MEDIA KIT · NOVEMBER 2026

Embret Haldammen

TikToker and reel creator, known from POV on VGTV



21K
followers on Snapchat

85.3K
followers on TikTok

23.3K
followers on Instagram

16.9M
views on the most viewed reel on Instagram

About *Embret*

Humour that builds bridges

Embret Haldammen, better known as Embret Jr, makes comedy and relatable videos about everyday life, football and travel. He took part in POV on VGTV, and has been open about living with a different face since he was a teenager. His audience is young: 86 percent of his TikTok viewers are between 18 and 34, and 91 percent are in Norway.

01 **Known from POV** on VGTV in 2023, together with some of Norway's biggest TikTokers.

02 **Almost 130,000 followers** on TikTok, Instagram and Snapchat combined.

03 **46.8 million views** on the three most viewed reels on Instagram, and more than 1 million likes.

04 **843,600 views on Snapchat** in four weeks, and 84 percent from people who do not follow him.

Audience

SNAPCHAT — 21K followers

844K views	**15.8K** viewers
353 t total watch time	**84 %** of views from people who do not follow him

TIKTOK — 85.3K followers

38.2K views	**6.3K** profile views
2M likes in total	**91 %** of viewers in Norway

INSTAGRAM — 23.3K followers

102.3K views	**66 %** of followers are men	**75 %** of followers are between 18 and 34	**16.9M** views on the most viewed reel

Figures from Snapchat (last 28 days), TikTok Analytics (7 October to 3 November 2026) and Instagram Insights (last 30 days), 5 November 2026. Likes on TikTok are the all time total.

How we can *work* together

01 **Social media collaborations**

Comedy and everyday life on TikTok, Instagram and Snapchat for brands in food, fashion, travel, football and nightlife.

02 **TV and entertainment**

Experience from POV on VGTV and from NRK, and open to new TV and game show concepts.

03 **Events and nightlife**

A good fit for bars, events and launches that want to reach a young audience in Oslo.

04 **Podcasts**

Guest on podcasts about humour, social media and living with a different appearance.







TOPICS

Humour | Everyday life | Football | Travel | Nightlife | Openness

Want to work with Embret?

Prices on request. Send us an email about what you have in mind,
and we will get back to you quickly.

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