

Luxleseul pranks

Social

Entertainment

Offre 2026

Slice

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.

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

Meet luxleseul

Profile

Who is Luxleseul x Lucas?

Lucas is a rising content creator who started barely a year ago and quickly became the “François l’Embrouille” of his generation. With his bold, offbeat humor, he has built a loyal community across TikTok, Instagram, and now YouTube where he reached 10k subscribers in just 60 days.

His videos regularly go viral, many surpassing millions of views. If you’re looking for an influencer who can capture attention through humor and authenticity, Lucas is the perfect fit. He champions spontaneity, kind-spirited humor, and genuine social connection, choosing partnerships that align with his playful yet respectful tone and favoring brands that share his human and accessible approach to content. Close to his audience, he cultivates an image that is both sincere and entertaining.

KEY SECTORS

- Food & Drinks
- Telco
- Entertainment
- Retail & FMCG

Brands seeking authenticity, approachability and content rooted in real-life situations naturally align with Luxleseul.

Slice



Profile



177k
Followers

AGE CATEGORIES :

13-17 - 4,5%
18-24 - 34,1%
25-34 - 47,7%
35-44 - 11,4%
45-64 - 2,4%

GENDER :

Men - 67%
Women - 33%

LOCATION :

Belgium - 38%
France - 45%



337.4k
Followers

AGE CATEGORIES :

18-24 - 53,5%
25-34 - 30,6%
35-44 - 5,5%
45-64 - 1,8%

GENDER :

Men - 65%
Women - 35%

LOCATION :

Belgium - 54%
France - 46%



29k
Followers

AGE CATEGORIES :

13-17 - 6%
18-24 - 41,9%
25-34 - 42,9%
35-44 - 8,1%
45-64 - 1,5%

GENDER :

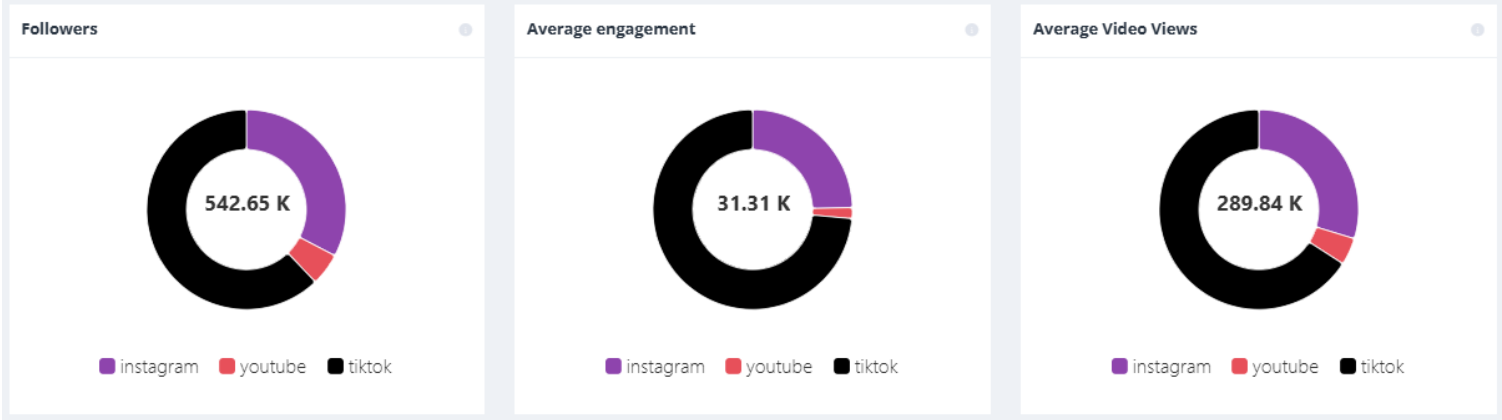
Men - 90%
Women - 10%

LOCATION :

Belgium - 28%
France - 51%





The impact of luxleseul



Engagement rate % : the percentage that shows how much people interact with what content creators post on social networks (such as likes, comments, shares, etc.).


3,37%
Followers


6,78%
Followers


2,27%
Followers



Luca's pranks concept

Concept

Using a mix of hidden cameras, direct interactions, props, and comedic timing, he captures authentic public reactions, making his content engaging and shareable. His videos are edited with fast cuts, text overlays, and sound effects to enhance humor and keep viewers engaged.

Ranked #1 in Comedy in Belgium on TikTok, Luxleseul maintains a strong connection with his audience through frequent posting and direct engagement. His ability to craft lighthearted, relatable pranks with a strong storytelling element has made him one of Belgium's most recognizable digital pranksters.



TU VAS DETESTER CE KINÉ !
(Caméra Cachée)

93 k vues • il y a 2 mois



ILS SAUTENT EN
PARACHUTE POUR LA...

24 k vues • il y a 3 mois



Rendre FOUS Les Gens à LA
MAIRIE - PRANK Ft. @Audre...

45 k vues • il y a 4 mois



Le Pire Boulanger ! (Caméra
Cachée)

49 k vues • il y a 6 mois



Je Rends Dingue Des
Inconnus Au Drive Prank !

82 k vues • il y a 6 mois



Le Pire Vétérinaire ! ft. @Nico
En Vrai (Caméra Cachée)

49 k vues • il y a 7 mois

Why working with Lucas ?

Lucas AKA Lux turns real-life moments into highly watchable content. Hidden camera, street interviews, humor, exaggeration, social experiments ; he captures raw, authentic reactions and transforms them into videos with exceptional retention.

What makes him stand out ?

- Instant, naturel on-camera energy
- A spontaneous, human, fast-paced style
- A rare talent for getting strangers to react within seconds
- Content that's fun, real and brand-safe

Why brands love working with Lux : he brings your brand into real situations, the kind people actually talk about. He makes simple ideas entertaining, relatable and incredibly shareable.

Working with Lux means you get :

- Strong visibility among a young and highly engaged audience
- Content that feels organic, not like an ad
- Authentic reactions that boost memorability
- Higher reach thank to natural virality

Available for :

- Branded hidden camera concepts
- Safe pranks
- Themed street interviews
- Positive social experiments

Got a message ?

Lux gets the reaction.

Got a product ?

Lux puts it into a moment people can't ignore.

Need visibility ?

Lux creates content that people want to share.

Why YouTube?

Spontaneous reactions

Videos capture natural reactions from participants, reinforcing authenticity.

Long-term visibility

A YouTube video remains visible for a long time, thanks to the algorithm that recommends videos based on engagement (likes, comments) and user interests. This enables the video to reach diverse audiences. This diversity of formats enables the brand to reach a wide range of segments.

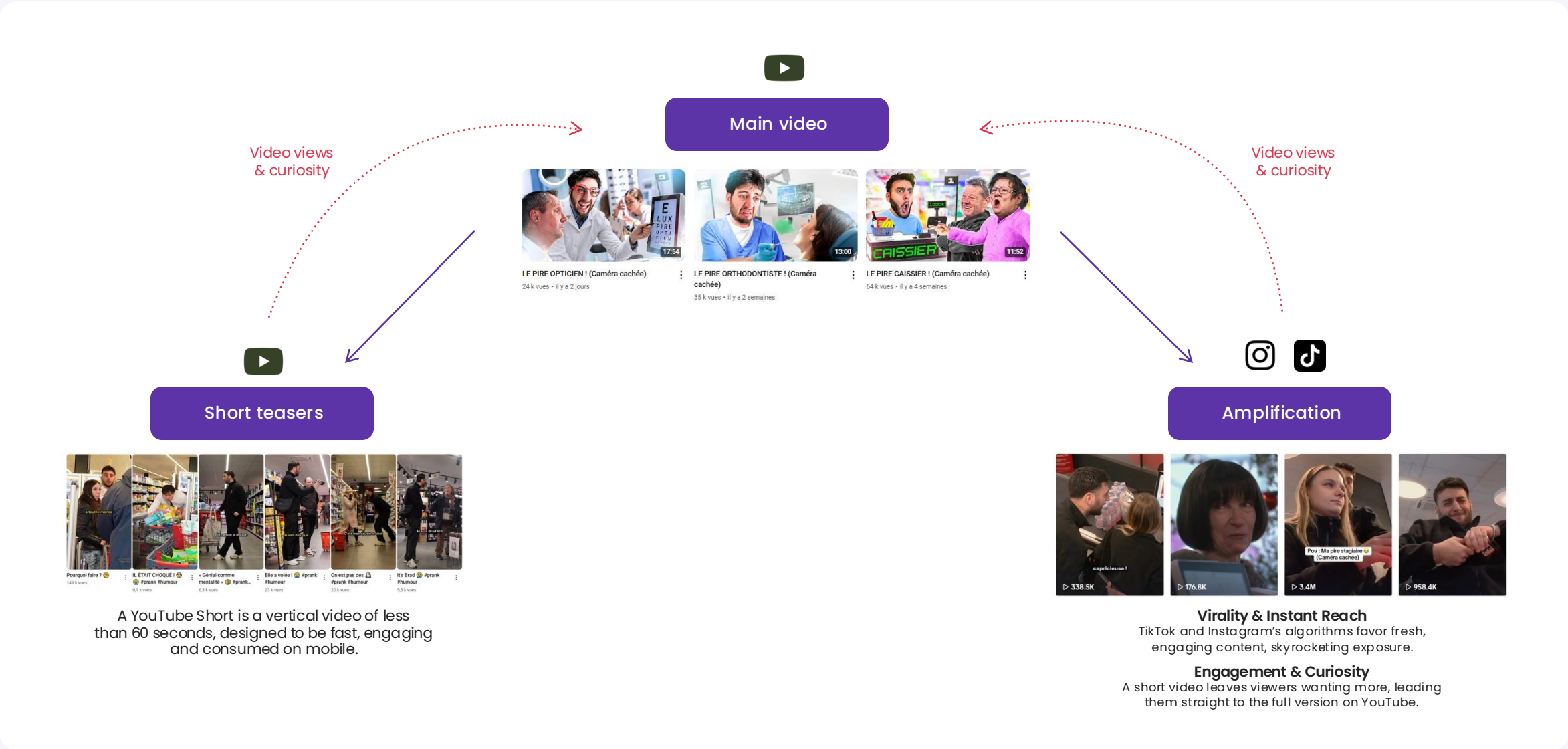
High engagement

Hidden cameras generate numerous reactions, and therefore a high rate of engagement, with regular shares and comments.

Sponsor integration

- Product placement: The brand is naturally integrated into the scenario
- Partner Logo thanks in video

Publication strategy




Offer 2026


Global content offer

Max 1 sponsor


Broadcast Wherever you want !

Youtube 

1 Youtube main format "Pranks"	25.000 Video Views estimated
2 Youtube Shorts (teasers)	10.000 Video Views estimated

Instagram 

4 Instagram Reels (teasers)	250.000 Video Views estimated
4 Instagram Stories (teasers)	100.000 Impressions estimated

TikTok 

4 Tik Tok Videos (teasers)	100.000 Video Views estimated
----------------------------	-------------------------------

SLICE BUDGET : 18.000€ NETTO NETTO

A large, solid red abstract shape that resembles a stylized letter 'D' or a rounded rectangle with a curved top and a pointed bottom. It is positioned on the left side of the slide, partially overlapping the text.

Sectoral examples

Sector Food



Concept of Hidden Cameras with Burger Brands.
Product Placement & Drive-in experience.



CLICK HERE



83.000 video views

Sector Food



Burger king outdoor experience promotion.



CLICK HERE



luxleul Collaboration commerciale
Audio d'origine

luxleul Publicité 🍔 T'sais le mec qui a rien compris
[@burgerkingbe](#) [@lebouchervegetarien](#)
[#crispieggieburger](#) [#NoChickAndChill](#)
25 sem

Pour vous ▾

audreyhedo 🤔
25 sem 1 J'aime Répondre

sami2bx 🍔
25 sem 2 J'aime Répondre

karine_1405 Excellent 🍔
25 sem Répondre Voir la traduction

okibay_ 🤔🤔
25 sem Répondre

salvaraison TSAIS LE MEC LA
25 sem 3 J'aime Répondre

— Afficher les réponses (1)

creachille_bxl Trop bien, c'est ou ?
25 sem Répondre

Aimé par leaaatsnt et 1172 autres personnes
29 juin

Ajouter un commentaire... Publier

83.000 video views

Sector Food



A fun and engaging shopping experience for Imperial.

This video of Lucas giving supermarket customers a taste of puddings captures attention with its quirky twist. It creates a spontaneous and entertaining interaction, attracting a curious and receptive audience, while offering a touch of fun.



CLICK HERE

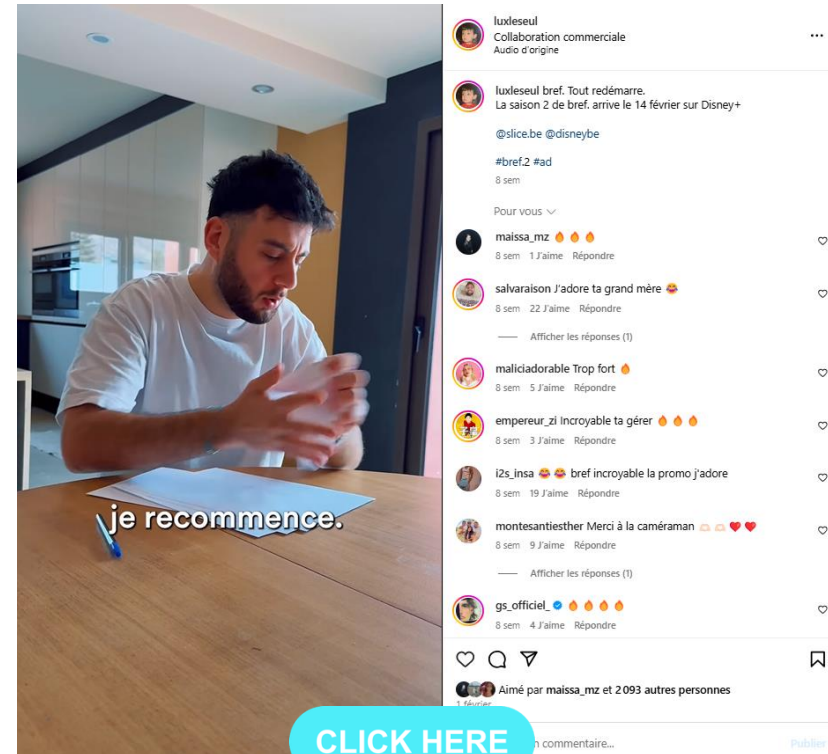
270.000 video views

Sector Leisure



Signature storytelling for the series to announce the highly-anticipated release of Bref season 2, instantly capturing the public's attention.

By mentioning Disney+, this collaborative video amplifies its impact and generates excitement among fans of the series, while engaging a new audience on social networks.



 88.700 video views

Sector Leisure

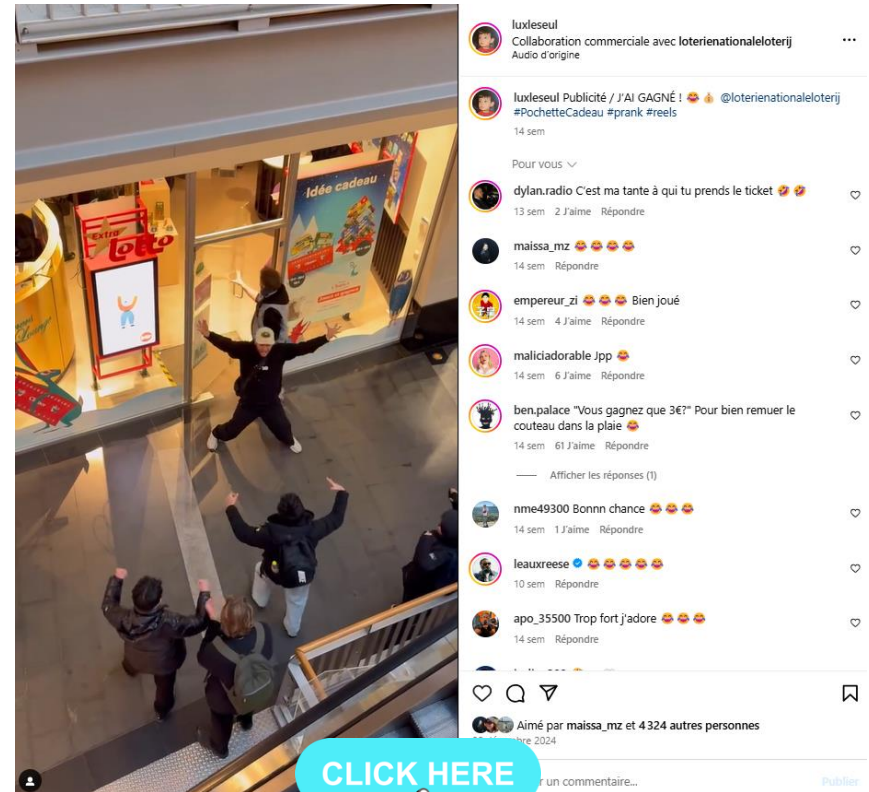


Loterie Nationale

Promoting “the brand” in this case Loterie Nationale

This humorous hidden-camera video highlights the National Lottery's gift bags.

Shot in the heart of a National Lottery boutique, this authentic content reinforces immersion and connection with the audience.



 124.000 video views

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

www.weareslice.be

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

Slice