

# Creators on the BIG SCREEN

Cross-Media

Activation

Offer 2026





**Concept**

# Concept

## *A unique experience blending cinema and digital creation*

In close collaboration with **UGC** and **SLICE**, this event-driven screening is designed as a new kind of cultural *rendezvous*, bringing the worlds of cinema and digital creation together. Conceived as a repeatable format, it is intended to be rolled out multiple times a year, each edition highlighting a different creator and community.

The concept is simple : invite audiences to discover creator content reimagined for **an immersive in-theater experience**, enhanced by a live presence that transforms the screening into a true moment of interaction.

Designed as a fully-fledged event, this format is built on three key pillars: it emphasizes **exclusivity**, with rare content specially staged for cinema; it prioritizes **collective experience**, bringing together an engaged audience around a shared moment; and it represents true **cultural hybridization**, creating a natural bridge between digital-native formats and the premium world of cinema.

Each edition places a creator and their universe at the center of the experience, offering **exclusive content** and direct interaction with the audience in a unique cinematic setting.

For brands, this initiative offers more than a one-off opportunity. It provides a platform that can be activated over time, allowing them to integrate seamlessly into a series of immersive and unifying experiences, while reaching a young, engaged, and highly receptive audience.

More than a screening, this is a format that **transforms digital content into a lived, shared experience**.



# Reason Why

## UGC

### **MEDIA + FIELD ACTIVATION**

*A premium environment that guarantees visibility, credibility and high-quality audience experience.*

## SLICE

### **EVENT + CREDIBILITY**

A strong connection to digital culture and local creators, ensuring relevance and authenticity.

## CREATOR ECONOMY

### **CONTENT & CREATORS CANDIDATES**

A powerful voice with an engaged community, driving attention, content value and audience turnout.

## YOUR BRAND

**A meaningful integration around and within an immersive experience, enabling authentic engagement with and engaged audience.**

# What's UGC ?

UGC is a key player in the cinema industry in Belgium, operating a network of 7 complexes with approximately 74 screens.

The group is active in both Brussels and Flanders, allowing it to reach a broad and diverse audience.

UGC's core strength lies in its focus on the **cinema experience** : comfortable auditoriums, high-quality projection and sound, easy accessibility, and a rich and diverse program including mainstream films, arthouse cinema, and original-language screenings. This multi-screen structure ensures strong flexibility and offers a wide range of choices to moviegoers.

A key differentiating feature of the network is the **Grand Eldorado** auditorium, located within the De Brouckère complex. Opened in the 1930s, this iconic venue stands out for its spectacular Art Deco architecture, characterized by monumental design and richly decorated golden interiors. Originally built as a single large-capacity theatre, it has been integrated into the current multiplex while preserving its unique character. Today, with more than 700 seats, it still offers a rare immersive cinematic experience, where the architectural setting enhances the emotional impact of the film



# What's Slice?

SLICE is RMB's digital ecosystem designed to connect brands with their audiences through innovative and engaging strategies.

Its positioning is built on three key pillars:

- **Content**  
Creation and distribution of impactful content tailored to new consumption habits.
- **Influencer Marketing**  
Activation of relevant content creators to strengthen brand-consumer proximity.
- **Studio**  
Production and staging of custom creative formats.

With these expertises, SLICE stands out by delivering powerful cross-media solutions optimized for various sectors (mobility, food, non-food, leisure, telecom, etc.).

The goal is to create an authentic connection between brands and their target audiences, leveraging data-driven insights and a network of influential partners.

The Slice Agency use the connections with the Belgian Saleshouse RMB.



# Why content creators ?

Content creators are today's new generation of storytellers, shaping culture through digital platforms and building highly engaged communities.

They produce original, agile formats designed for online consumption, combining entertainment, authenticity and proximity. Their audiences are not just viewers, but active and loyal communities.

This shift reflects broader trends: younger generations now spend more time on social platforms than on traditional media, and increasingly value authenticity over polished advertising.

Creators play a key role in this evolution, driving discovery, influencing behaviors and setting cultural trends – often with stronger engagement than traditional media channels.

Through partners like **SLICE**, these creators are curated and supported, ensuring both creative quality and cultural relevance, while bridging digital talent with premium opportunities.

Bringing their content into a cinema environment allows it to be elevated – transforming individual, mobile consumption into a **shared, immersive and high-impact experience**.

For brands, content creators represent a unique gateway to connect with audiences in a more organic, credible and culturally relevant way.





# **Integrations & Formats**

# Brand opportunities

The brand becomes part of the experience — not just visible, but truly embedded with One seamless journey : before, during and after the event combining visibility, engagement and experience.

## Premium Co Branding with UGC & SLICE

Visibility across all UGC communication touchpoints

→ Online & offline in a high-impact, premium environment

## Creator amplification

Integration within the creator's content

→ Social media posts  
→ Direct access to an engaged community

## Field activation during the event

A physical presence at the heart of the event  
at UGC De Brouckère

→ Direct interaction with the audience  
→ Immersive brand moment in a high-energy setting

# Video – Formats examples



## Premium Co Branding with UGC – OWNED MEDIA / 2 SPOTS ON THE BIG SCREEN @ BXL

### UGC SPOT DEDICATED TO THE EVENT

Toison d'or & De Brouckère  
20" (15" Trailer UGC + 5" BB Sponsor)  
Sponsor mention/logo + Billboard

### SPONSOR OWN SPOT

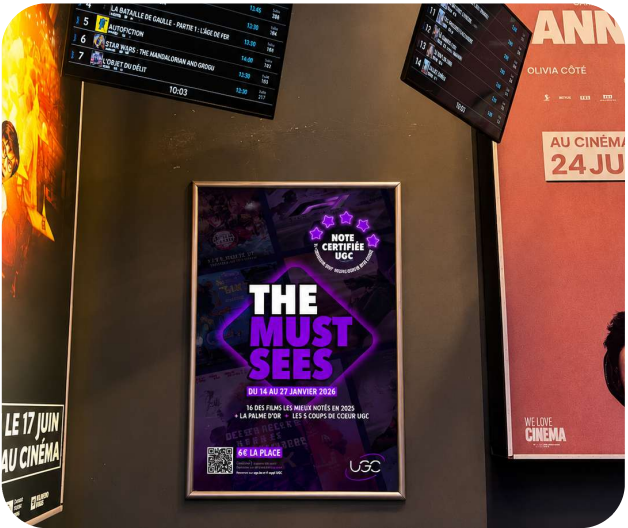
Premium Bumper position  
Toison d'or & De Brouckère  
On basis of 30"



# Indoor – Formats examples



## DOOH SCREENS & OOH POSTERS @ UGC BRUSSELS



10 screens & 8 A3 Poster & 120/160 Poster  
Sponsor mention/logo

## DOOH TICKETING KIOSK @ UGC BRUSSELS



18 kiosks  
Sponsor mention/logo

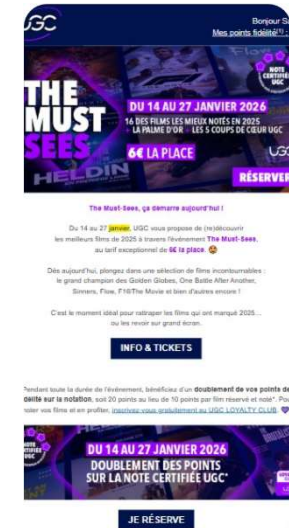
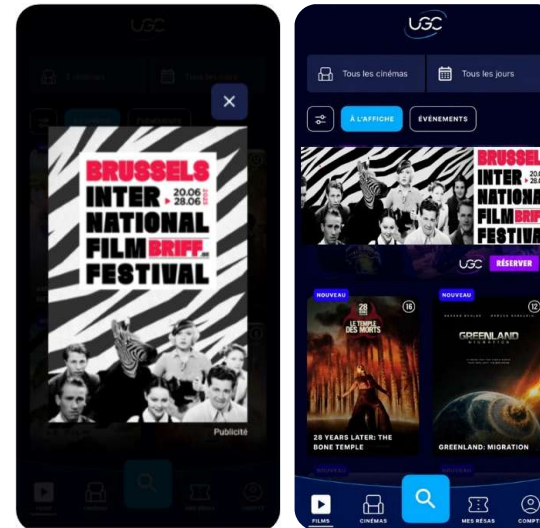
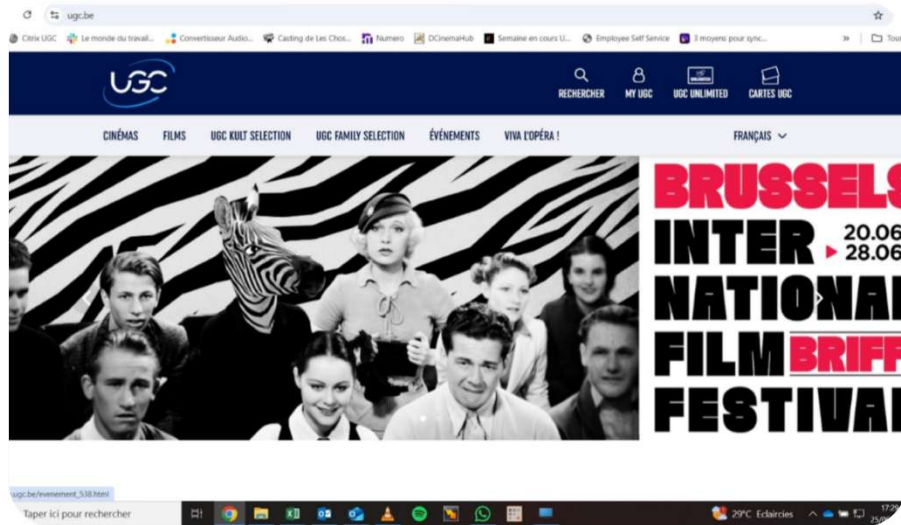
# Digital – Formats examples



**UGC.be**  
Desktop & Mobile  
Pop up & Carousel First position  
Sponsor mention/logo

**APP UGC**  
Pop up & Home Page  
Sponsor mention/logo

**Newsletter FR**  
Sponsor mention/logo





# INFLUENCE FORMATS



REEL

**louprems** C'est ça le secret ?! 🤫 (Publicité) Pour tous ceux qui ont eu les yeux plus grand que le ventre en mangeant, n'hésitez pas à penser à @upsa.digestbe avant ou après le repas pour mieux digérer et re-profiter de la vie plus vite hihi 😊

Avec les barbecues et les festivals qui arrivent... C'est le bon plan ! 🍷

#UPSADigestForte #drolehumour #humourdujour #mdrr #enamoureux

Complément alimentaire réservé à l'adulte.

Ne peut pas être utilisé comme substitut d'une alimentation variée et équilibrée et d'un mode de vie sain. 1. Le calcium contribue au fonctionnement normal des enzymes digestives. La bétaïne contribue au métabolisme normal de l'homocystéine dans le foie. La quantité de bétaïne dans le foie peut diminuer, par exemple en cas de consommation d'alcool. L'effet bénéfique est obtenu par la consommation journalière de 1,5g de bétaïne. Voir conditions d'utilisation sur l'emballage.



STORIES



Influence SLICE  
1 Instagram Reel  
3 Instagram Storyset  
Sponsor mention/logo

# Activation – Formats examples



## D-DAY activation @ UGC De Brouckère (1 day only) + SPOT



Excluding production costs and depending on your needs

**Offer 2026**

# "Creators on the BIG SCREEN"

**DEAD LINE SIGNATURE ON AUGUST 14**

**Broadcast**

1 Event

**Promotion**

4 WEEKS

**Medias**

UGC x SLICE + Content Creator

## MEDIA UGC

### Video



Spot UGC - 4 weeks (incl. BB Sponsor)  
Spot Sponsor Bumper - 4 weeks  
**Av. Reach 55.000**

### Indoor



Screens - Posters - Ticketing kiosks  
**Av. Reach 55.000**

### Activation



Field activation D DAY  
**Av. Reach 500**

### Digital



UGC.be :	Av. Reach 70.000
Carousel & Pop Up - 7 days	
App UGC :	Av. Reach 56.000
7 days Pop Up	
14 days Home Page	
Newsletter FR UGC	Av. Reach 36.000
Social UGC Brussels	Av. Reach 85.000
10 posts	
<b>Total Av. reach</b>	<b>247.000</b>

## GUEST CONTENT CREATOR

### Digital



#### Instagram - Content creator

3 Reel - Brand Mention	Av. Reach 120.000
3 Storyset - Brand Mention	Av. Impressions 15.000

## MATERIAL LIST

### Logo

Billboard 5 "

30" spot (DMAT or DCP)

Account to tag

Field activation material (beach flags, sampling,...)

# Total proposal

UGC Media Value

Creator amplification

Gross Media Value  
Global Price proposal netto netto (-60%)

49.140 €  
**20.000 €**

VIDEO  24.450 € gross

INDOOR  2.000 € gross

DIGITAL  16.100 € gross

FIELD ACTIVATION + SPOT  1.500 € gross

INFLUENCE  5.000€ netto netto

**DEAD LINE SIGNATURE ON AUGUST 14**

**1st edition OR ZONE**

**- September 29, 2026 -**

# Profile

## Who is Lou Prems x Lou-Marine ?

**Lou Prems** is a content creator who has quickly become one of the most recognizable voices of the Tipik generation.

With her sharp humor, strong personality, and natural sense of storytelling, she turns everyday situations and social observations into highly engaging content.

Active on TikTok, Instagram, and across Tipik platforms, Lou has built a committed community that connects with her authenticity, spontaneity, and unapologetic tone. Her videos regularly spark conversation, resonate strongly with young audiences, and generate high engagement.

She is known for :

- **Samy & Lou on TIPIK** (Radio show 3 to 7 pm Monday-Friday)
- **Best Content on Social Media 2025** (Ciné Télé Revue Awards)
- **OR ZONE - YouTube Vlog**

For brands looking to collaborate with a content creator who combines humor, credibility, and cultural relevance, while staying genuinely connected to her audience, Lou Prems is a natural fit.

**Slice**



# Or Zone Concept

Lou Prem's launches OR ZONE. Experiential interviews focused on the theme of "first times."

The idea? **To give Belgian celebrities a new experience created just for them!**

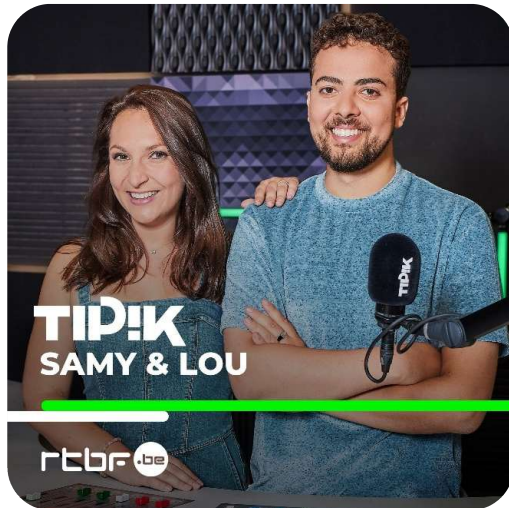
You'll see them as you've never seen them before, and as they've never seen themselves...Because they're going to experience something for the first time.

## The core values of the project

- **EMOTIONS** : Surprises, suspense, fear, laughter, tears, pride, pushing oneself beyond one's limits...
- **ADVENTURE AND DISCOVERY** : A brand new concept that allows us to showcase the richness and diversity of activities on offer in Belgium.
- **POSITIVE MESSAGE** : Our guests' journeys are a great source of inspiration, and seeing them step outside their comfort zones reminds us how important it is to stay curious, take action, and live life to the fullest.



@louprems



# @louprems



**57.65K**  
Followers



**6.05K**  
Followers

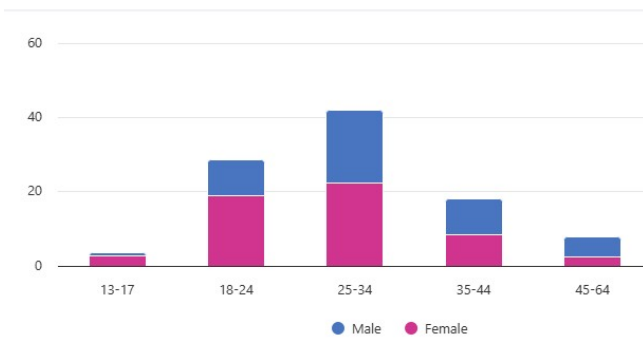


**4.9K**  
Followers

## Influenceur Certificat.

Audience located : 67% Belgium

Age per gender



Social Figures updated on the 11 of June, 2026

Offer subject to change - version 2026-06-26

Creators on the big screen - Offer 2026

**Want to know more?  
Get in touch**

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**RMB** *Slice*