

Destinasi Muslim Kontemporari



ZAYAN appeals to the modern Muslim community by serving them with contemporary content consisting of the latest fashion, technology, entertainment and lifestyle. All the while still holding true to the timeless creed of their faith. The brand currently reaches 4.6M people on social media weekly, since launching in October 2017.

Brand Positioning:

#indahdihati (Pure At Heart)

Target Audience:

18 – 34 year olds (Modern Muslims)

Language:

Malay

DIGITAL STATISTICS



93,298
Monthly Unique Website Visitor (October)



113,037
Monthly Digital Streams (October)



4,582,538
Weekly Social Media Reach



11,770,099
Monthly Video Views (October)



244,526
Total Fans



ZAYAN enjoys **17.89%** average engagement rate (monthly).

The current industry benchmark for Facebook engagement rate is 5%



2,580
Followers

The number of people who have followed ZAYAN's tweets



137,000
Followers

The number of people who have followed ZAYAN's Instagram posts.



87,500
Subscribers

The number of people who have subscribed to ZAYAN's video channel

Social Media Touchpoints:



zayan.my



ZAYAN



youtube.zayan.my



Frequency Listing:

104.9FM Klang Valley
92.8FM Johor / Johor Bahru
98.1FM Alor Setar

106.4FM Ipoh
98.9FM Melaka
91.6FM Kuantan



LIN ARIFFIN

LIN ARIFFIN has vast experience in television broadcasting and has now decided to engage in radio. This former news reader is also the host of Bismillah Ad-Duha, a talk-show program on Astro Oasis. Lin says that the offer to be an announcer for Zayan is something that challenges her, thus opines that it is a good career move. For this petite beauty, her refreshing personality and attitude shines bright, evident through her Muslimah fashion choice and lifestyle. In addition, she is also a proud online business-owner of a Muslimah fashion brand, Roopawan.



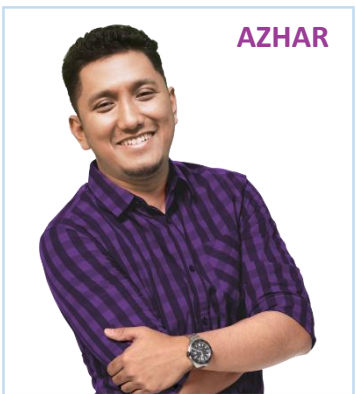
ANAS

ANAS IS energetic, funny and friendly – these are some of the traits that best describe him, an icon amongst youth. His vast experience in music, especially Nasyid, helps him reach out to his fans, especially with his casual and fun approach. With his crazy antics, it is no wonder that his favourite hobby is to tease and copy his friends' hobbies.



MAWI

MAWI, A household name in the entertainment industry, he is no stranger to being in the spotlight. The champion of Akademi Fantasia season three, is known for his talent in singing and his aura that captivates the heart of his fans. Just as he once plagued Malaysia with the 'Mawi World' fever, it is hoped that Mawi continues to captivate fans in the radio broadcasting industry. ZAYAN's diverse group of consumers are definitely excited to be able to hear their beloved singer on air.



AZHAR

AZHAR, born in Sik, Kedah, Azhar began his creative journey in Pencetus Ummah 2015, hosting 3 seasons of Hadith Open Mic, a TV programme on Astro Oasis. Also musically inclined, he has produced his own motivational songs and is also behind some viral videos on social media. Azhar is the energy behind ZAYAN Valet, every Monday to Friday at 3pm to 7pm. Azhar is currently pursuing his Bachelor Degree majoring in Creative Industry Management at Universiti Utara Malaysia (UUM).



SEGMENTS:

6.00 am – 10.00 am **Salam Bros with Mawi & Anas**
Let Mawi & Anas from Salam Bros brighten up your world with Ayat World, Bros Buskers and Mawi Jawi

10.00 am – 3.00 pm **#ZOTD with Lin Ariffin**
Get your latest fashion tips and fancy tricks on getting your perfect ootd picture from Lin Ariffin

3.00 pm – 7.00 pm **ZAYAN Valet with Azhar**
Feeling curious? Get answers to your everyday questions from Azhar

7.00 pm – 8.00 pm **ZAYAN Fikir (Z-kir)**
Spiritual and motivational segment

8.00 pm – 12.00 am **ZAYAN Halal Café**
Chill out after a long day with Ustaz Hariri, Ustaz Zarifi dan Ustaz Ihsan as they share interesting topics and entertains you with amazing tunes