

Eletalk micro-street

Social

Interviews

Offer 2026

Slice

The Agency

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

We create content with Talents for brands.

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.



Meet Eletalk



Slice

Profile

Who is Eletalk (Eleonore Goossens)

Eléonore, is a Belgian content creator known as Eletalk on TikTok and Eleonore.go on Instagram, and more recently active on Twitch. She gained visibility through her live street interview videos, her spontaneous humor, and her reflections on everyday life, which particularly resonate with a young, connected audience. With a loyal and highly engaged community, she regularly collaborates with brands that value authenticity and closeness.

Commitment and values

Eléonore embodies values of kindness, sincerity, and creativity. She approaches a wide range of topics with lightness and transparency, building a strong relationship of trust with her community. Her ability to blend entertaining content with authentic messages makes her an influential and well-appreciated voice in the Belgian digital landscape.

MICRO-STREET

INTERVIEW

MUSIC

The logo for Slice, featuring the word "Slice" in a stylized, purple, cursive font.

Audiences & Profiles

@eleonore.go



26.945
Followers

AGE CATEGORIES:

13-17 – 4,6%
18-24 – 28,8%
25-34 – 51,6%
35-44 – 12,6%
45-64 – 2,5%

GENDER:

Men – 49,61%
Women – 50,39%

LOCATION:

Belgium – 61,28%
France – 17,21%

BEST CITIES :

Brussels
Paris
Liège
Antwerp

@eletalk



156.569
Followers

AGE CATEGORIES:

18-24 – 57%
25-34 – 31,3%
35-44 – 4,3%
45-64 – 0,8%

GENDER:

Men – 65,74%
Women – 34,26%

LOCATION:

Belgium – 10,92%
France – 15,43%

@eletalk



1.110
Followers

@eletalk



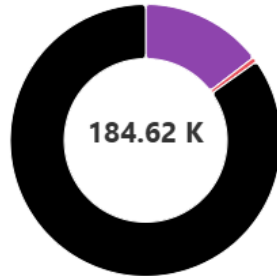
243
Followers



The impact

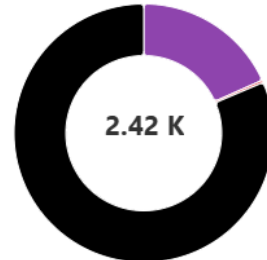


FOLLOWERS



instagram youtube tiktok

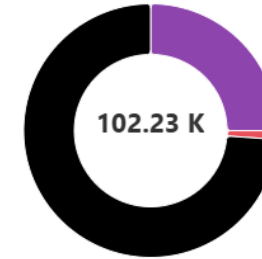
AVERAGE ENGAGEMENT



instagram youtube tiktok

The **engagement rate** is a percentage that shows how much people interact with what content creators post on social media (such as likes, comments, shares, etc.).

AVERAGE VIDEO VIEWS



instagram youtube tiktok

The **average video views** are based on KPI's of the account on the organic form. If sponsorship, these KPI's will be adapted. There is no guarantees.

@eleonore.go



26.945
Followers

@eletalk



156.569
Followers

@eletalk



1.110
Followers



443
1,7% Eng Rate



1.972
2,61% Eng Rate



7
1% Eng Rate



25.581
Video Views



75.515
Followers



1.134
Followers

Eletalk Interview



Slice

Concept

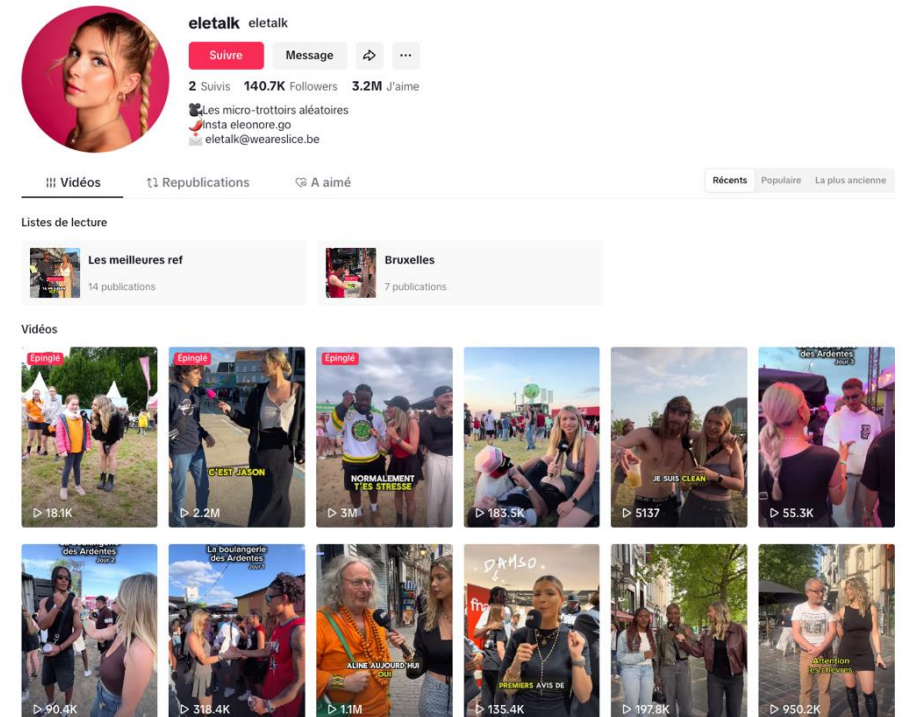
Éléonore, known to her community as ELETALK, has chosen the street as her backdrop and chance as her partner in crime. Armed with her microphone and a big smile, she blends into the daily lives of passersby to ask them questions that are as simple as they are unpredictable.

These “random” vox pops are her trademark: spontaneous encounters, sincere answers, sometimes funny, sometimes touching, but always authentic.

On TikTok, she has already gathered a community of over 100,000 followers who come to her for a mix of energy, curiosity, and raw truth. Behind each video is a common thread: showing that everyone has a story to tell, and that the unexpected is often the best way to discover it.

With her direct and warm tone, Éléonore transforms a simple walk through the city into an open stage where anyone can become an actor for a few seconds. Her world is both lighthearted and profound, revealing the richness of the present moment.

ELETALK is more than just content: it is a meeting place, a mirror of society that makes you smile, think, and reminds you that authenticity always attracts.



Concept

Potential concepts to develop with Eléonore:

1. Eléonore approaches passersby to discover anecdotes about their daily lives: show us your last three photos, what's on your latest playlist, who did you last call, etc.
2. Eléonore proposes a game based on music and culture: she plays excerpts or covers of well-known songs in a different style, and participants have to identify the original. This is followed by a discussion about their personal tips for relaxing or keeping their spirits up.
3. Eléonore sets fun little challenges: for example, a quick challenge to be completed in a few minutes, with a symbolic reward for the most creative or fastest participants.

Slice



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Global content offer

Max 1 sponsor

Broadcast Wherever you want !

Instagram 

1 micro - street - reel format 13.000 video views estimated
3 teasers - stories format 10.000 impressions estimated

Tik Tok 

1 micro - street - Tik Tok post format 50.000 video views estimated

SLICE BUDGET : 5.000€ NETTO NETTO

Sectorial Case



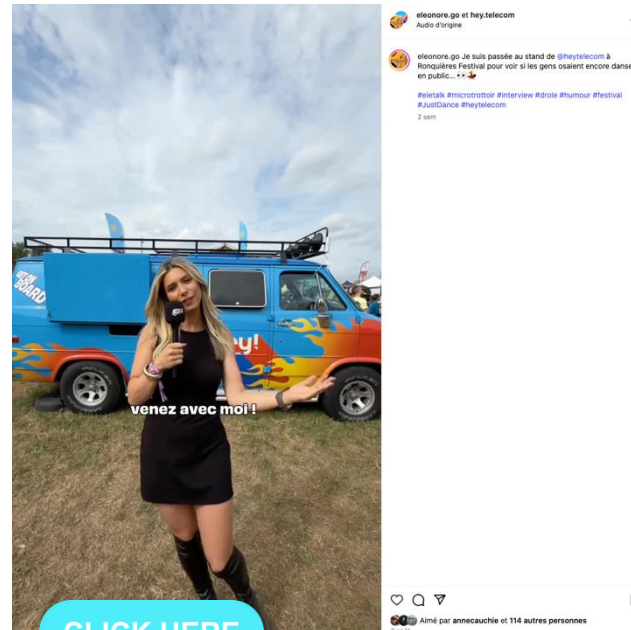
Slice

Sector TELCO

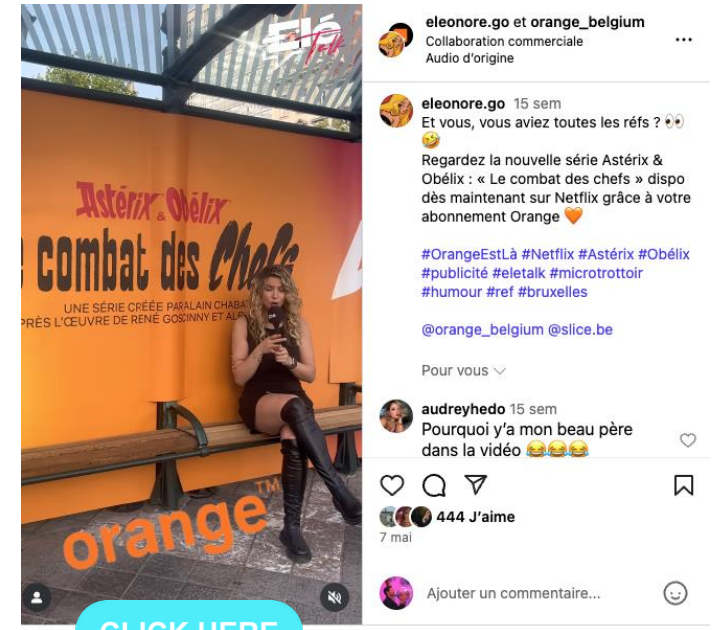


With the support of Orange and Hey Belgium, this energy takes on even greater significance: together, they transform chance encounters on the street into genuine moments of connection.

Because ultimately, whether on the street, on a screen, or during a trip, it's all about connection. And thanks to these two sponsors, Éléonore can go even further in her mission: to give everyone a voice, everywhere, and show that every exchange counts.



 27.000 video views



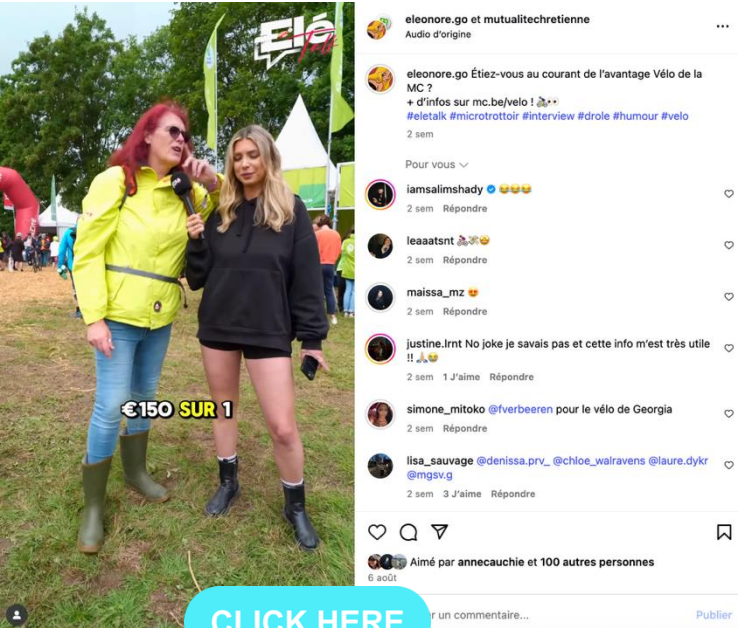
 10.000 video views

Sector Institutionnal



An engaging awareness boost for Mutualités Chrétiennes.

This video by EleTalk sheds light on MC's Bike Advantage in a fresh and playful way. By turning a practical benefit into a spontaneous and relatable moment, it captures attention, informs viewers effortlessly, and strengthens the bond between MC and its members through a touch of fun.



CLICK HERE

 25.480 video views

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

www.weareslice.be

[@slice.be](https://www.instagram.com/slice.be)

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