NINE LIVES

MEDIA KIT · HER BELL · PARTS 4 TO 8 OPEN TO PARTNERS

SHE HATES YOUR PRODUCT.

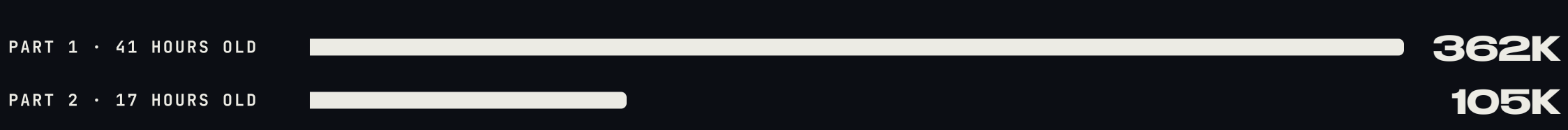
THE BELL SAYS SHE'S LYING.

Her Bell is an animated office romance in one-minute vertical parts, in English. Your boss wears a bell that rings every time she lies, and only you can hear it. Every part ends on a vote in the comments, and the majority writes the next part.



FILE 01 · THE NUMBERS

467K VIEWS IN 41 HOURS.



3,523
followers from two posts. Part 1 was the account's first post, on November 3.

67%
of Part 2 watched on average, 41 seconds of 61. Part 1: 68%.

1.62
views per viewer on Part 2. People come back to catch what they missed.

~41%
of viewers still there on the last second of Part 2, where the vote is.

17.3K
likes on Part 1 at 35 hours, with 5.3K saves and 1.8K sends.

11,336
likes on a single comment: "Hide... We like them tsundere..."

Views and followers: public counts on Instagram, November 4, 2026. Everything else: Instagram Insights the same day, Part 1 at 35 hours and Part 2 at 11 hours; the last-second figure is read from the retention graph. Full insights on request.

FILE 02 · WHO WATCHES

YOUNG MEN, THE US FIRST.

AGE



COUNTRY



96.6%

men.

95.1%

of viewers weren't following yet, so a part reaches mostly new people.

Part 2, Instagram Insights at 11 hours. The mix shifts as a reel reaches more people: on Part 1, viewers aged 13–17 fell from 23% to 15%.

FILE 03 · WHY IT WORKS

NOT AN AD BREAK. A LIE SHE HAS TO TELL.

THE INSULT IS THE ENDORSEMENT

Viewers have learned one rule: when she's rude and the bell rings, she means the opposite. So she can tear your product apart, and everyone hears how much she likes it.

NO AD TAIL

Your moment sits inside a regular part. No separate sponsored video and no pack shot at the end, nothing that gives people a reason to swipe.

ONE LOOK, DRAWN FOR YOU

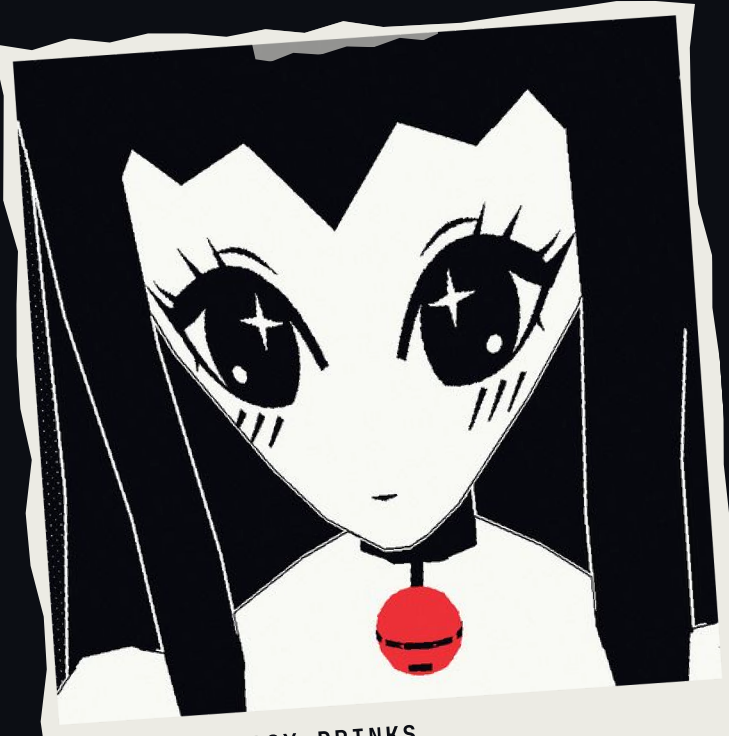
Every frame is rendered from our own 3D models and code, in ink and paper with one red bell. Your product is drawn in that look. The series stays 13+: flirt only, nothing explicit.

FROM M. Vale, director

RE Your product. This one's only an example.

RANG TWICE

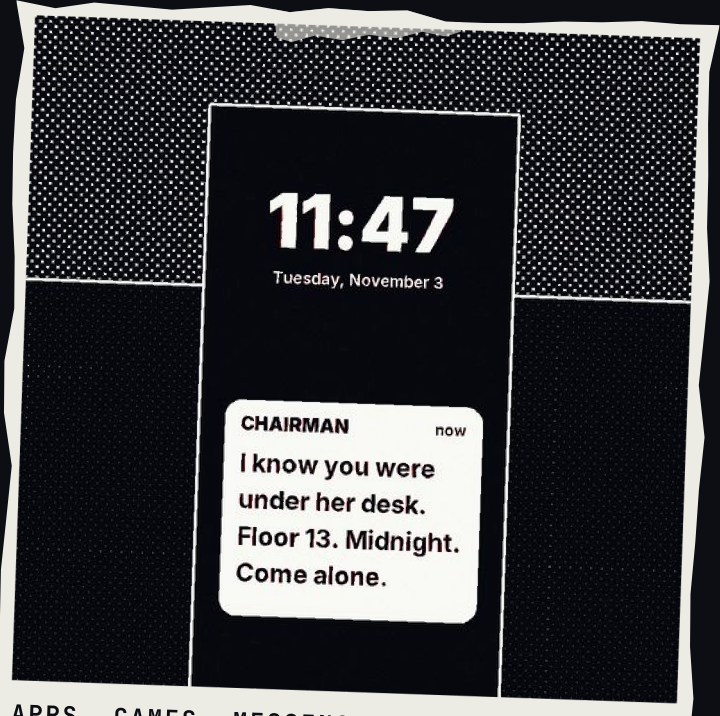
WHAT SHE SAYS	BELL	WHAT EVERYONE HEARS
"This coffee is terrible."	● Rang	She loves it.
"I don't need another one."	● Rang	She wants another one.
"Bring it to my office."	○ Silent	She means it.



COFFEE, ENERGY DRINKS

THE 2:07 AM COFFEE

"I asked for coffee, not for you." Anything that keeps a clerk awake on floor 12.



APPS, GAMES, MESSENGERS

THE SCREEN IN THE DARK

Her phone moves the plot. Your app can be the screen everyone is staring at.



GEAR, DRINKS, ANYTHING ON A DESK

FLOOR 12

The office is a world. Posters, mugs, a vending machine, the headphones on his desk.

FORM 12-21 · RATE CARD · BRANDS

INVOICED BY EMAIL

HOW CLOSE DO YOU WANT TO GET?

FORMAT	WHAT YOU GET	PRICE
On the wall	Your name or logo in the office: a poster, a mug, a vending machine. Seen, not read out.	**$150**
On her desk	Your product drawn in our style and used on screen, with a close-up.	**$400**
The bell rings ONLY HERE	A moment of the plot built around your product. She says something rude about it in her own voice, the bell rings, and everyone knows what that means.	**$1,000**
Sponsor a part	One part, one sponsor: the bell moment, your name on the end card beside the vote, the pinned comment, and an Instagram story with your link.	**from $1,500**
Season partner	Parts 4 to 8, with one brand woven through the story.	**on request**

- ☑ **YOU APPROVE IT FIRST** — You see the moment before release, with one round of changes.
- ☑ **MARKED AS PAID** — Instagram's paid partnership label goes on every sponsored part.
- ☑ **INVOICED DIRECTLY** — Agreed by email and invoiced by our company, not through the site checkout.
- ☑ **WHAT WE DON'T TAKE** — Adult products, gambling, alcohol, tobacco and vapes. About one viewer in four is 13–17.

FILE 04 · OVERTIME

TELL US WHAT SHE SHOULD HATE.

Send your product and the part you'd like to be in. We'll come back with a short pitch of the scene and dates.

WRITE TO

hello@ninelivesseries.com COPY

START AN EMAIL

M. Vale

DIRECTOR, FLOOR 12