

Fabrice Brovelli

Vice President BETC / Head of TV Production / Founder of BETC POP

Fabrice Brovelli started his career making music videos for the underground scene and produced several MTV teasers in the early 90's. He quickly rose to the rank of TV producer, and joined BETC in 1998 as the Head of Production.

He has produced internationally recognized work and collaborated with top filmmakers worldwide. Among the agency's high profile campaigns are Air France, directed by Michel Gondry, Hollywood Chewing Gum by Tim Burton, Orange by Wong Kar Wai, Lolita Lempicka by Woodkid (Yoann Lemoine).

He was also at the origin of the Evian Waterbabies, "Voices", for which he produced the children's voices tune "We will rock you". After having clearly associated the music with the brand, the music video "Waterboy" and a disc was produced, selling 1.3 million copies worldwide.

Fabrice has a passion for cinema and is behind BETC's ad for Louis Vuitton with David Bowie, directed by Romain Gavras. He also engaged Grammy-winners We Are from L.A. to direct "France is in the Air", the Air France film that came out 2014.

Today, Fabrice is Vice President at BETC

Where he heads the TV production department that stands for the production of 40% of all advertising films in France yearly.

"The Bear", created for CANAL+ is the world's most awarded TVC ever, according to the Gunn Report. The evian Rollerbabies entered the Guinness Book of World Records as the most viewed online ad ever and 2013 his film Baby and Me for evian was the most shared video in the world, with 30 million views.

Fabrice Brovelli is also President and Founder of BETC POP (former BETC Music)

BETC POP is a lab-agency within BETC, entirely dedicated to pop culture. It works with talent scouting and content creation, at the crossroads of business and entertainment. The agency initiated the creation of Air France Music and was behind projects such as the mythical concert that reunited Phoenix and Daft Punk in Madison Square Garden in 2010, or the "Music in the Sky"-app for Air France.

Passionate by music, Fabrice continuously contributes by putting music at the heart of brand strategy. He also manages electro artist Agoria and co-publishes bands like The Shoes, Yuksek and Amadou & Mariam.

Fabrice himself and Christophe Curret are signed to PIAS as KCPK, together they DJ and organize the famous PANIK parties all over the world.