SPONSORSHIP & BRAND PARTNERSHIPS

PARTNERSHIPS 2026

Bunch Of Bananas



The podcast for the global Asian diaspora, food, culture, identity and real talk, hosted by **Kevin & Eric**.

INSTAGRAM

4.2M	285K	90+
VIEWS · Q1 '26	ENGAGEMENTS · Q1 '26	COUNTRIES
6.6M IN Q4 '25	419K IN Q4 '25	

TIKTOK

3.24M	13.5M	82K
VIEWS · Q1 '26	VIEWERS · 12 MO	FOLLOWERS
3.53M IN Q4 '25		

WHAT WE ARE

We're the show that turns being a banana, caught between cultures, into the funniest, most relatable conversation on the internet.

No script, no corporate gloss. Just two mates, honest opinions, and a community that doesn't just watch, they **share it, save it and tag the friend who needs to see it.**

01 · THE SHOW, BY THE NUMBERS

Four platforms. One global footprint.

Personality-led, culture-first and built to be passed around, here's the combined Q1 2026 reach across everywhere Bunch Of Bananas shows up, with the previous quarter for context.

VIEWS · Q1 2026

7.5M

10.2M IN Q4 2025

ENGAGEMENTS · Q1 2026

500K+

578K IN Q4 2025

TIKTOK VIEWERS

13.5M

OVER 12 MONTHS

COUNTRIES

90+

WORLDWIDE REACH

82K TIKTOK FOLLOWERS

55% RETURNING VIEWERS

25 PODCAST EPISODES

+1K YOUTUBE SUBSCRIBERS

Views & engagements for Q1 2026 (Jan–Mar) across Instagram, TikTok & YouTube, with Q4 2025 for comparison · TikTok viewers over 12 months · podcast all-time.

02 · WHY IT MATTERS

A huge, global, switched-on audience that brands keep overlooking.

The Asian diaspora is young, mobile and spends with intent, yet rarely sees itself reflected in advertising. Bunch Of Bananas is already where that community gathers, laughs and recommends.

> **Sponsoring the show is the shortcut to a market most brands can't reach authentically.**

90+

countries reached, a genuinely global diaspora audience

72%

aged 25–44 · earning, spending and forming brand habits

704K

engagements in two quarters, they act, not just scroll

03 · THE DIFFERENCE

Most shows get watched. Ours gets forwarded.

134,000+ shares and 146,000+ saves in two quarters. Every share is a free recommendation from a real person, the audience does our distribution, and a sponsor's message rides along.

SHAREABLE

134K+

shares, sent to a mate

STICKY

146K+

saves, kept for later

LOVED

770K+

likes across IG + TikTok

LOYAL

~7%

engagement rate on reels

RE-SHARED

21K+

TikTok shares, 2 quarters

RETURNING

55%

TikTok viewers come back

REACH

13.5M

viewers reached, 12 months

BREAKOUT

3.85M

views on one viral video

04 · THE HOSTS

Kevin & Eric

The hosts and creative minds behind Bunch Of Bananas, a personality-led show built on honest conversation, humour and real chemistry. Their natural back-and-forth makes listeners feel part of the room.

AUTHENTICITY CULTURE FRIENDSHIP



Kevin Lam

@kevinthelam

Brings sharp perspective, curiosity and a grounded voice, the steady centre listeners trust.



Eric Huynh

@e_huynh1997

Adds energy, humour and a natural storytelling style that keeps the audience coming back.

05 · THE GUESTS

The BoB family expands

Food creators, cultural voices and comedians, each guest brings their own following, so every episode doubles as a collaboration that folds a new community into the show.



@kieranlai.official
115K FOLLOWERS
DANCE & CREATIVE



@424kp
95K FOLLOWERS
MUSIC & LIFESTYLE



@earlandsean
177K FOLLOWERS
LIFESTYLE COUPLE



@kenzomizumoto
133K FOLLOWERS
BUSINESS & TRAVEL



@theolivetreefamily
72K FOLLOWERS
FAMILY & TRAVEL



@yuanathan
84K FOLLOWERS
LIFESTYLE & HUMOUR



@gobbleandsipuk
27K FOLLOWERS
FOOD & DRINK



@miarose_mcgrath
295K FOLLOWERS
FINANCE & BRANDING



@miawells_x
317K FOLLOWERS
FASHION & LIFESTYLE



@yourboybenz
64K FOLLOWERS
LIFESTYLE & FINANCE



@mandyyinlondon
44K FOLLOWERS
MALAYSIAN FOOD



@theofficialsaltpapi
1.1M FOLLOWERS
BOXING & ENTERTAINMENT



@angelina.pj
305K FOLLOWERS
LIFESTYLE & CONTENT



@amanda.szee
421K FOLLOWERS
DJ & VIOLINIST



@mrleelives
42K FOLLOWERS
ART & MURALIST



@marinalailentz
90K FOLLOWERS
FAMILY & CULTURE



@judyjoochef
172K FOLLOWERS
CHEF & AUTHOR



@justin_the_dustbin
1.05M FOLLOWERS
CHEF & CREATOR



@danknowzbest
96K FOLLOWERS
FOOD & REVIEWS



Many more

06 · AUDIENCE PROFILE

One audience, every platform

Young, global and culturally fluent, here's how they show up across the channels we run, the key numbers per platform.

Instagram

4.2M
VIEWS · Q1 '26
6.6M IN Q4 '25

285K
ENGAGEMENTS
419K IN Q4 '25

90+
COUNTRIES
WORLDWIDE

TikTok

3.24M
VIEWS · Q1 '26
3.53M IN Q4 '25

82K
FOLLOWERS
ON TIKTOK

13.5M
VIEWERS
OVER 12 MONTHS

YouTube

66K
VIEWS · Q1 '26
92K IN Q4 '25

505
HOURS · Q1 '26
WATCH TIME

+172
SUBSCRIBERS
NET · Q1 '26

Podcast

25
EPISODES
SPOTIFY + APPLE

25–44
CORE AGE
LISTENERS

UK · US · AU
TOP MARKETS

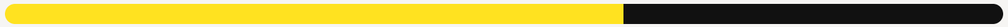
07 · DEMOGRAPHICS

Who's listening

Instagram

72% AGED 25-44

Men 62% | Women 38%



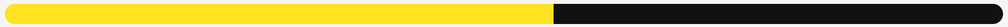
TOP COUNTRIES

United Kingdom	39.2%
United States	15.6%
Malaysia	4.0%
Australia	3.8%
Canada	3.1%

TikTok

55% RETURNING

Men 55% | Women 45%



TOP TERRITORIES

United Kingdom	29.9%
United States	11.4%
Thailand	9.3%
Philippines	5.1%
Australia · Malaysia	4.3%

Read across both platforms, one consistent core: **young, male-leaning and UK-anchored, with a genuinely global tail.**

25—44
CORE AGE, BOTH PLATFORMS

Men-led
55-62% ACROSS IG & TIKTOK

UK #1
TOP MARKET ON EVERY CHANNEL

SE Asia
THAILAND & PHILIPPINES ON TIKTOK

08 · QUARTERLY PERFORMANCE

Q1 2026 at a glance

Our latest reporting quarter against Q4 2025 — the seasonal peak, when we posted heaviest. Absolute volume is down on a lighter schedule, but reach per post is holding.

TOTAL VIEWS

4.2M

▼ 36% vs 6.6M

ACCOUNTS REACHED

2.9M

▼ 40% vs 4.85M

ENGAGEMENTS

285K

▼ 32% vs 419K

NEW FOLLOWERS

4,140

▼ 30% vs 5,900

~96K

VIEWS PER REEL · Q1 2026

Within **8% of Q4's all-time record** despite a lighter cadence — 42 reels versus 62. Per-post reach is steady, so the engine isn't slowing, the posting volume simply flexed.

Instagram, Q1 2026 (Jan–Mar) with Q4 2025 (Oct–Dec) for comparison.

09 · ENGAGEMENT

They don't just like it. They pass it on.

Our latest reporting quarter, Q1 2026, with the previous quarter beneath each number. Shares and saves rival likes, the signature of content built to be passed on, not just watched.

Instagram

Q1 '26 · VS Q4 '25

177K
LIKES
241K IN Q4 '25

3.3K
COMMENTS
4.0K IN Q4 '25

47K
SHARES
87K IN Q4 '25

59K
SAVES
87K IN Q4 '25

TikTok

2 QUARTERS

354K
LIKES
TWO QUARTERS

21K
SHARES
TWO QUARTERS

55%
RETURNING
OVER 12 MONTHS

13.5M
VIEWERS
OVER 12 MONTHS

YouTube + Podcast

LONG-FORM

345K
YOUTUBE VIEWS
OVER 15 MONTHS

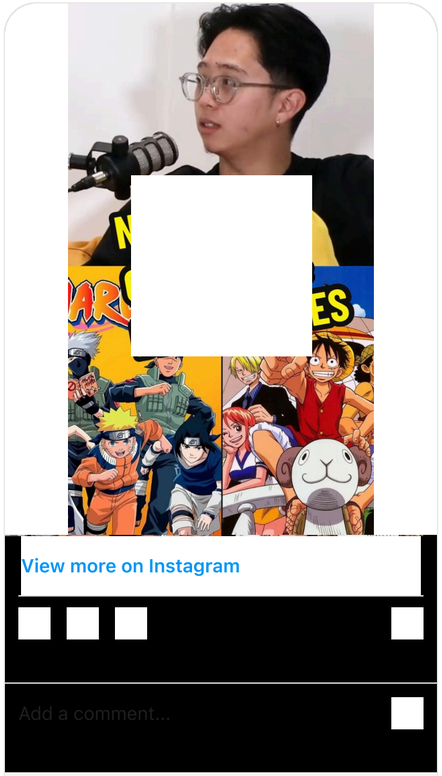
3.9K
HOURS WATCHED
YOUTUBE · 15 MO

25
EPISODES
SPOTIFY + APPLE

+1K
SUBSCRIBERS
PODCAST + YOUTUBE

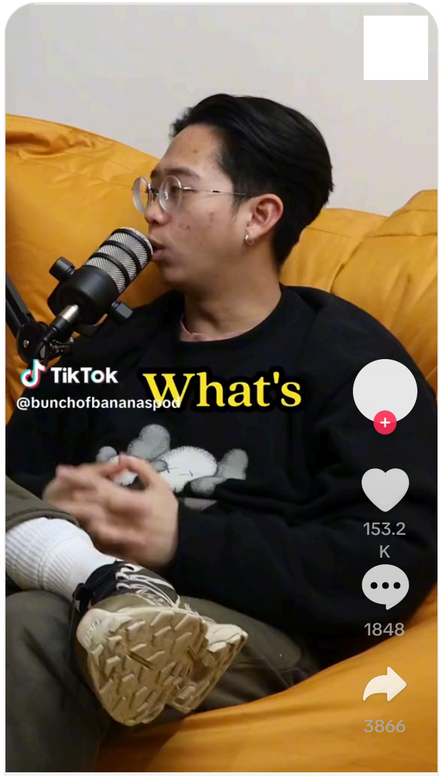
Instagram engagement Q1 2026 (Jan–Mar) with Q4 2025 (Oct–Dec) beneath · TikTok totals over two quarters, viewers over 12 months · long-form all-time.

Breakout moments that keep landing



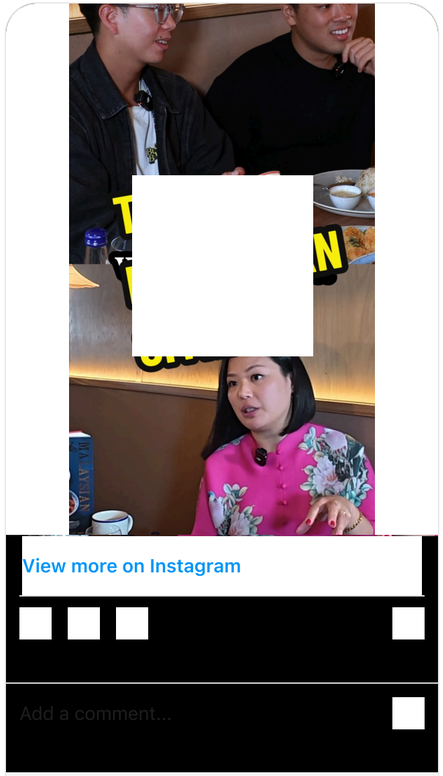
Naruto vs One Piece

1.75M views



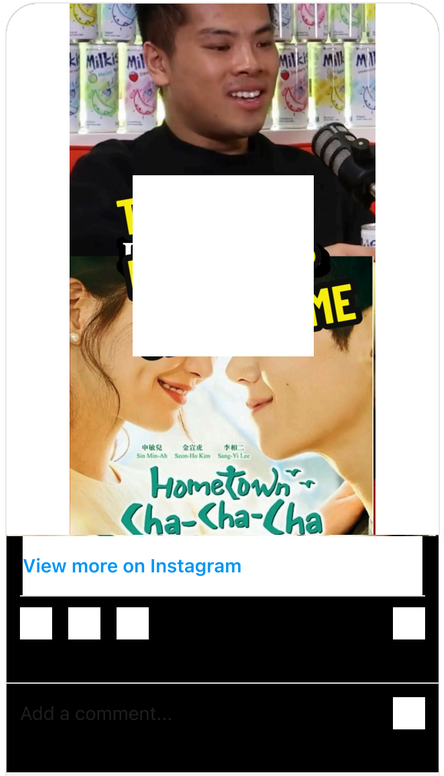
Top 5 instant noodles

3.85M views · TikTok



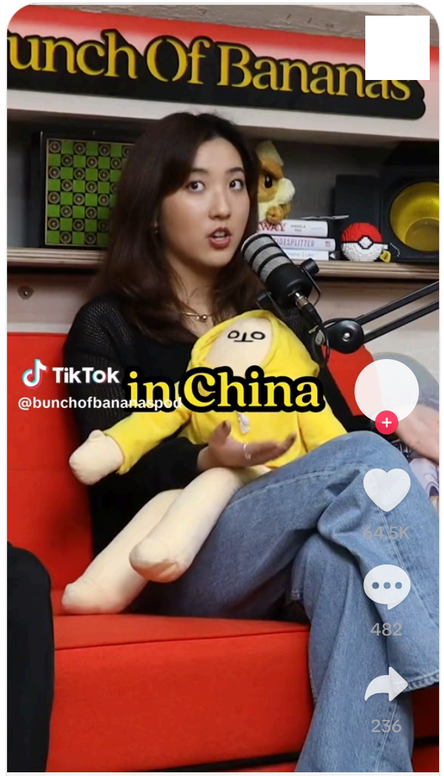
Top 5 Malaysian cities

855K views



Top 5 K-dramas

785K views



Opinions on this law?

1.66M views · TikTok

Live Instagram Reels & TikToks from @bunchofbananaspod · view counts as of latest reporting.

A multi-platform footprint

7.5M COMBINED VIEWS · Q1 2026
10.2M IN Q4 2025

90+ COUNTRIES REACHED
A GENUINELY GLOBAL DIASPORA

Instagram

PROVEN

4.2M
VIEWS · Q1 '26
6.6M IN Q4 '25

2.9M
ACCOUNTS REACHED · Q1
4.85M IN Q4 '25

4.1K
NEW FOLLOWERS · Q1
5.9K IN Q4 '25

TikTok

PROVEN

3.24M
VIEWS · Q1 '26
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VIEWERS · 12 MO
55% RETURNING

82K
FOLLOWERS
21K SHARES · 2 QUARTERS

YouTube + Podcast

GROWING

66K
YOUTUBE VIEWS · Q1
92K IN Q4 '25

505
HOURS WATCHED · Q1
+172 SUBSCRIBERS

25
PODCAST EPISODES
SPOTIFY + APPLE

UK · US · AU
TOP MARKETS
PODCAST LISTENERS

Brands that belong in the conversation

The best fits are brands the hosts would actually recommend to a mate, promoted in their own voice, woven into the stories the audience already loves.

Food & drink

Restaurants, delivery, snacks, sauces, beverages, our most native territory.

Lifestyle & fashion

Apparel, accessories, footwear and everyday-carry brands.

Tech & apps

Consumer apps, creator tools, fintech and platforms.

Entertainment

Streamers, games, anime, events and ticketing.

Health & wellness

Supplements, fitness, personal care and grooming.

Travel

Airlines, tourism boards and booking platforms, diaspora travels.

Student & young pro

Banking, mobile, education and subscription services.

Your brand?

Let's find the natural fit. We only take partners we'd genuinely back.

Four levels of partnership

Each tier builds on the last — the more you commit, the more of our monthly content carries your brand, from 1-in-5 posts up to a full feed takeover.

Clip Partner

LIGHT-TOUCH VISIBILITY

1 in 5 monthly posts feature you

Your brand appears inside our most shareable clips.

INCLUDES

- 6 sponsored short-form clips
- Brand tag + caption CTA
- Logo / product placement
- Light host mention
- Posted across BoB channels
- Performance recap

BEST FOR

Awareness, discount codes, product visibility.

EXAMPLE

A hot-sauce brand dropped into our "Top 5 instant noodles" clip, with a code in the caption.

Segment Partner

OWN A RECURRING MOMENT

1 in 3 monthly posts feature you

Everything in Clip Partner, plus a named series you own.

PLUS

- 11 sponsored clips / month total
- 1 recurring sponsored segment
- 4 cuts from the segment
- Host-read sponsor intro
- Pinned comments on clips
- Light creative development

BEST FOR

Repeat exposure, a memorable format, audience interaction.

EXAMPLE

What's Your Top 5...?

A recurring ranking series where Eric and Kevin debate their personal Top 5 across culture, lifestyle, music, food, dating, fashion, everyday habits and hot takes.

Campaign Partner

CREATIVE CAMPAIGN

1 in 2 monthly posts feature you

Everything in Segment Partner, plus a campaign built around you.

PLUS

- 15 content pieces / month total
- 1 dedicated branded video
- Creative campaign concept
- Podcast integration
- Multiple host-read mentions
- Optional usage rights

BEST FOR

Launches, seasonal pushes, reusable content.

EXAMPLE

The Group Chat Trip Debate

For a travel brand, Eric and Kevin talk about the chaos of planning holidays with friends.

Launch Takeover

PREMIUM PARTNERSHIP

1:1 every post in the window

Everything in Campaign, plus total feed presence.

PLUS

- 4–6 week campaign window
- Full 1:1 feed visibility
- Priority campaign planning
- Usage rights included
- Optional paid social / whitelisting
- Optional category exclusivity

BEST FOR

Product drops, big launches, owning a window.

EXAMPLE

A phone brand owns the full feed for a 6-week launch — every post, pinned, with paid amplification.

Each tier builds on the one before it — get in touch and we'll tailor the right level for you.

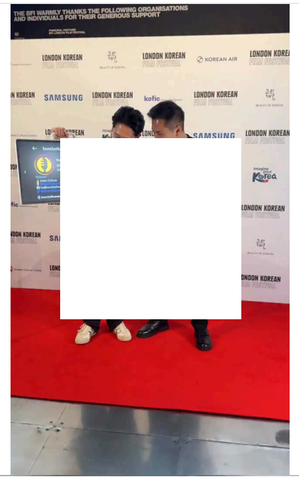
Brands we've worked with

Real, host-led partnerships woven into the content the audience already shows up for, across food & drink, tech and entertainment.

SAMSUNG · BBC · BuzzFeed UK · Ogilvy · ocado · oseyo · Chinatown London · TFC · Lotte Milkis · HỘP Vietnamese · Jollibee · Gong cha

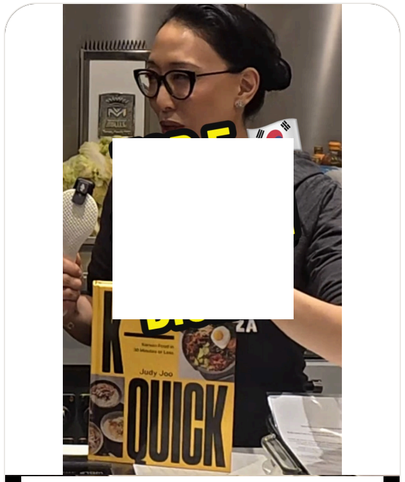
> The content has been incredibly strong, and working with you both has been such a lovely experience. We've really appreciated your support throughout the year and have genuinely loved collaborating with you. From the quality of the work to the energy you bring, the whole experience has been brilliant. The vibes were elite.
>
> — Fay Silverthorne, Culture & Insights Director · HOP (via The Relationship)

> It was great to work with the Bunch Of Bananas boys. Kevin and Eric were very professional but also came with their own personality, which helped keep the event fresh and engaging. I would defo work with them both to create some more cool moments.
>
> — William Macfarlane, Account Manager · Soho House, panel host



SAMSUNG UK · SPONSORED

London Korean Film Festival



OCADO UK · SPONSORED

Top 5 Korean dishes, with Judy Joo

Get in while the audience is climbing and the slots are open.

Momentum

10.9M views and 10K+ new followers in two quarters, and accelerating.

Scarcity

We cap sponsors per episode to protect trust, limited inventory, first come.

Exclusivity

Category lock-in is available now, before a competitor claims your space.

Proven formats

Reels and TikToks that reliably land 500K to 1.75M+ views, a tested engine, not a gamble.

Earned reach

280K+ shares and saves mean the audience redistributes content, and your message, for free.

Global footprint

90+ countries, UK-anchored with SE Asia climbing, one partnership, many markets.

Host-led trust

Kevin & Eric's word lands as a recommendation to a mate, not a scripted ad.

Multi-platform

One shoot, recut natively across TikTok, Reels, Shorts, YouTube and the podcast.

The right audience

25 to 44, earning and forming brand habits, and chronically under-served by advertisers.

BUNCH OF BANANAS

LET'S BUILD SOMETHING

Let's get bananas.

Tell us about your brand and we'll come back with a partnership built around it, in our voice, for our audience.

EMAIL
hq@bunchofbananas.co.uk

INSTAGRAM
@bunchofbananaspod

HOSTS
Kevin & Eric