

ANDERS BERENDT

HYBRID ATHLETE · HYROX COMPETITOR · CONTENT CREATOR · COPENHAGEN

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Former elite cyclist turned hybrid athlete. 5x Danish National Champion, ranked 8th in the world in 2004 U19 road cycling and 7th at the World Championship in Time Trial. Since 2024: 11 HYROX races across 7 cities. Strong Reels presence reaching 130K+ accounts monthly — 96% non-followers. Showing how to be younger when you gets older.

// 01 KEY NUMBERS · LAST 30 DAYS

<p>2,032</p> <p>+2.1% MoM</p> <p>FOLLOWERS</p>	<p>169,421</p> <p>+831% vs prev. period</p> <p>VEWS</p>	<p>132,443</p> <p>+831% vs prev. period</p> <p>ACCOUNTS REACHED</p>	<p>12,727</p> <p>96.1% Non-followers</p> <p>INTERACTIONS</p>
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INSTAGRAM

@anders_berendt

5x DK Youth National Champion Road Cycling

11 HYROX Races (4 Pro Races)

59:03 Best Relay

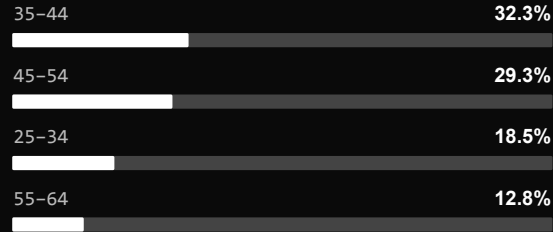
1:07:53 Best Open Single Race

// 02 AUDIENCE

GENDER — FOLLOWERS



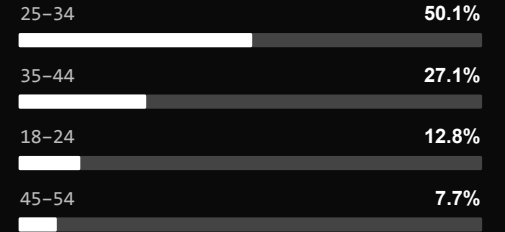
AGE RANGE — FOLLOWERS



TOP COUNTRIES — VIEWERS



AGE RANGE — VIEWERS



// 03 REELS PERFORMANCE · LAST 30 DAYS

1,689 LIKES	106 COMMENTS	357 SAVES	5,189 SHARES	26 REPOSTS
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155,000 VIEWS 95.3% NON-FOLLOWERS · 38 NEW FOLLOWERS · #1 BY VIEWS

18 MAR 2026 · ORGANIC REEL · "How I trained this U-turn Technique"

// 04 DATA-DRIVEN CONTENT ANGLES FOR PAID MEDIA

REEL FORMAT 01 · TECHNIQUE BREAKDOWN

HOOK "Most people lose 15 seconds on the U-turn. Here's why and how I fixed it."

FORMAT Split screen: wrong form vs. correct form. Text overlay + VO narration.

CTA "[Brand] helped me train smarter — link in bio to try it." (natural product placement)

WHY IT WORKS 155K organic views. 96% non-follower reach = cold audience ready for retargeting.

REEL FORMAT 02 · RACE DAY POV / REAL-TIME PERFORMANCE

HOOK "59 minutes. 8 stations. Everything I used to get there."

FORMAT First-person race footage cut to result reveal. Gear/nutrition shown in context.

CTA "Used [Brand] through all 8 stations. What I think after 11 races — link in bio."

WHY IT WORKS 35-44 M audience responds to proof-of-use over product shots. High share intent.

Content Package

Every partnership includes a defined minimum content output delivered within 60 days of agreement.

// 05 DELIVERABLES

FORMAT	QUANTITY	SPECS	DEADLINE
REELS VIDEO	Minimum 2	9:16 · 15-60 sec · raw + edited	Within 60 days
STORIES	Minimum 4	9:16 · Static or motion · swipe-up	Within 60 days
FEED POST	Minimum 1	1:1 or 4:5 · Image or carousel	Within 60 days

// 06 CONTENT USAGE RIGHTS

3 Months Paid Media Rights

All content delivered includes 3 months of paid media usage rights from the date final files are received.
 Covers Meta (Facebook + Instagram), TikTok and YouTube Ads. Whitelisting / dark post activation included.
 Extended rights (3-12 months) available — pricing on request.

// 07 WHAT THE PARTNER RECEIVES

<p>→</p> <p>RAW FILES</p> <p>Full-resolution unedited footage for in-house editing</p>	<p>→</p> <p>EDITED VERSIONS</p> <p>Final cut optimised for organic posting — ready to publish</p>	<p>→</p> <p>AD-READY CUT</p> <p>Versions trimmed for paid media — hook-first, CTA-clear</p>	<p>→</p> <p>USAGE LICENCE</p> <p>Written confirmation of channels, duration, permitted uses</p>	<p>→</p> <p>PERFORMANCE DATA</p> <p>Reach + engagement data on all organic placements</p>
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LET'S WORK TOGETHER

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