

brief.



WHEN CONTENT
BECOMES MEDIA.



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.



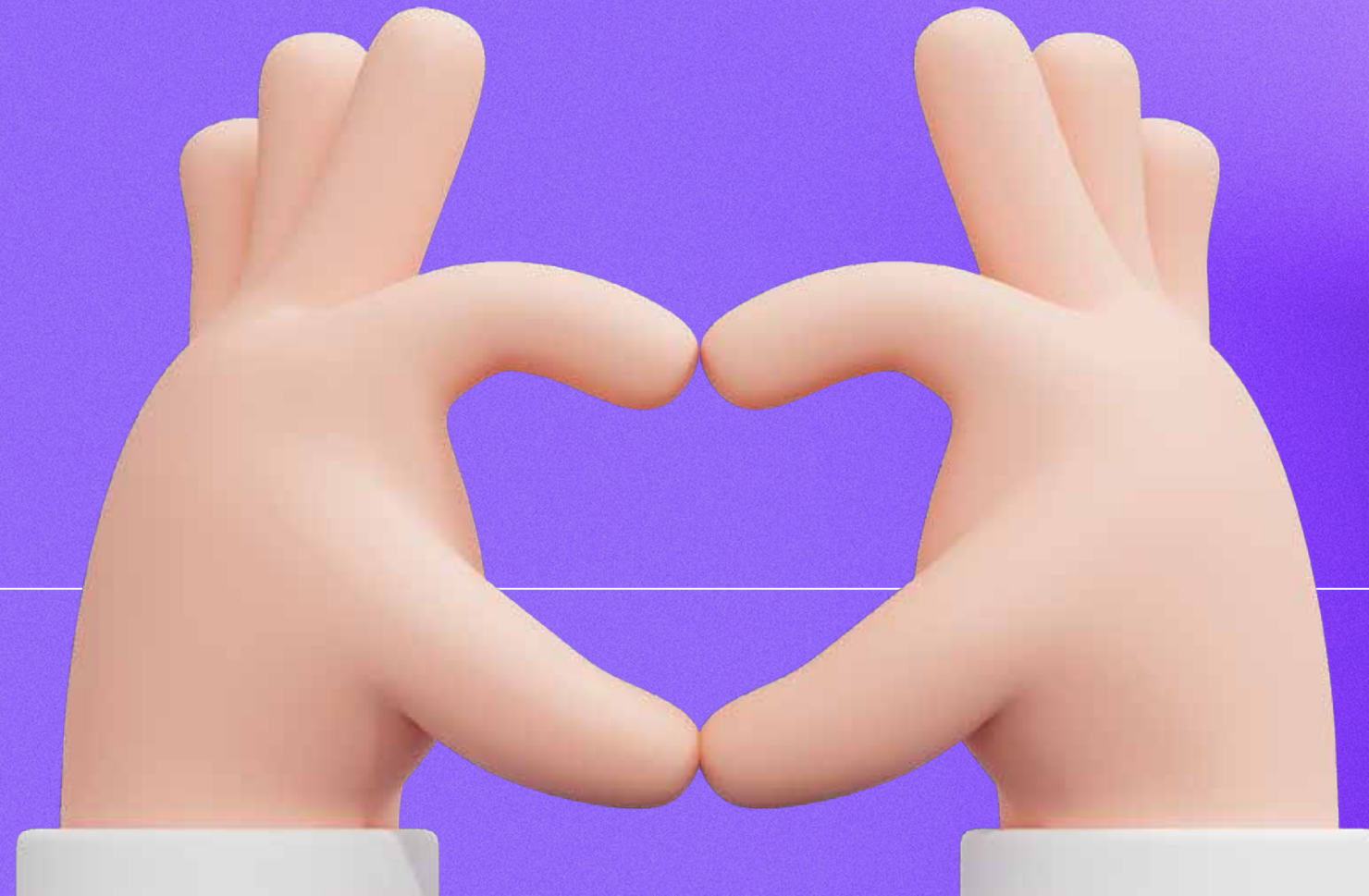
Content creators
write their own scripts
in the style of bref.



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.



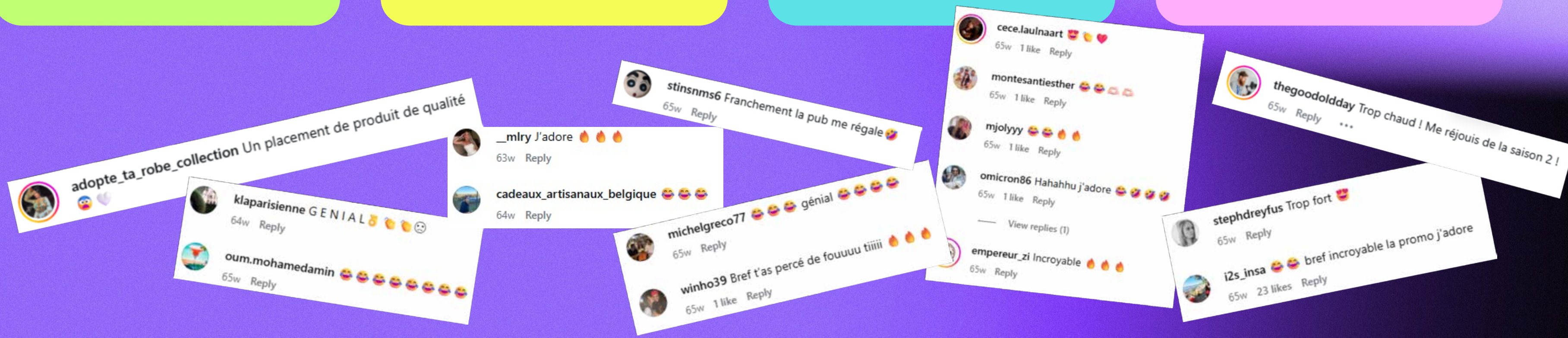
WE CREATED IMPACT.

1.36M
VIEWS

310%
ROI

34K
INTERACTIONS

0€
PAID MEDIA





bref.

WE DESERVE A GOLD.



- 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.

Slice



bref.