

# La bonne voix

Ivan's podcast

Social

Infotainment

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 Ivan Bazi**



# Profile

## Who is Ivan Bazi

Ivan is a versatile content creator, active on Twitch, Instagram, and TikTok, as well as a television host. He also hosts his own show on Fun Radio. With his charismatic personality and unique sense of humor, he captivates a wide audience by bringing a touch of authenticity and fun. His highly engaged community follows his live reactions on Twitch as well as his content on other platforms, where he blends entertainment with genuine interaction with his followers.

### Commitment and values

Ivan stands out for his authenticity and creativity, producing original and entertaining content while actively engaging his community. He fosters an inclusive and positive environment and maintains a consistent presence across all platforms to stay connected with his audience.

ANIMATOR

STREAMING

FRIENDS

Slice



# Audiences & Profiles

@ivanmtbz



**32.112**  
Followers

## AGE CATEGORIES :

13-17 – 4,2%  
18-24 – 27,8%  
25-34 – 39,7%  
35-44 – 18,8%  
45-64 – 9,6%

## GENDER :

Men – 66,39%  
Women – 33,62%

## LOCATION :

Belgium – 17,34%  
France – 29,64%

## BEST CITIES :

Brussels  
Paris  
Liège

@ivanbazi



**11.847**  
Followers

## AGE CATEGORIES :

13-17 – 7,7%  
18-24 – 51,7%  
25-34 – 30,4%  
35-44 – 7%  
45-64 – 3%

## GENDER :

Men – 41,88%  
Women – 58,12%

## LOCATION :

Belgium – 28,62%  
France – 48,1%

@ivan\_bazi



**17.600**  
Followers

7.000 unique viewers  
10.000 messages in the chat  
196.000 minutes watched

## LOCATION :

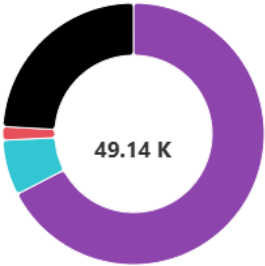
Belgium – 13%



# The impact

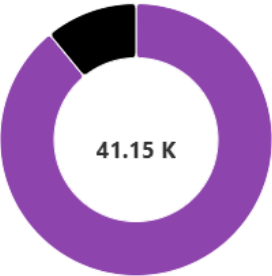


## FOLLOWERS



■ instagram
 ■ twitter
 ■ youtube
 ■ tiktok

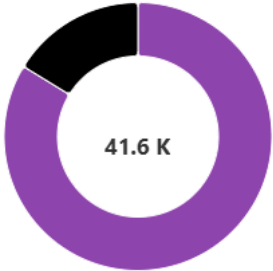
## AVERAGE ENGAGEMENT



■ instagram
 ■ 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
 ■ 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.

*Twitch is not included in this diagram*

@ivanmtbz



**32.112**  
Followers

@ivanbazi



**11.847**  
Followers

@ivan\_bazi



**3.357**  
Followers



**36.650**  
24% Eng Rate



**4.710**  
7,38% Eng Rate



**466**  
13,9% Eng Rate



**34.841**  
Video Views



**6.760**  
Video Views

# Ivan's podcast concept



*Slice*

# Concept



Using a mix of deep-dive interviews, engaging storytelling, and intimate settings, he highlights professionals whose voice is their primary tool (voice-over artists, dubbing actors, radio hosts, singers...) but who remain mostly unknown to the general public, giving them a platform to share their unique life stories. His videos are edited with polished sound design, compelling visual overlays, and dynamic pacing to enhance the emotional depth and keep viewers fully captivated.

Through this original concept, Ivan maintains a strong connection with his audience by revealing the faces behind the most recognizable voices. His ability to craft inspiring, relatable portraits with a strong storytelling element has made his content deeply engaging, authentic, and highly shareable.

## Set-up example



# Type of Voices



## EVERYDAY VOICES

The iconic voice behind the STIB and SNCB announcements. She guides and sets the rhythm for the daily commute of millions of Belgian passengers on every journey.

Béatrice Marlier



## CINEMA & DUBBING

A talented actress and the official French voice of legendary characters like Tokyo in the hit series "Money Heist" (La Casa de Papel).

Cathy Ming Jung



## MEDIA & SPORT

The star sports commentator from RTBF. His legendary voice has brought to life great, thrilling moments of cycling and football.

Rodrigo Beenkens



## POP GENERATION

The legendary singer of the cult Pokémon theme song, who left a lasting nostalgic mark on an entire generation of fans.

Jean-Marc Anthony Kabeya



# Why working with Ivan ?



Ivan is a seasoned radio host who currently anchors his own afternoon show. With a successful career spanning across both radio and television, he has mastered the art of show hosting, production, and interview preparation. Driven by a long-standing passion for a theme that deeply resonates with him, Ivan is finally launching his highly anticipated podcast. His mission? To uncover the faces behind the iconic, familiar voices we hear every day but never actually get to see.

## What makes him stand out ?

- Years of professional media experience in both TV and radio hosting
- A natural, compelling on-camera and microphone presence
- A rare talent for deep, meaningful interviewing and storytelling
- Expertise in content preparation, pacing, and audience engagement

**Why brands love working with Ivan :** he connects your brand with an inherently captivating and premium format. He brings true media professionalism to digital content, making deep conversations entertaining, inspiring, and highly relatable.

## Working with Ivan means you get :

- High-quality production backed by years of mainstream media expertise
- Content that feels organic, thought-provoking, and deeply authentic
- Engaging storytelling that boosts brand memorability and trust
- Access to a curious, attentive, and highly qualitative audience

## Available for :

- Branded podcast episodes and series  
Sponsored interviews and portraits  
Voice-over collaborations and media hosting  
Themed audio-visual content

## Got a story ?

Ivan shares the voice.

## Got a product ?

Ivan builds a conversation people will listen to.

## Need engagement ?

*Ivan creates content that people want to hear.*

# Sponsorship integration



How your brand can seamlessly blend into the concept while respecting the content's authenticity.

**On-Screen & Audio Presence** Years of professional media experience in both TV and radio hosting

- **In the Set Design** : Strategic placement of your product or branding within the physical studio/shooting decor.
- **Audio Shout-outs** : Dedicated thank-you segments and brand mentions during the podcast episode.
- **Visual Branding** : Logo integration on the Reels and short-form video formats.

**Content Association :**

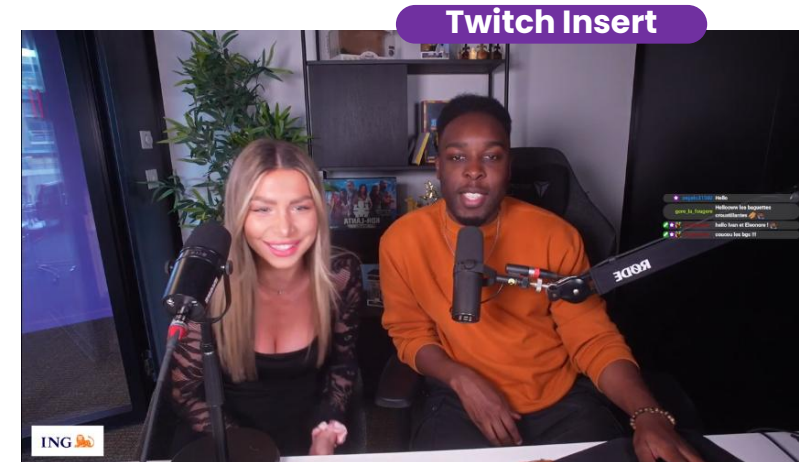
- **Segment Sponsorship** : Option to associate your brand with existing, pre-defined segments of the show that align with your values.

**Editorial Guidelines**

- **No Editorial Interference** : To maintain the deep authenticity of the interviews and the trust of our audience, the sponsor will have no involvement in the editorial choices, guest selection, or interview content.

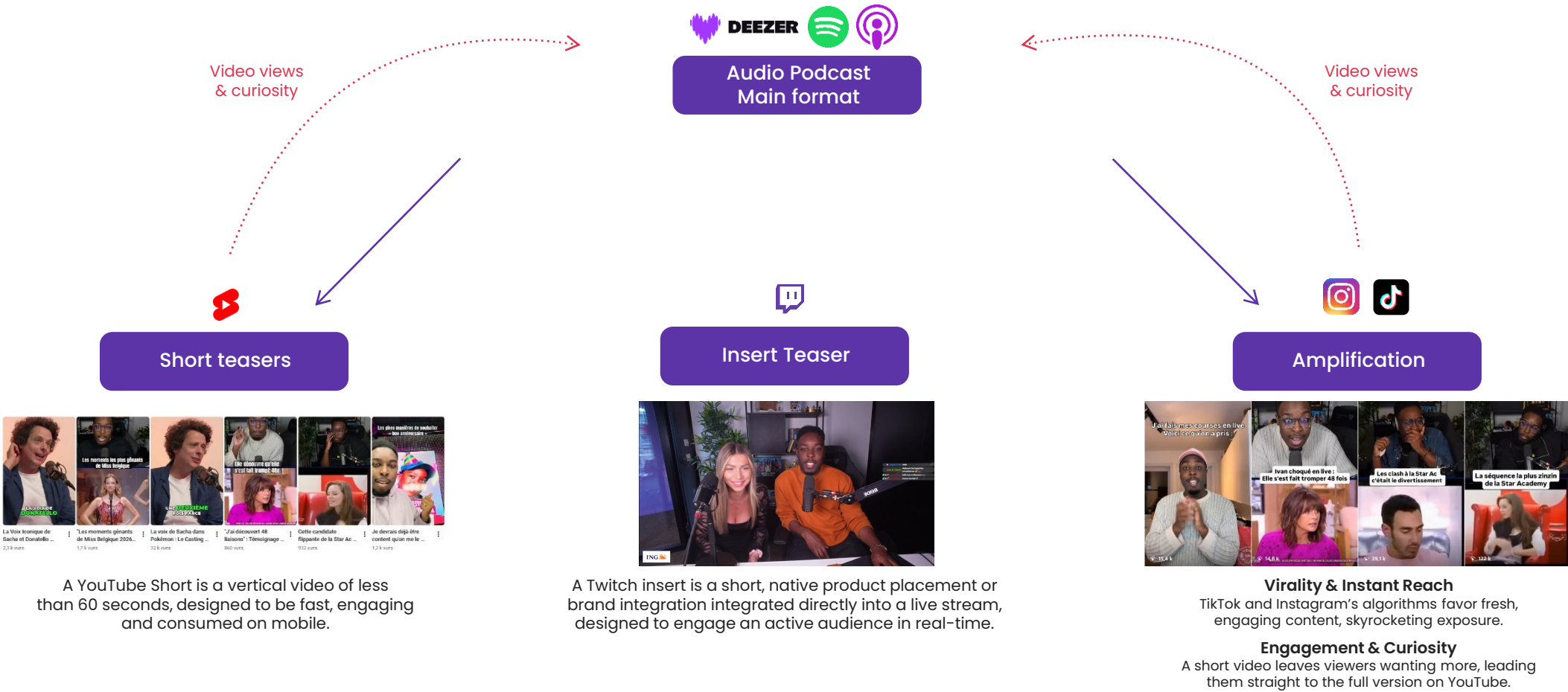


ivanmtbz • Publicité | On a répondu à vos questions avec pour les personnes qui veulent lancer leur business comme @eleonore.go et moi 🍀  
Si vous en avez d'autres, @ing.belgique vous met à dispo des pros grace au Starters Package 🍀  
#Business #Conseils #Starter #indépendant #entreprise



On parle business avec Eletalk et ING 🌍 Éligible pour des récompenses hebdomadaires

# Publication strategy



**Offer 2026**



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# Slice offer – 1 episode



**Broadcast** 1 episode / month (September and December)

**Mono-sponsorship** Max 1 sponsor

**Format** 20- to 40-minute episodes

## Podcast platforms



1 main format "Podcast audio" – In the 1<sup>st</sup> minute : "Partnership with the sponsor" integrated

N/A

## Youtube



2 Youtube Shorts (teasers)

4.500 Video Views estimated

## Twitch



3 Inserts teasing - In the 1<sup>st</sup> minute : "Partnership with the sponsor" integrated

3.000 Live Video Views estimated

## Instagram



1 Instagram Reel (best moment)

12.000 Video Views estimated

3 Instagram Stories (before publication)

3.000 Impressions estimated

## TikTok



1 Tik Tok Video (best moments)

10.000 Video Views estimated

**SLICE BUDGET : 4.000€ NETTO NETTO /1 EPISODE**

# Sectorial Cases



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# orange™

Signature storytelling for Orange Belgium, announcing the new live episode of the talk show "Non, peut-être" with Nicky Kusaa and Einifox.

By mentioning Orange Belgium, the creator highlights the vital role of connectivity in sharing interactive and entertaining moments, designed to bring the community together for authentic, unfiltered discussions during an exclusive live broadcast.

11.600 Video Views



25.000 Video Views



CLICK HERE



# Sector Banks & Insurances



Signature storytelling for Maes 0.0%, depicting a fun-filled games night with friends.

By mentioning Maes 0.0%, the creator highlights the importance of authentic, uncompromising moments of togetherness, designed to complement the atmosphere and friendly competition of a successful evening.

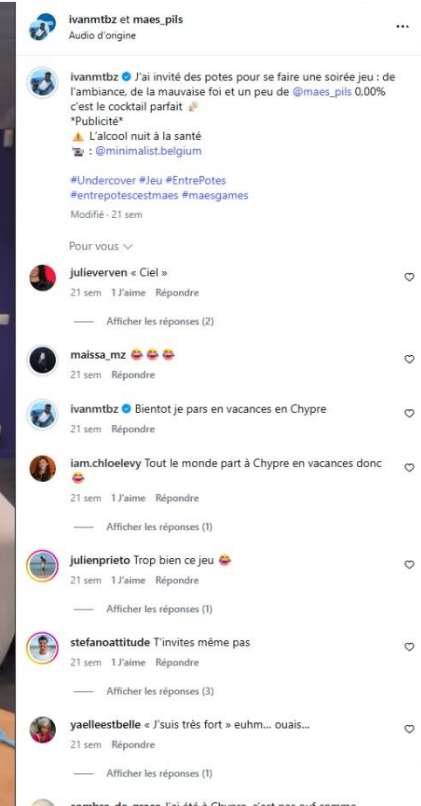
6.594 Video Views



26.000 Video Views



CLICK HERE



# Sector Service



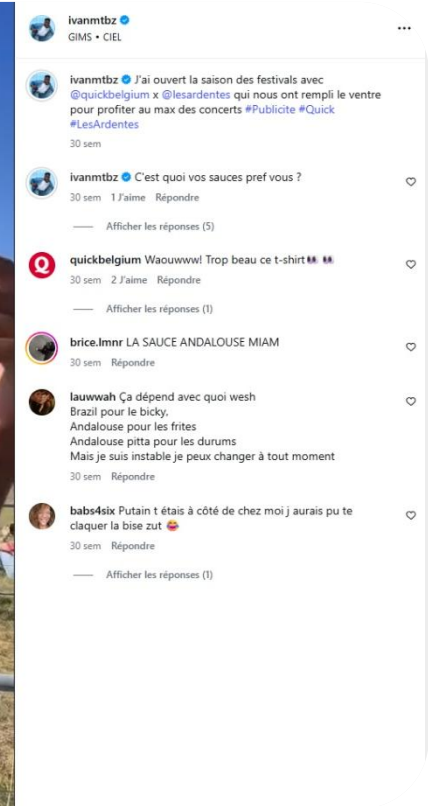
Signature storytelling for Quick, marking the start of the festival season in partnership with Les Ardentes.

By mentioning Quick, the creator highlights the importance of a generous fast-food experience at the heart of the event, designed to give you a boost of energy so you can make the most of the concerts with friends.

7.119 Video Views



CLICK HERE



# Sector Drinks



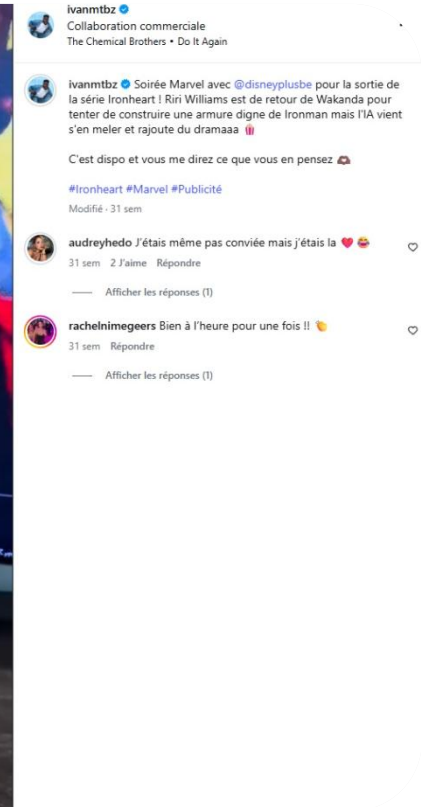
Signature storytelling for Disney+, showcasing an exclusive Marvel event to mark the launch of the Ironheart series.

By mentioning Disney+, the creator highlights the immersive experience of Riri Williams's world and the exclusive access to new epic stories, designed to offer fans of the franchise an intense viewing experience that blends technology and drama.

6.381 Video Views



CLICK HERE



# Coca-Cola

Signature storytelling for Jack Daniel's & Coca-Cola, depicting an exclusive evening to launch their new collaboration.

By highlighting Jack Daniel's & Coca-Cola, the creator emphasises the importance of sharing and conviviality during special moments with friends, designed to celebrate the union of two iconic brands in a festive and authentic atmosphere.

6.381 Video Views



CLICK HERE





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

[www.weareslice.be](http://www.weareslice.be)

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

**Slice**