

Slice

SLICE by RMB



bref.

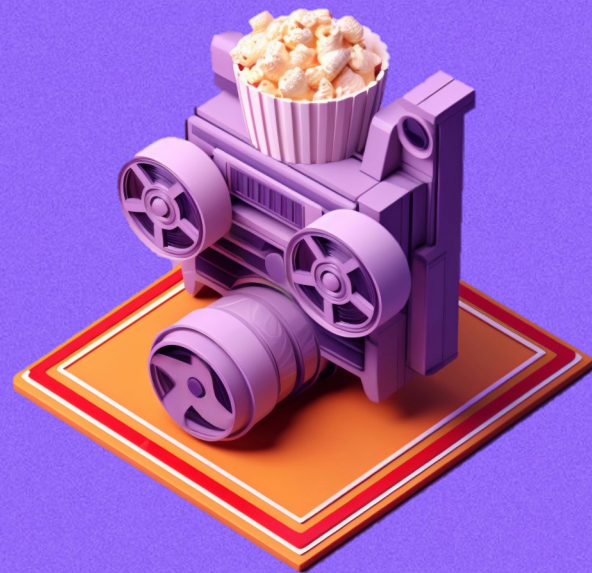
WHEN CONTENT  
BECOMES MEDIA.



AMMA 2026 : BEST USE OF NATIVE & CONTENT ↘

bref.

# WHEN CONTENT BECOMES MEDIA



**This is not a campaign.  
This is an episode.**



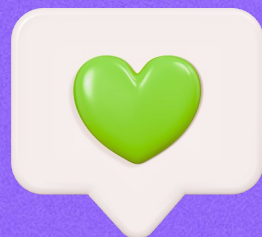
**One thesis: when content is  
right, it becomes its own  
media**



**Sets the tone: cultural,  
bold, narrative-first**



# WHAT IS BREF.

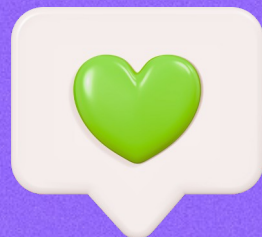


**A cult French series,  
gone for 14 years  
and this guy**

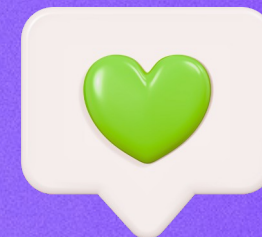


**“Bref.” : a cultural trigger that  
millions still use daily**

Bref, I met this girl.  
Bref, I'm afraid of my neighbour.  
Bref, I won an AMMA.



**Created a narrative reflex in  
French pop culture**



**Returning on Disney+ :  
new platform  
new generation  
same emotional impact**



**bref.**

# THE BRIEFING.

 **wants to launch season 2 on  
Valentine's Day**

**Target: 4 generations of audiences**

**The real challenge: announcing bref.  
without betraying the concept**

**The question:**

**~~How do we announce it?~~**



**How do we bring it back to life?**

**No one was supposed to know  
Bref was coming back**



# bref. THE BIG IDEA.



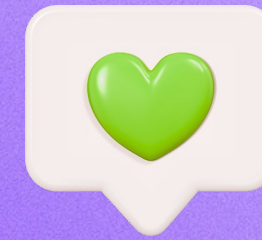
Don't just promote the series. Be one.



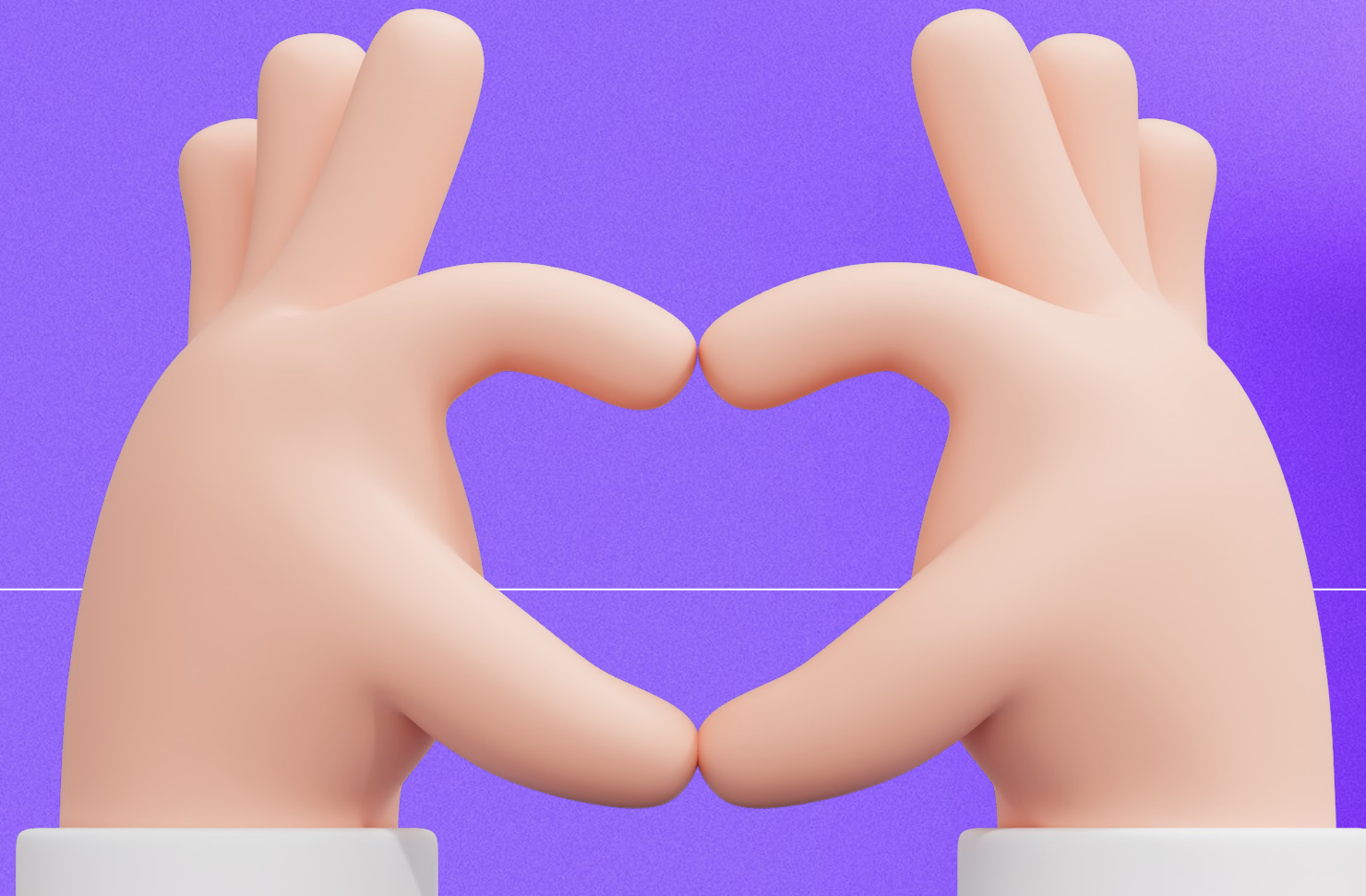
Content creators write their own scripts in the style of bref.



Each script validated by the original creator of the show.



Not influence marketing but editorial co-creation





bref.



# WE BUILT A 3-ACT SCENARIO.

## ACT I

**D-14  
Teasing**

**6 Reels posted  
simultaneously**

*A Bref video in  
their own DNA*

## ACT II

**D-13  
Reveal**

**6 Stories**

*Official  
announcement of  
Bref. Season 2*

## ACT III

**D-Day  
Launch**

**6 Stories**

*"J'ai commencé  
Bref.  
Voilà où j'en suis."*

**3 ACTS. 1 NARRATIVE. NO WASTED MOVES.**



bref.

# CREATORS, NOT INFLUENCERS.

## Selection criteria:

- ✓ Narrative talent
- ✓ Humor affinity
- ✓ Audience alignment
- x Follower count alone

## 6 winners:

- Malicia & Salva
- SilentJill
- Luxleseul
- Sachaferra
- Souleimai
- Iamsalimshady

→ 1.4M followers combined



CONTENT CREATORS DON'T TALK ABOUT THE SERIES, THEY EMBODY IT.



bref.

# THE MECHANISM.



## TIMING

6 reels posted simultaneously  
for instant mass effect



## ZERO PAID

100% organic, 100% earned



## FORMAT

45-60 sec for maximum retention



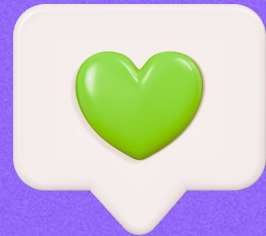
## HASHTAGS

Minimal hashtags, perfectly targeted : #bref.  
#bref.2 #DisneyPlus



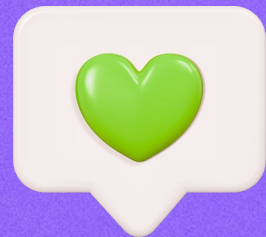
**brief.**

**WHY IT WORKS.**



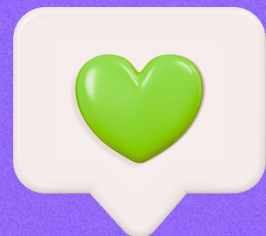
**THE EMOTIONAL IMPACT**

**14 years of nostalgia, you can't manufacture that**



**THE CREATIVE VALIDATION**

**Approved by the original creator: editorial credibility rarely achieved in content marketing**

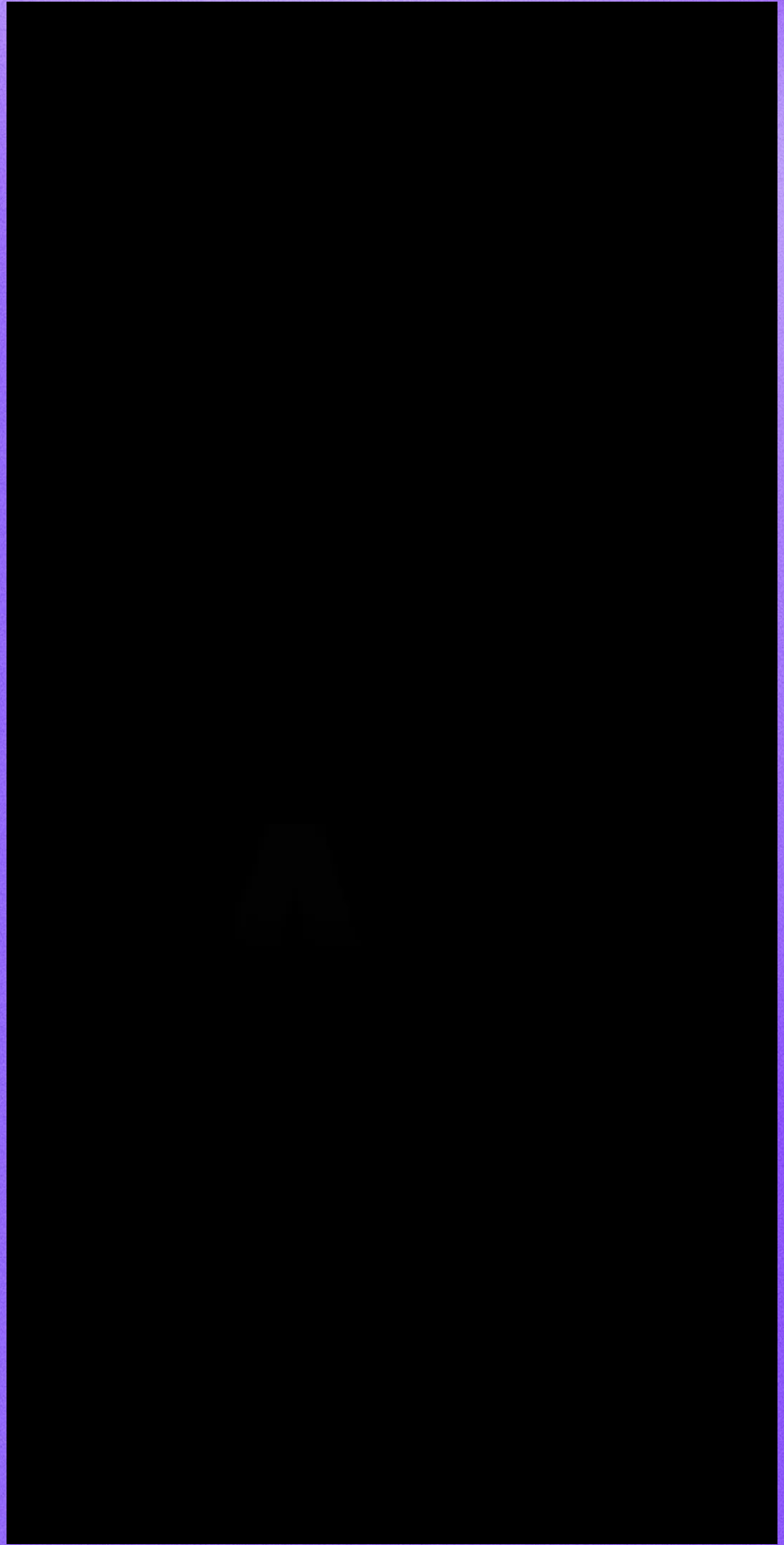


**THE CASTING EXPERTISE**

**Narrative talent over reach: a skill, not a formula**

**3 THINGS NO ONE CAN COPY.**

*Slice*



bref.



**bref.**



**WE CREATED IMPACT.**

**1.36M**  
**VIEWS**

**310%**  
**ROI**

**34K**  
**INTERACTIONS**

**0€**  
**PAID MEDIA**



*Slice*

**bref.**

**WE DESERVE A GOLD.**

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- **A concept that reproduces the DNA of what it promotes**
- **Editorial co-creation validated by the original author**
- **Creators chosen for relevance, not reach**
- **100% organic, pure earned media logic**
- **A campaign that didn't talk *to* its audience, it talked *with* it**

***Bref. It deserves a gold.***

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Slice



bref.