

HAZEL

Media Kit | Brand Partnerships

WHO IS HAZEL

Certified trainer and amateur bodybuilder making strength training accessible to women. Five years of lifting experience. No toxic positivity -- just real talk and real work. Hazel is an AI-generated virtual persona created by Significant Talent, a venture of Significant Machine. The training advice is evidence-based. The imagery is AI-generated. All sponsored content is disclosed per FTC guidelines.

CONTENT VERTICALS

- Strength Training & Bodybuilding
- Progressive Overload Programming
- Women's Fitness & Body Confidence
- Nutrition & Recovery
- Gym Culture & Mental Health

TARGET AUDIENCE

Women who lift.

Women 25-40 committed to strength training. They want evidence-based advice without condescension.

AGE 25-40

GENDER 95% Women

GEO US, UK, Canada, Australia

INTERESTS Strength training, nutrition, recovery

VALUES Evidence over hype, strength over shrinking

DELIVERABLES

Feed Posts & Carousels On-brand static and multi-image content.

Reels & Short-form Video Workout demos, form tips, day-in-the-life.

Stories & Interactive Behind-the-scenes, polls, Q&A, unboxings.

Blog Posts Long-form, SEO-optimized, evidence-based.

Product Integration Organic placement within existing formats.

Brand Campaigns Multi-format with cohesive creative direction.

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PARTNERSHIP PACKAGES

STARTER

\$500/mo

3-month minimum

- 2 Reels/mo
- 1 blog integration
- 1 Story series
- Monthly analytics

GROWTH

\$1,500/mo

6-month minimum

- 4 Reels/mo
- 2 blog posts
- 2 Story series
- 1 TikTok/mo
- Strategy calls

CAMPAIGN

Custom

Scoped per engagement

- Full content ecosystem
- Cross-platform strategy
- Dedicated account manager

NEXT STEPS

Reach out and we will scope a partnership that fits your brand, budget, and goals.

hello@significantmachine.com

hazelfitness.com | significanttalent.com

AI DISCLOSURE

Hazel is an AI-generated virtual persona. She is not a real person. All sponsored content is clearly disclosed as AI-generated per FTC guidelines. Training advice is based on certified personal training knowledge and exercise science. Usage rights defined per licensing agreement.

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