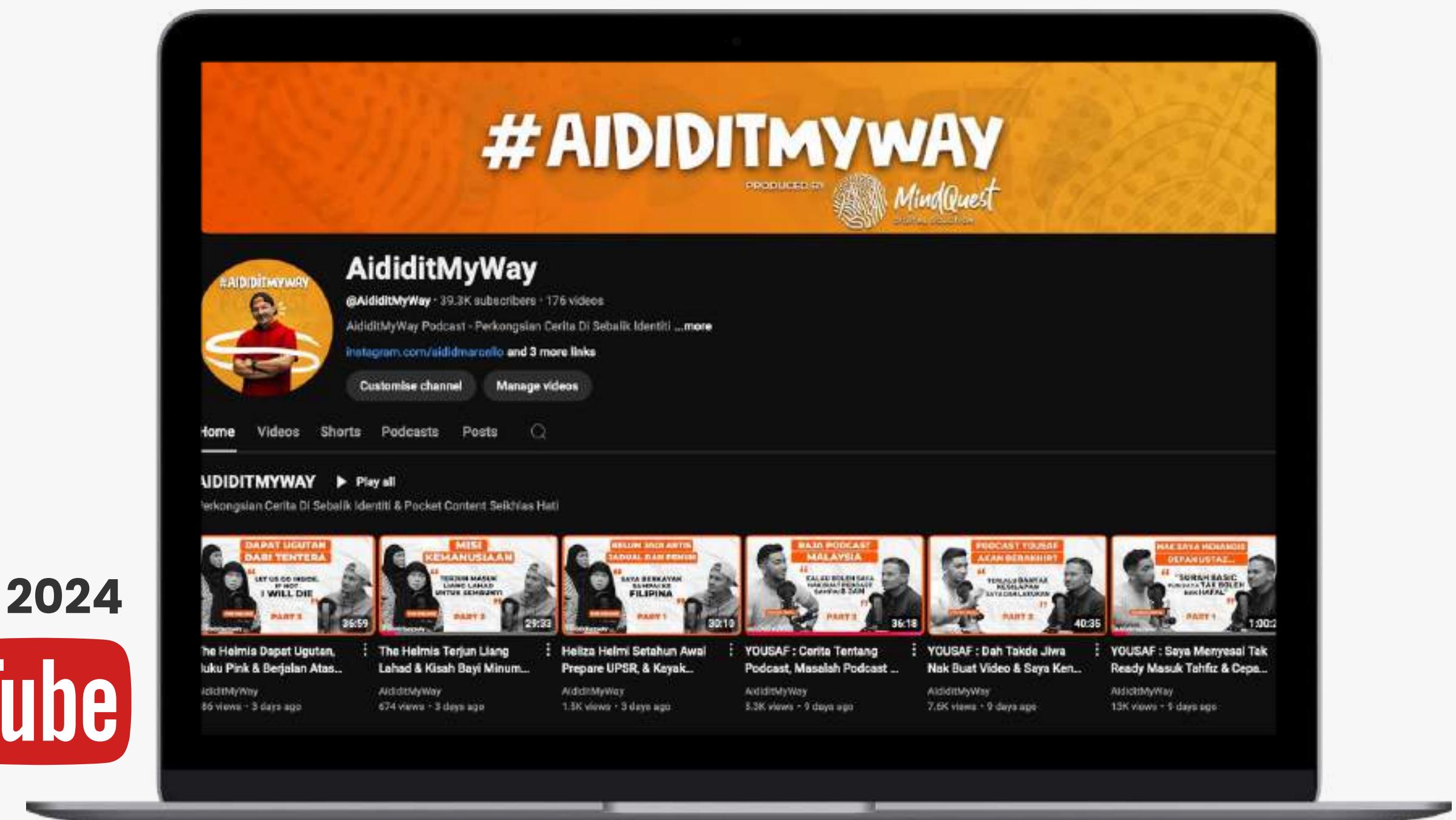
STATISTICS

#AIDIDITMYWAY

 **PAST THE PERSONA**

Cerita Di Sebalik Identiti

PODCAST STARTS : 21 NOV 2024



AS OF 19/6/2025

Views ⚠

5.5M

Watch time (hours)

1.2M

Subscribers

+62.6K



PEAK



#AIDIDITMYWAY YouTube GAINS

WITHIN THE FIRST 6 MONTHS (AS OF 19 JUNE 2025)



6.1
MILLION
VIEWS



79,767
SUBSCRIBERS



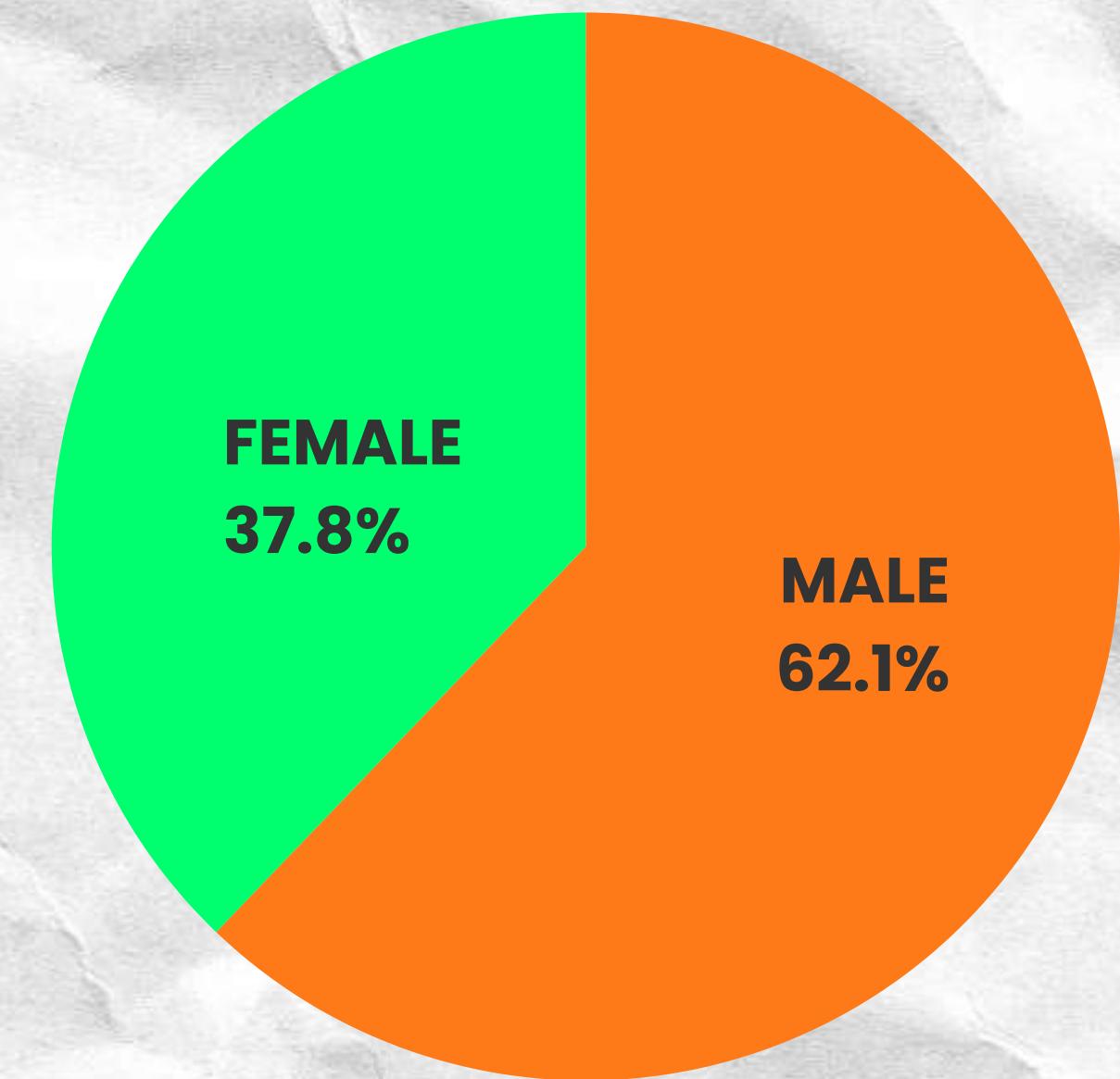
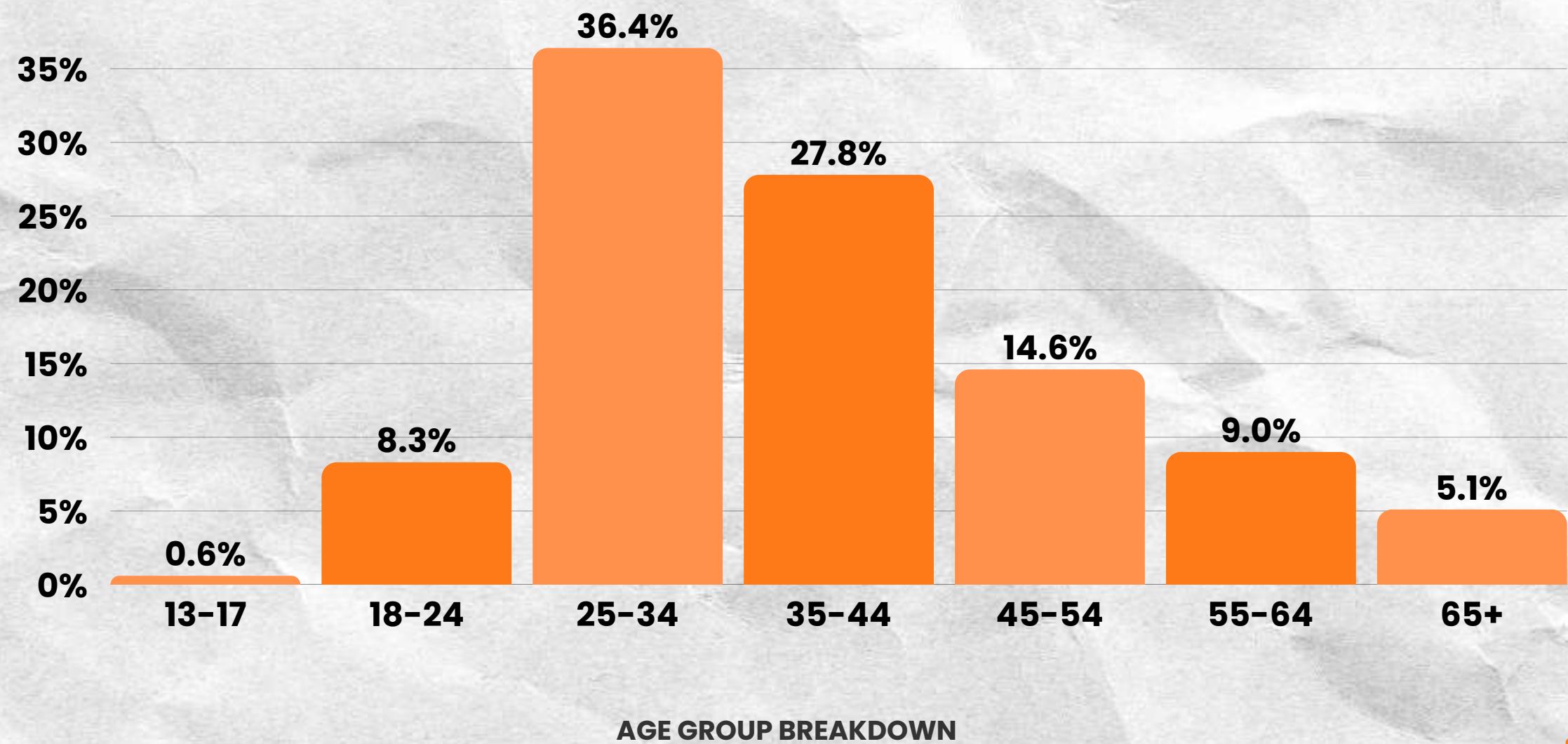
1.3
MILLION
HOURS WATCHED



3.59%
ENGAGEMENT
RATE

#AIDIDITMYWAY YouTube DEMOGRAPHICS

AUDIENCE BREAKDOWN (AS OF 19 JUNE 2025)



Majority of our viewers fall between the ages of 25-44, with 59:41 male-to-female split
- indicating a young, mature and decision-making audience base.



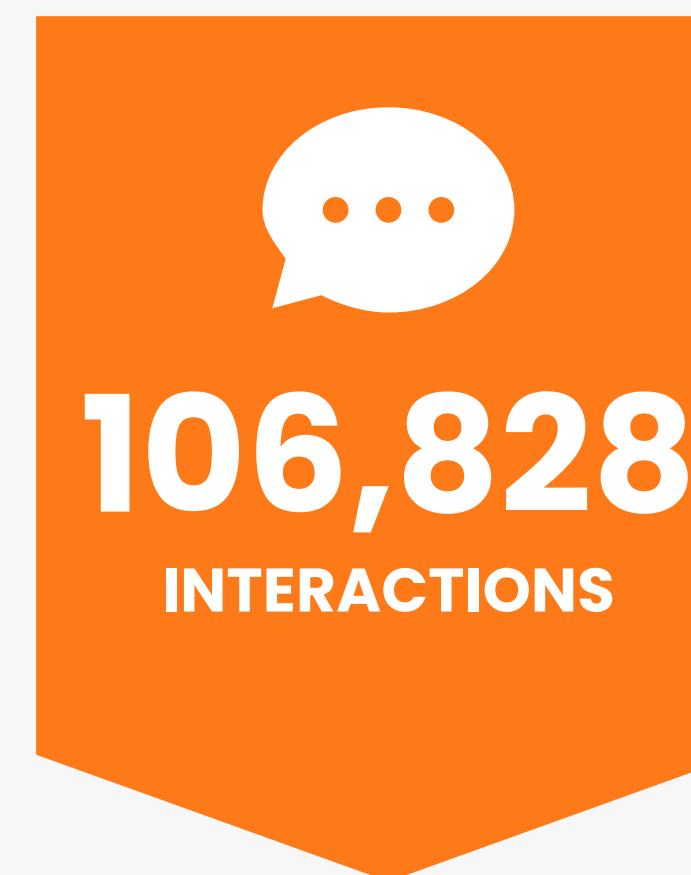
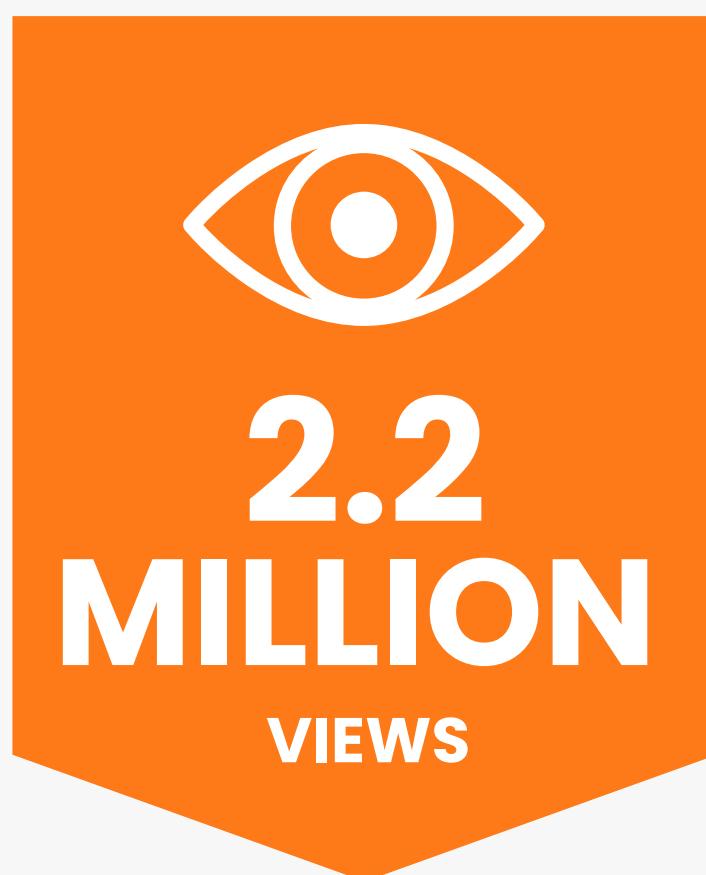
Based on 79.7k
Subscribers

#AIDIDITMYWAY INSTAGRAM GROWTH

PERFORMANCE HIGHLIGHT (LAST 3 MONTHS)

8.59%

ENGAGEMENT RATE



High engagement rate of 8.59% reflects a highly responsive and emotionally invested audience.

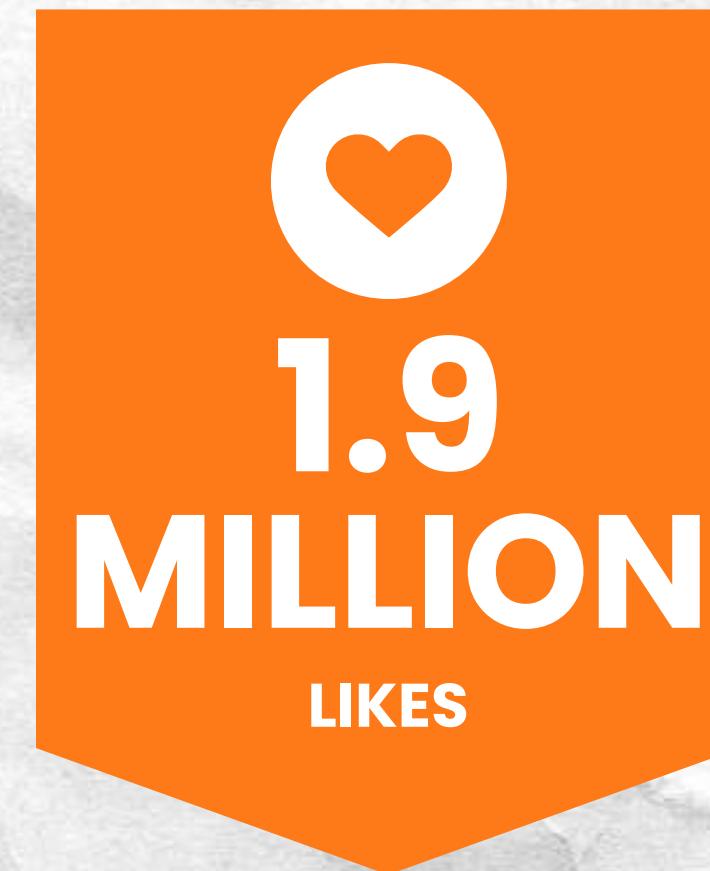
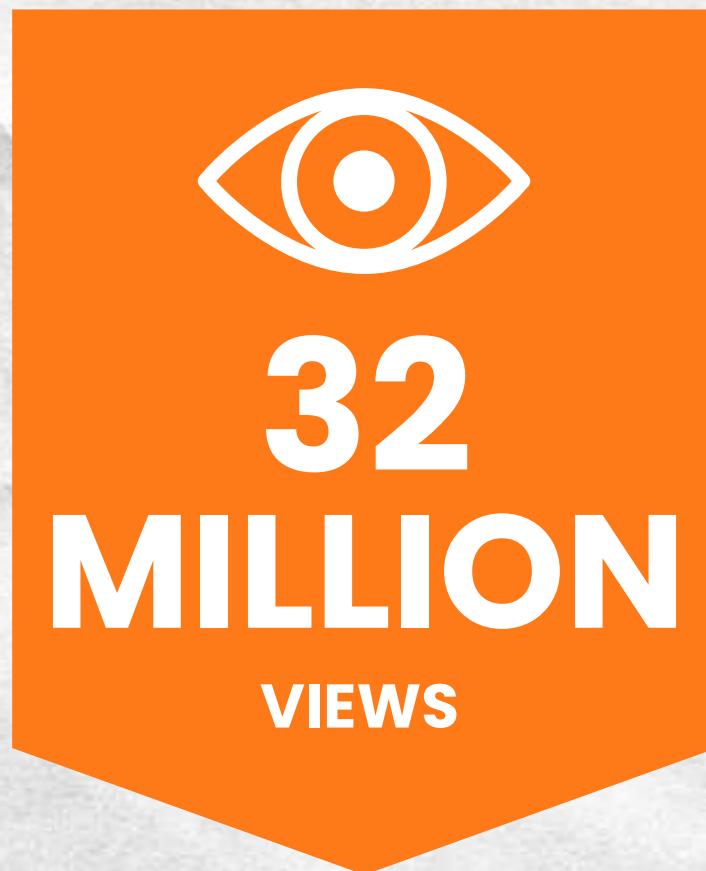
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#AIDIDITMYWAY TikTok GROWTH

PERFORMANCE HIGHLIGHT (AS OF 19 JUNE 2025)

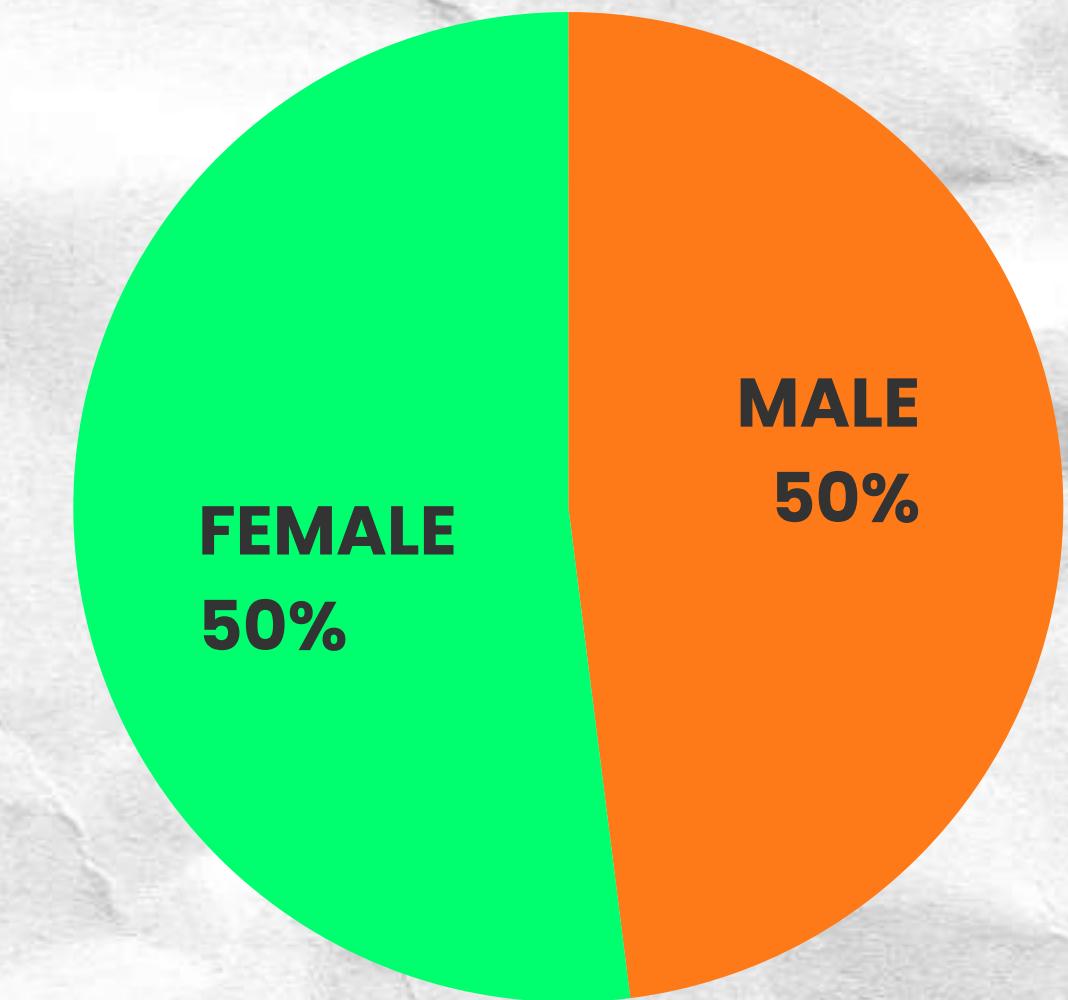
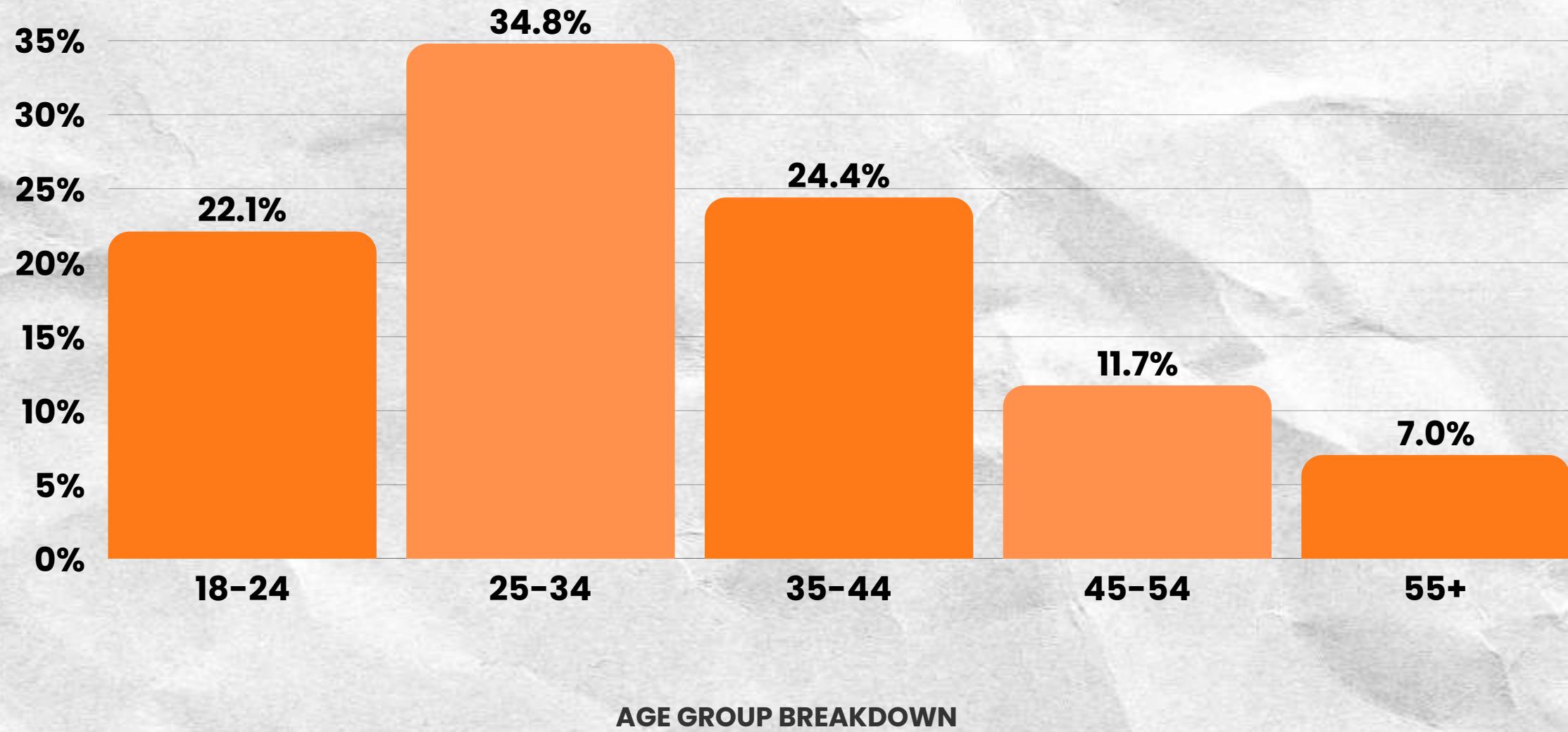
3.25%
ENGAGEMENT RATE



With over 29 million video views and 3.25% engagement, TikTok remains one of our most viral platforms – driven by authentic short-form conversations.

#AIDIDITMYWAY TikTok DEMOGRAPHICS

AUDIENCE BREAKDOWN (AS OF 16 MAY 2025)



TikTok reaches a balance female to male audience (50%) with the largest age cluster between 25-44, showing we resonate most with young working adults – those actively shaping trends and decisions.

”

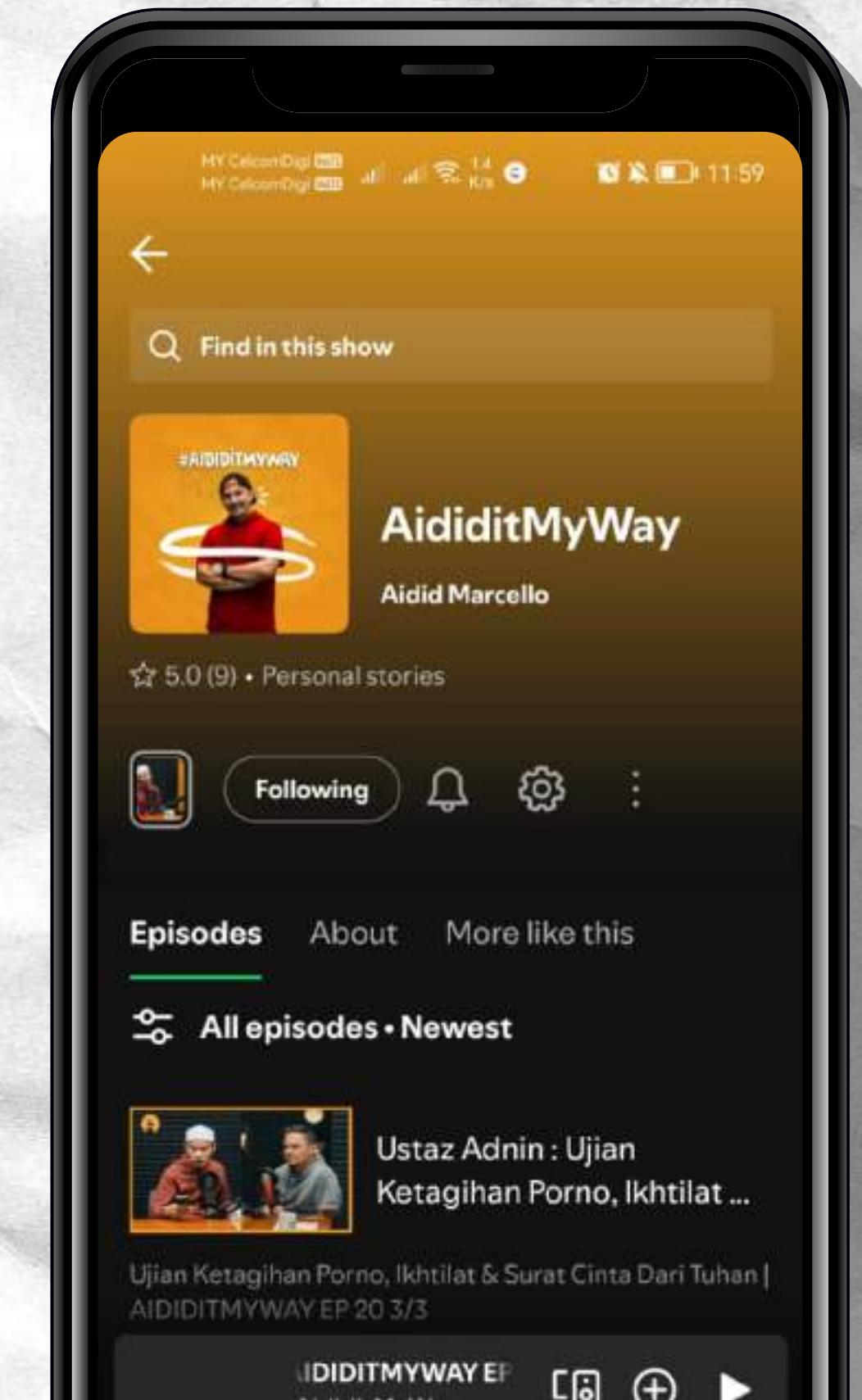
#AIDIDITMYWAY SPOTIFY GROWTH

PERFORMANCE HIGHLIGHT (AS OF 19 JUNE 2025)



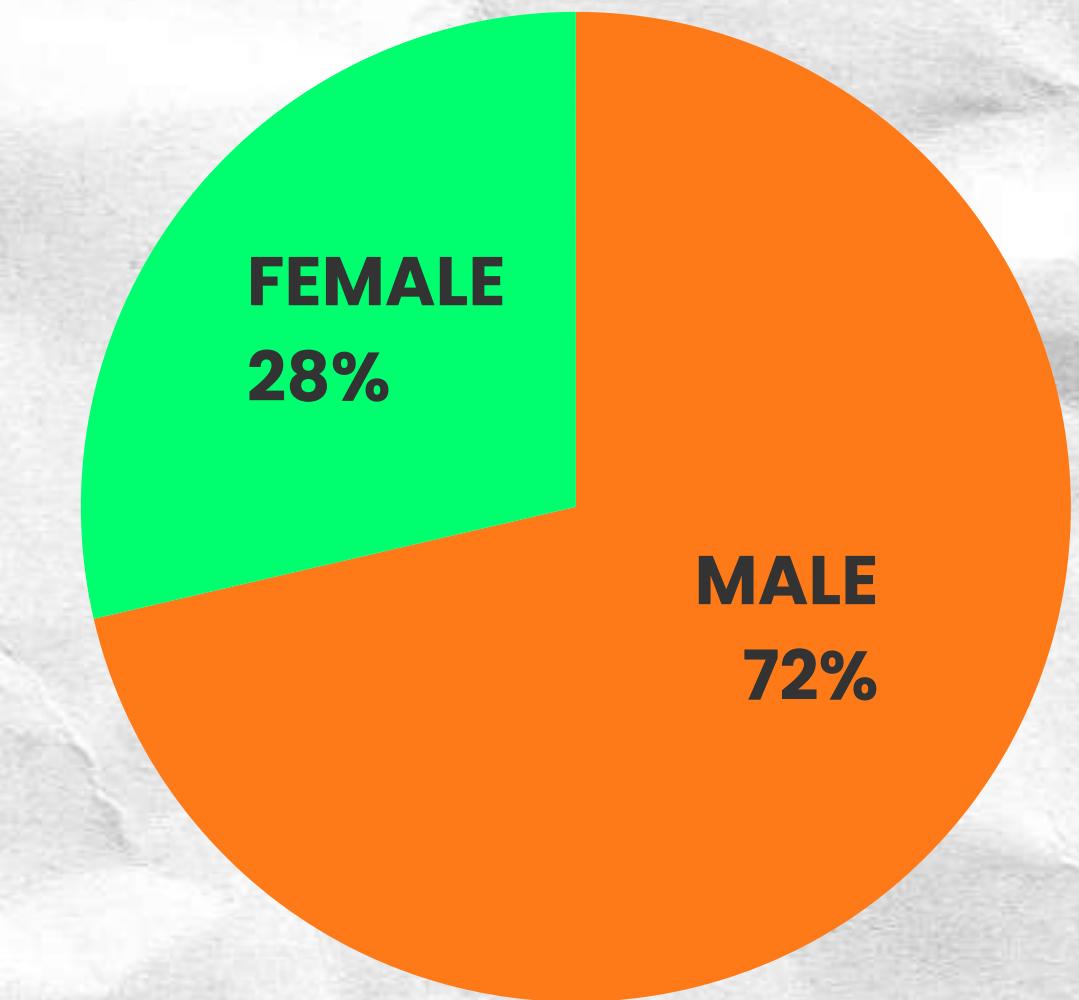
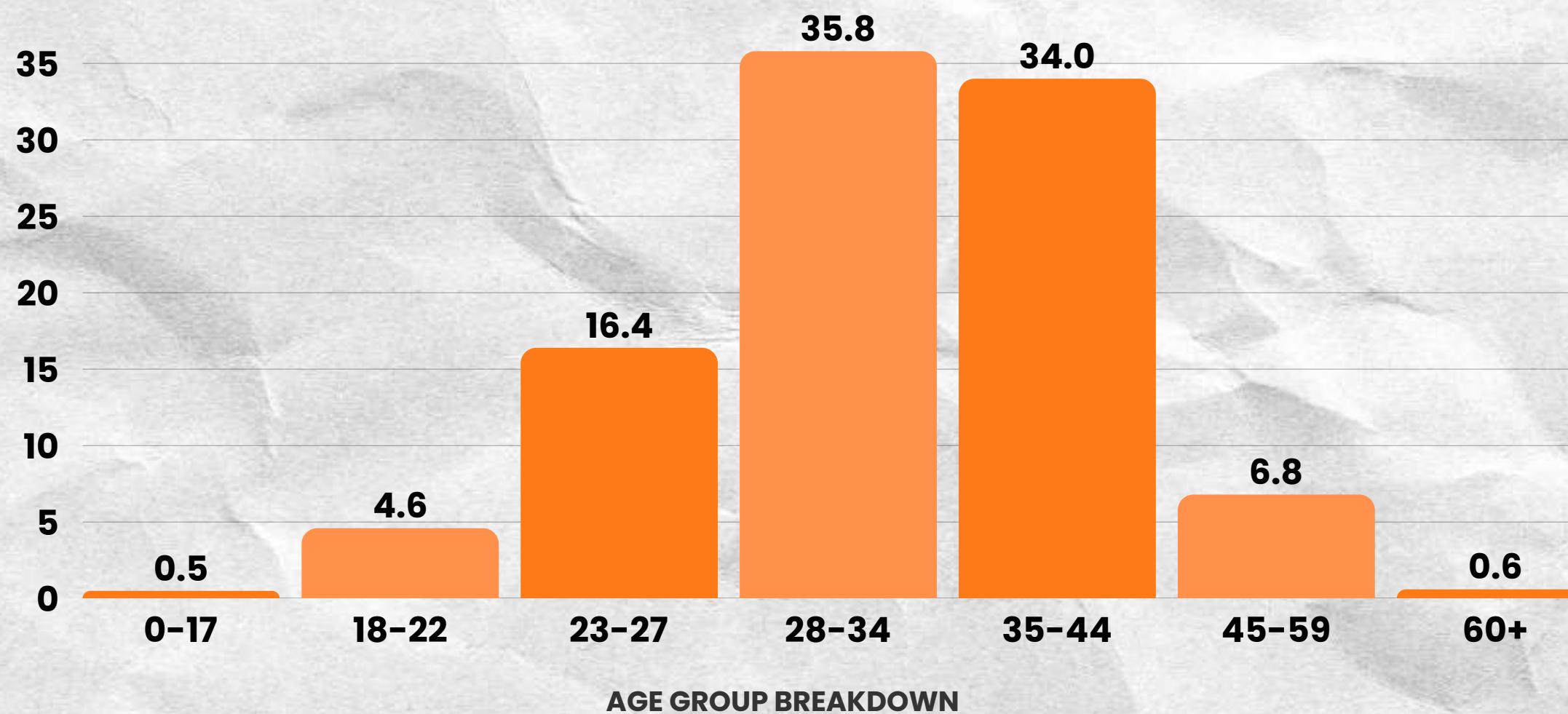
Steady and growing – Spotify followers show dedicated listeners
who tune in for deeper, longer-form content.

”



#AIDIDITMYWAY SPOTIFY DEMOGRAPHICS

AUDIENCE BREAKDOWN (AS OF 16 MAY 2025)



Based on 1,956
Followers

Spotify listeners skew male (72%) and are mostly aged 28-44 - ideal for long-form and reflective content.



BEST OF **#AIDIDITMYWAY**

“MOST ENGAGING, MOST REPLAYED, MOST TALKED ABOUT.”

**TOP-PERFORMING EPISODES ACROSS PLATFORMS
(UPDATED AS OF 16 MAY 2025)**



YouTube SHORTS

Viral Clips

		Views
	HAMPIR TIDUR LOKAP	258.4K
	RM2 ITULAH NILAI SAYA WAKTU TU	161.1K
	TENGAH PODCAST BOLEH ANGKAT CA...	88.3K
	POPULARITI DAN DUIT BUKAN SEGALA...	79.0K
	GADUH TETAP GADUH, NIAGA TETAP N...	69.9K



REELS

Top Performing





- 1 

Dato hampir kena tidur lokap?! Uish lain macam.. Kita nampak macam... 2.8M
- 2 

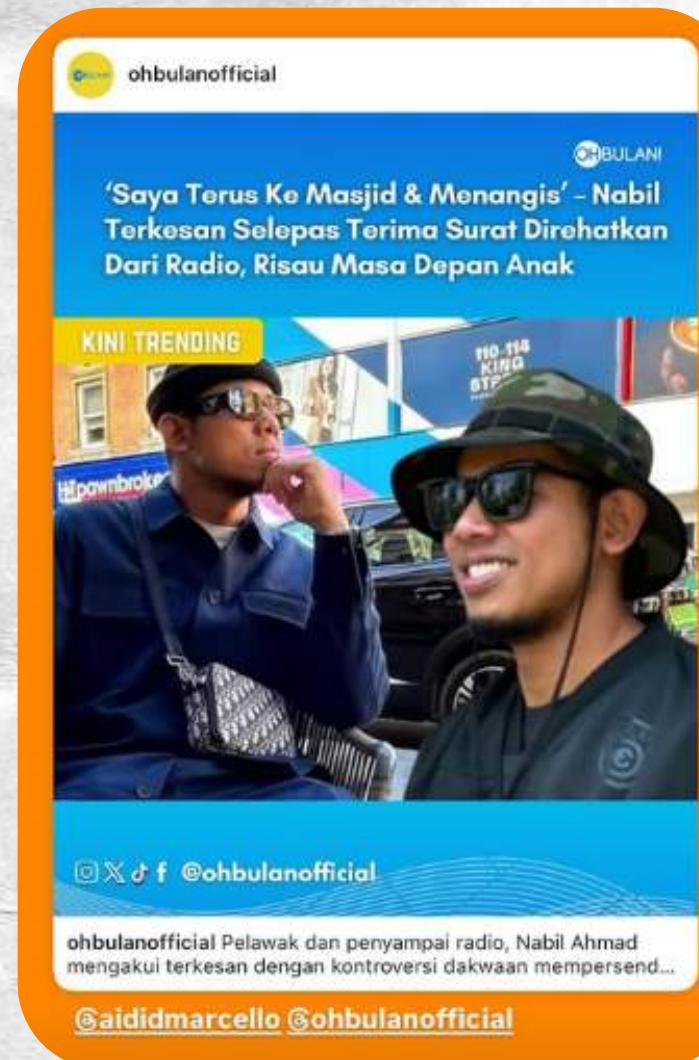
RM1 mungkin kecil bagi kita, tapi besar nilainya bagi orang lain⊗... 2M
- 3 

Hanyut di jalan gelap. 🌱 Macamana sekalipun, jalan Allah tetap yang... 1.9M

#AIDIDITMYWAY IN THE MEDIA

As featured in top news, entertainment & viral platforms across Malaysia.

INSTAGRAM-STYLE POSTS/ SOCIAL MEDIA NEWS



#AididitMyWay isn't just a podcast - it's a platform where *truth meets empathy*. And the media noticed.

GOOGLE SEARCH RESULTS/ ARTICLES



Oh My Media

<https://ohmymedia.cc> › nabil-ahm... · Translate this page

[Tak pernah tiada kerja, Nabil Ahmad nangis dapat surat ...](#)

24 Mar 2025 — Dalam podcast **AididitMyWay**, pemilik nama Ahmad **Nabil Ahmad** akui dirinya terkesan dengan kontroversi berkenaan dan menitiskan air mata. "Saya ...



ROTIKAYA

<https://www.rotikaya.com> › penyo... · Translate this page

["Penyondol Tak Akan Berjaya Kalau Suami Happy Dengan ...](#)

14 hours ago — Menerusi satu podcast **AididitMyWay**, Michael berkata kaum lelaki tidak tidak sepatutnya dipersalahkan sepenuhnya jika berlaku curang pada ...



Malaysia Tribune

<https://malaysatribune.news> › nab... · Translate this page

[Nabil menangis terima surat direhatkan](#)

24 Mar 2025 — Nabil membuat perkongsian tersebut di dalam satu temu bual podcast **AididitMyWay** bersama bekas pengacara, Aidid Marcello. Melalui program itu, ...

From trending searches to headlines, #AididitMyway sparked public conversations that went beyond the mic.



HIBURAN

Ada Pihak Kurang Senang Chef Wan Jadi Tetamu Podcast 'Kurang Popular' - "Adakah Kita Perlu Memandang Rendah Terhadap..."



Asyraf Roslan
01/01/2025 | 08:55 MYT



Chef Selebriti, Datuk Redzuawan Ismail berasa terkejut apabila ada pihak mempersoalkan tindakannya datang ke podcast AididitMyWay sebagai tetamu baru-baru ini.

Menurut Redzuawan atau lebih mesra disapa sebagai Chef Wan, individu tersebut mencadangkan kepadanya untuk pergi ke podcast yang lebih popular kerana dia seorang yang sangat dikenali.

Chef Wan's episode sparked meaningful conversation in local media and online communities.

#AIDIDITMYWAY
SPONSORSHIP
PACKAGE

POP-UP GRAPHICS

Advertising Banner Pop-Up With Logo & Message

- Logo + message appear as popup graphic on-screen.
- Ideal for branding, promotions, or campaign slogans



Subtle. Seamless. Seen.



PRODUCT PLACEMENT

Product Placement in Podcast Set

- Get seen with branded items placed naturally in-frame.

WORTH
RM1,000



MENTION

Mention & Thank You by Host

- Host mentions the brand at the beginning & end of the episode.
- Can include a short slogan or testimonial.

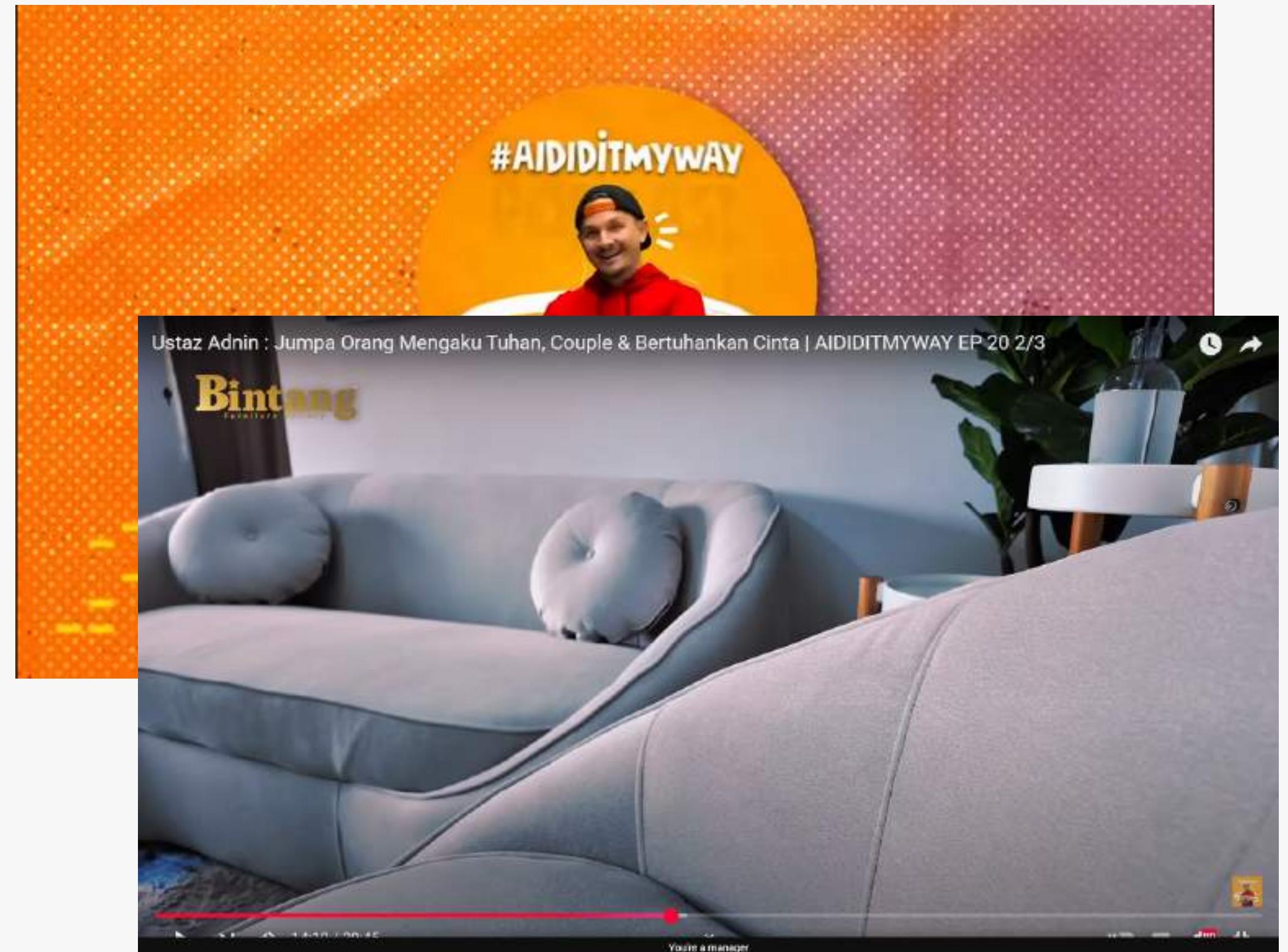
WORTH
RM850



PODCAST ADS

B-Roll or Promotional Short Video

- 10-15 second branded video inserted mid-podcast. Perfect for promotional storytelling.



ON-SCREEN BRANDING

**Logo, Message or animation displayed
on-screen throughout the episode**

- Brand logo or message displayed prominently behind guest.
- Options: Static visual, rotating slideshow, or animated loop.
- Visible throughout the full episode for maximum recall.



Seen. Remembered. Associated with every powerful conversation.



HASHTAG & CAPTION INCLUSION

Your brand featured in post captions and sponsor tags

- Sponsorlist in copywriting
- Credit Scene

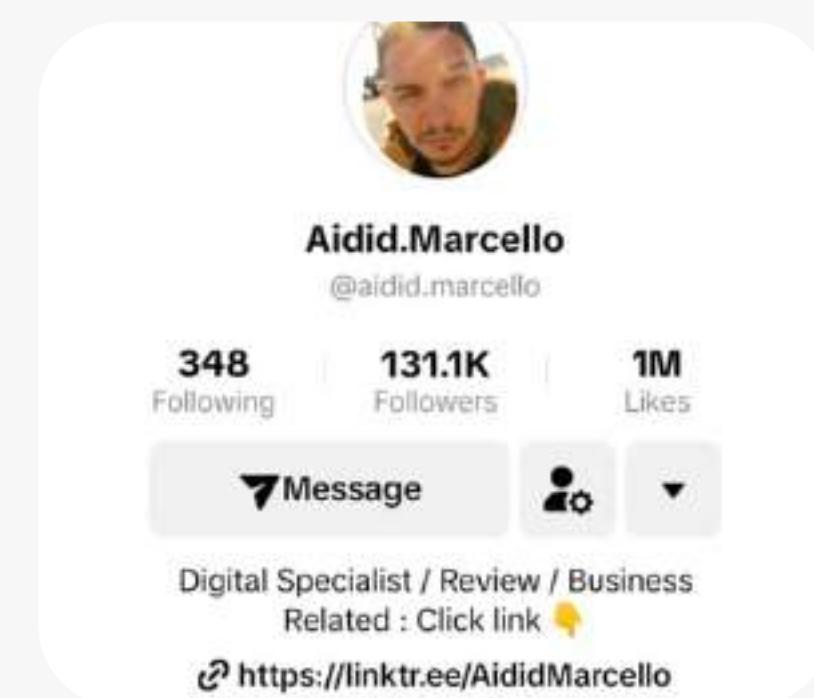


Hashtag and mention included in organic content for extended reach and algorithm lift.

VIDEO REVIEW

**Product, Service and Experience
Review by Aidid Marcello**

- Influencer-Style Video Review
- Dedicated short-form video by Aidid Marcello, reviewing the sponsor's product/service, shared across social platforms (TikTok, IG, FB).
- Great for product launches, store shoutouts, or customer experience storytelling.



[TikTok](#) [Instagram](#)

BONUS!!
WORTH
RM2,000

TAP TO VIEW



PACKAGE PRICING

- Product Placement RM 1,000
- Pop-up RM 950
- Mentions RM 850
- Screen Display RM 1,800
- Podcast Ads RM 2,500
- Video Review RM 2,000

Total price

RM 7,000

All-in-one visibility across podcast, social, and on-screen mentions.

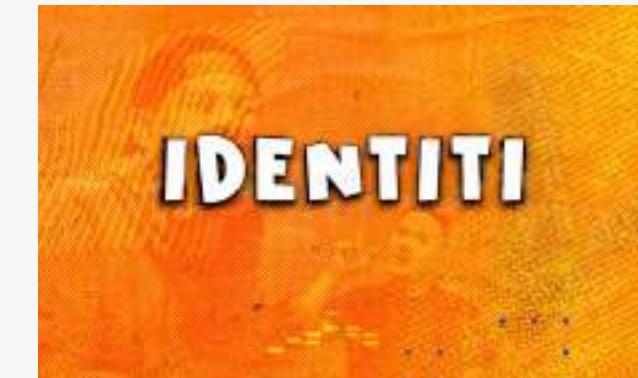
Pop-Up



Product Placement



Podcast Ads



Screen Display



Mention



Video Review



Hashtag



Description



Let's Make Something Meaningful Together.

For brand partnership, sponsorships or customised packages:

CONTACT US

+ 60133801227

THANK YOU