

BRUT. THE NEW ONLINE MEDIA FOR MILLENNIALS

100% VIDEO, 100% DIGITAL

Brut.

Brut is a new media producing short videos that decode current events using **impactful images** with a **rhythmic music** that keeps the viewers captivated.
Highly viral content ! These are the reasons of BRUT. success.

An average of
350M
views per
month

An average of
8500 interactions
(likes, comments, shares)
per post



Sources : (1) Facebook Analytics au 10/04/2018 (2) Facebook Analytics – Average march 2018 *Number of times your video has been viewed over than 3 secondes

YOUR BRAND WITHIN THE PRODUCTION

Production of 1 to 2 minutes
tailor-made videos including :

- Brut codes
- The brand codes

A production including filming
and research of existing videos
& gifs.



HANDSHAKE* « Brut with [your brand] that links to the brand's Facebook page.

Warning, the brand has to own a Facebook page

SMART USE OF THE BRAND'S DESIGN CHART
Key words/ Font/ Colors/ Videos/
Filming / Sources

BUDGET, PERFORMANCES AND KPI'S

Package :

Production of 5
tailor-made videos
**CONTACT US FOR
RATES**



KPI'S

REACH
/ NUMBER OF IMPRESSIONS
/ VIEWS/ INTERACTIONS
/ COMPLETION RATE
/ AVERAGE VIEW LENGHT



KPI'S

NUMBER OF IMPRESSIONS
VIEWS
INTERACTIONS
COMPLETION RATE

INCLUDES THE RIGHT
TO USE THE VIDEOS
FOR THE BRAND'S **DIGITAL
PLATFORMS**
AND OWNERSHIP OF THE
VIDEO **FOR A YEAR**