

How Atomik Growth
Helped Brex's Founders Get
25M Views on Social Media

What is Community led Distribution (Clipping)?



Scripted in-person recordings + interviews/podcasts, which then get:

curated into
1000s
of short clips

mass-distributed by
10,500+
“ghost” creators on fan-style accounts



The asymmetry

- flooding the zone with real, organic engagement
- guaranteed millions of views
- Brex's ICP: founders & thought leaders in tech (in this case)

The Use Cases of Community led Distribution



Podcast Distribution

It gets your content everywhere fast, optimised for pulling new audiences back to the full show



Fundraising Rounds

Keeps the win alive across platforms after fundraising, long after the press release drops



Pre-IPO Push

Before an IPO, clipping spotlights your founders and vision to shape market narrative

The Use Cases of Community led Distribution



Podcast Launch

Highlight the product's features and early reactions, building excitement fast.



Recruitment campaigns

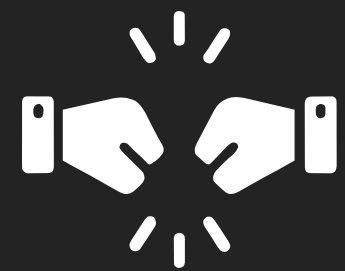
Showcase culture, team stories, and Impact moments to attract top talent.



Live conferences

Capture and share standout moments in real time to extend event reach beyond attendees.

The Use Cases of Community led Distribution



Anti-competitor marketing

React Quickly with sharp, shareable content that reframes the narrative in your favour.



Crisis and PR Control

Push our clear, authentic clips that address issues head-on and restore trust.

Content Sources & Angle of Attack for the Campaigns:

With the objective of driving awareness for Brex and its products, we leveraged these 2 primary content sources for

8,172 clips



Henrique & Pedro's
scripted sessions

Henrique Dubugras & Pedro Franceschi's podcast appearances:



02:01

Copy of 2 clips.m...
Atomik Growth ...

Keywords



02:13

Copy of Brex 2.0 ...
Atomik Growth ...

Keywords



01:13

Copy of Brex 3.0
Atomik Growth ...

Keywords



01:14

Copy of good.mp4
Atomik Growth ...

Keywords



01:41

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Keywords



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Keywords



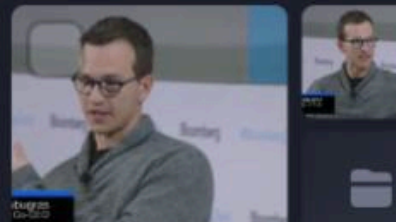
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Viral Clip.mp4
Atomik Growth ...

Keywords



2nd Time Founder
1 Item



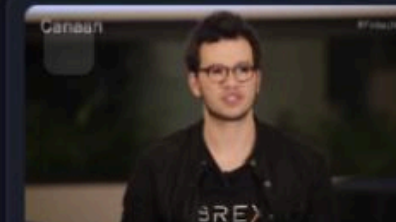
Brex and Piermon...
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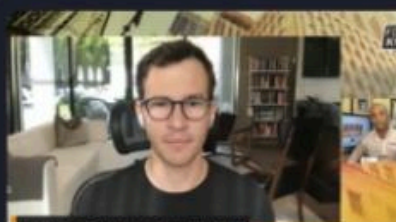
Brex AWS
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Brex Campaign C...
4 Items



Fintech
1 Item



On Startup Spen...
1 Item



Payments_ Brex
3 Items



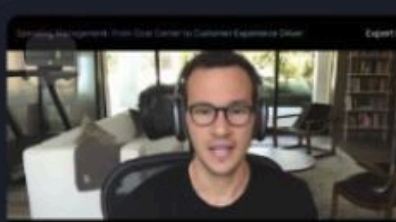
Payments_ Brex
2 Items



Payment System ...
1 Item



Payment Sytems ...
2 Items

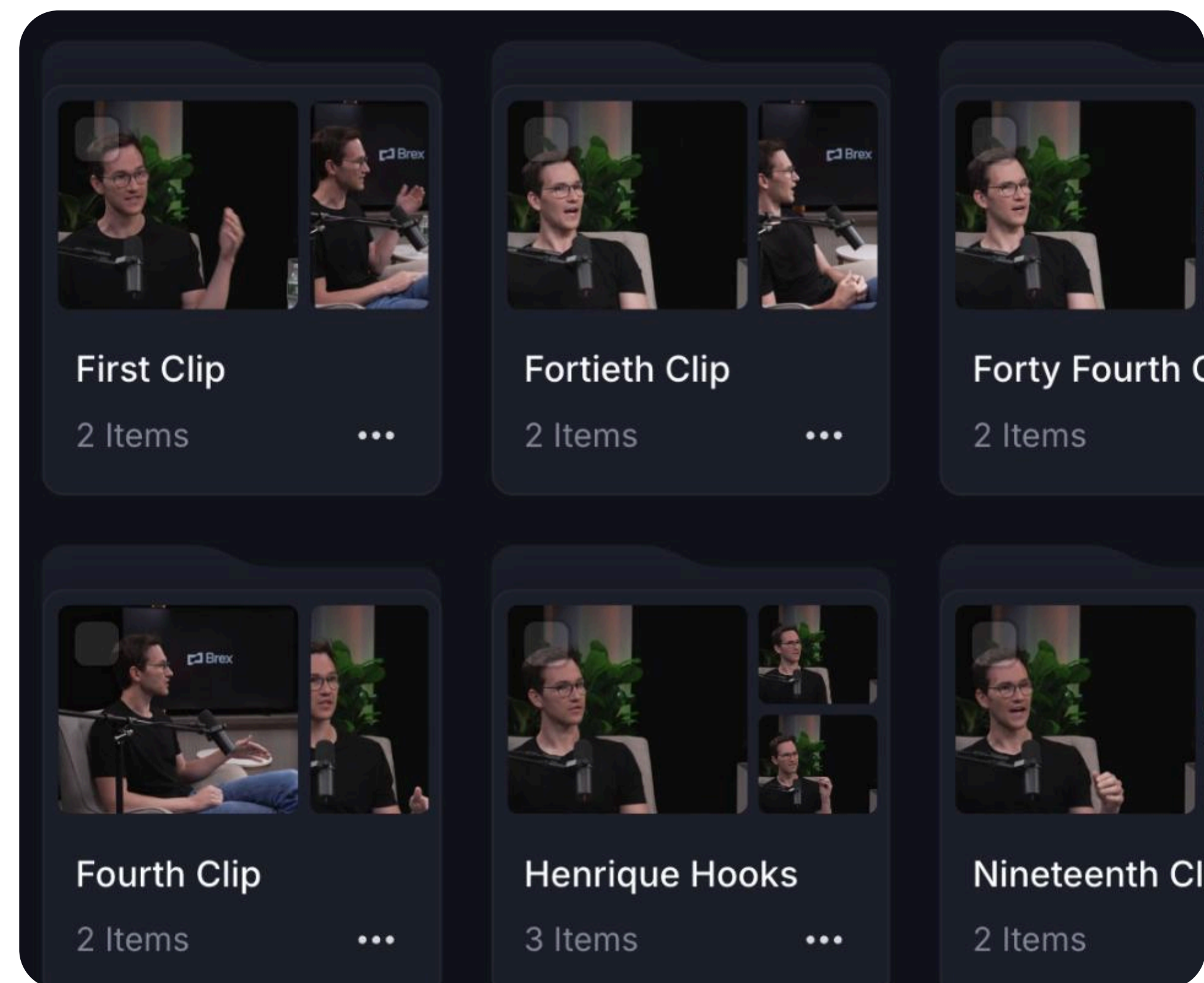


Spend Managem...
1 Item



Startup Ecosystem
3 Items

In person Filming Session with Henrique



- We flew to **NYC** to record an **in-person filming session with Henrique** that was designed to appear as a podcast, but was actually a tightly storyboarded Q&A.
- The **goal was to capture compelling segments around Brex's cultural and product arcs**, from its early days to the present, along with Henrique's stories from across his career.
- The **session was scripted and coordinated** by Atomik Growth, with Arthur from our team appearing as a co-anchor in the video.

Results

The Brex x Atomik Clips campaign took place in 2 tranches.

FIRST PHASE

The first one lasted **11 days** and has since generated

8.93 million views

with over

2,177 clips posted

Distribution Top 3 countries

Uniter States	2,181,014	24.41%
India	2,052,397	22.96%
United Kingdom	513,100	5.74%

Brex Campaign

IG Follower increase on Brex's Officail Profile	+1,091
YT Subs Increas (MoM)	+433%
Clips liked by notable names such as:	Roy Less, Sonith, and others

SECOND PHASE

The campaign in its
second phase garnered

12.74 million views

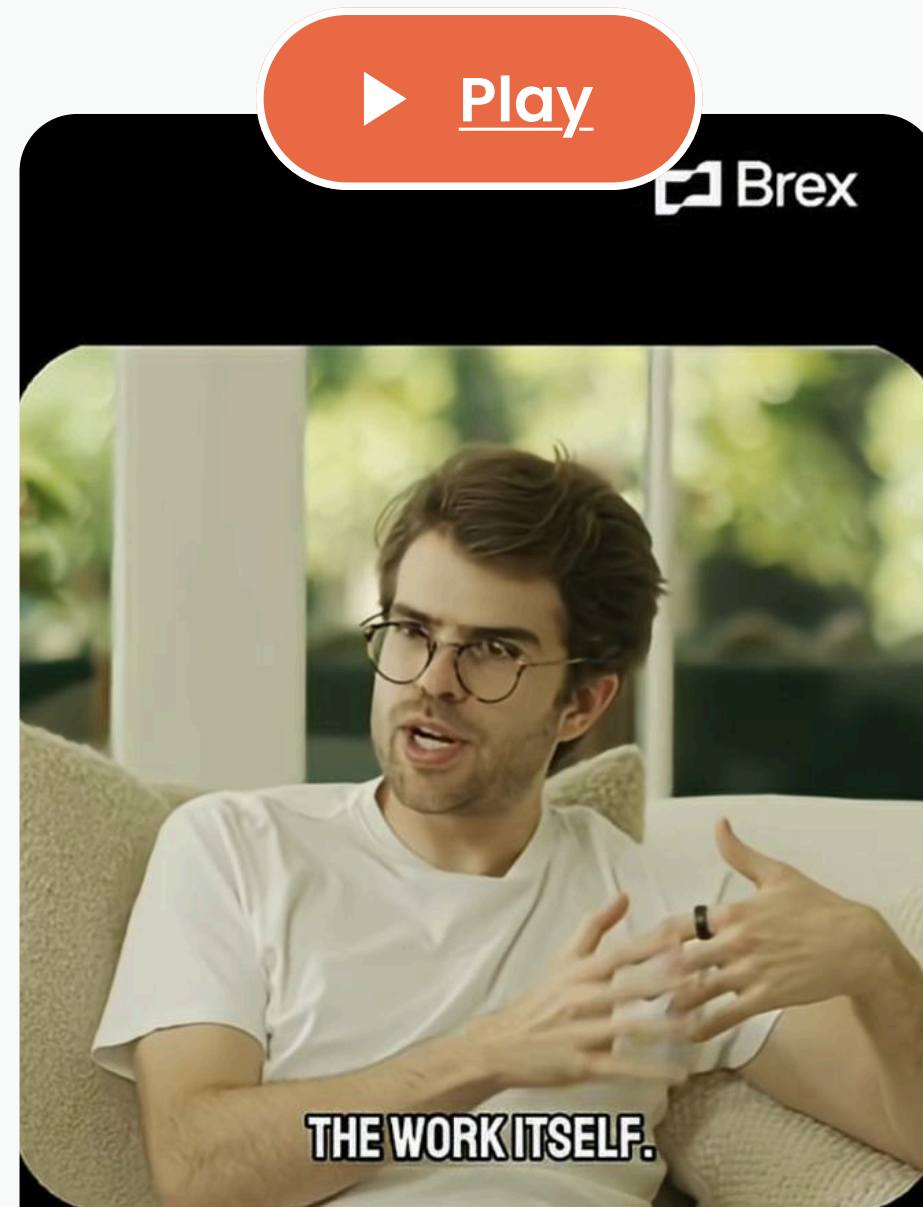
Platform	Views	Clips
YouTube	8.99M	3824
Instagram	3.6M	2458
TikTok	194K	124

Brex also heard from its existing customers about the viral clips featuring Henrique and Pedro showing up on their FYP, which validated our targeting strategy for reaching their ICP

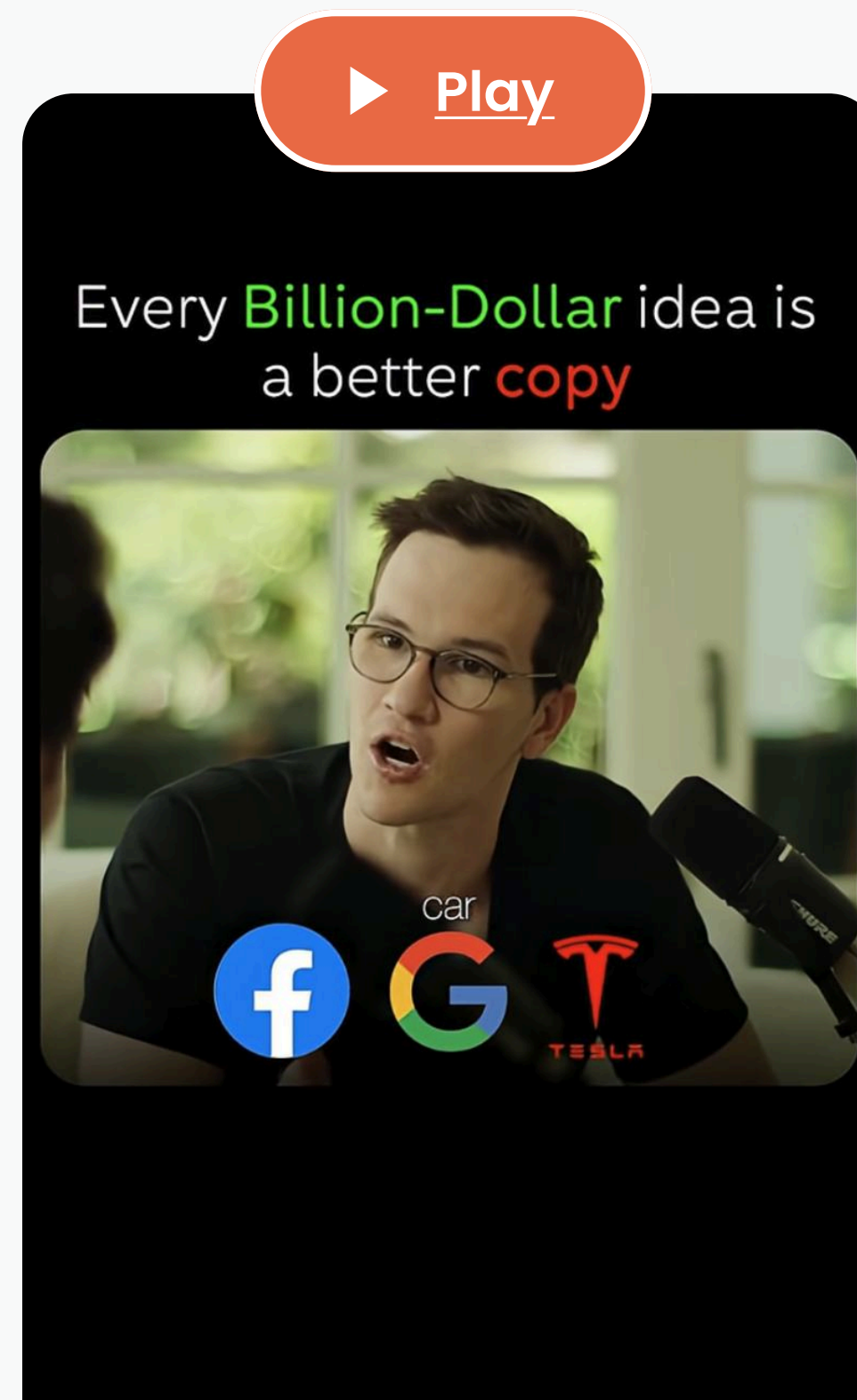
Via Arthur (Director at Atomik Growth) →



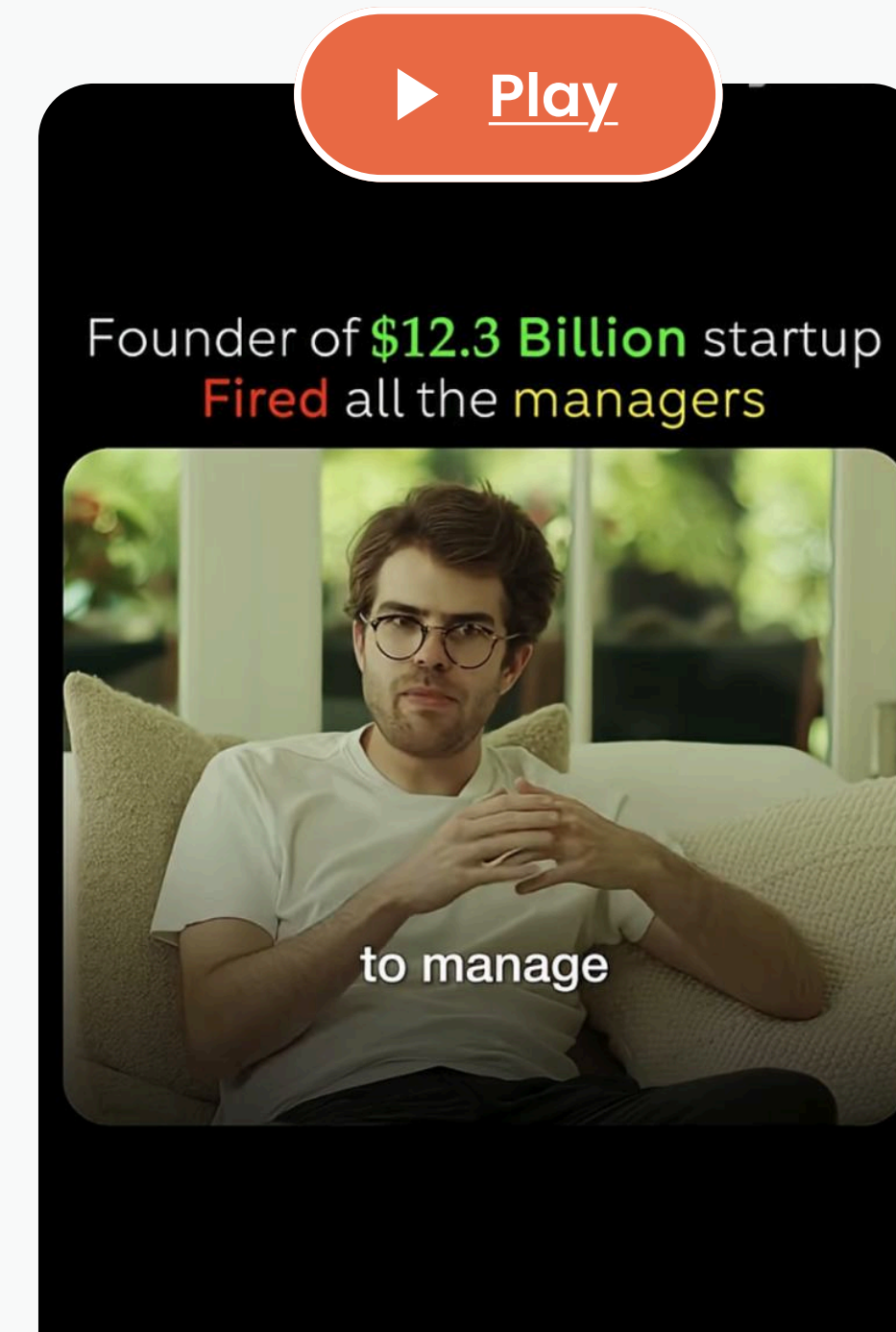
1.4M
views



2M
views



351K
views



 Atomik Growth

 atomikgrowth.com