



MASERATI

Lasse Anderson

The 1.96 m tall and 102 kg right-hander started playing handball at the Danish club FIF Håndbold in Copenhagen. In December 2012, he signed his first one-and-a-half-year professional contract with TMS Ringsted. In this season he was also voted Talent of the Year. From the 2013/14 season he played for KIF Kolding København in the Håndboldligaen. In the 2013–14 EHF Champions League, he scored 33 goals in nine games and qualified for the knockout stages. In the summer of 2016, he moved to Spanish club FC Barcelona. Since the summer of 2020, he has been playing for the German Bundesliga club Füchse Berlin.



I. Filmproduction Sport1, Ran and Pro7

Lasse thinks about continuing his career in Racing. Max Günther gives him an insight with Team Maserati. The Clip will be shown on the following channels.



Audience	120.000	500.000	275.000
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II. Printspecial

Special in the FAT Magazin

III. Filmproduktion + B2B

- Storytelling Special Gurucar
- Cilip for retail-support

IV. Social Media

Communication on Instagram – Lasse Anderson

Audience	25.000
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Audience	31.200
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