

# Nickykusa Vendrediscipline

Social



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 Nicky**



*Slice*

# Profile

## Who is Nicky

Nicky Kusaa is a dynamic digital creator and Twitch Partner with a strong cross-platform presence. He engages a growing, young audience through high-energy gaming content, live streams, and short-form videos.

His TikTok boasts over 120K followers, making it a key driver of visibility and engagement. On Instagram, with nearly 5K followers, he reinforces his brand through curated clips, partnerships, and lifestyle content. His YouTube presence includes both long-form content and Shorts, supporting brand storytelling and audience retention.

Nicky leverages Twitch to build deep community engagement, with regular live streams and real-time interaction. He maintains a consistent personal brand across platforms, blending authenticity with entertainment value.

His multilingual reach and active engagement offer high potential for targeted influencer campaigns. Overall, Nicky Kusaa represents a rising creator with strong audience loyalty and multi-platform marketing value.

Gaming

Chatting

React

Slice



# Audiences & Profiles

@nickykusaa



**6.331**  
Followers

**AGE CATEGORIES :**

13-17 – 7,5%  
18-24 – 48,4%  
25-34 – 40%  
35-44 – 4,2%  
45-64 – 0%

**GENDER :**

Men – 82,4%  
Women – 17,6%

**LOCATION :**

Belgium – 16%  
France – 60,67%

**BEST CITIES :**

Brussels  
Paris  
Tokyo

@clip2nickykusaa



**126.515**  
Followers

**AGE CATEGORIES :**

13-17 – 8,3%  
18-24 – 63,8%  
25-34 – 23,5%  
35-44 – 3,4%  
45-64 – 0,8%

**GENDER :**

Men – 52,93%  
Women – 47,07%

**LOCATION :**

Belgium – 2,68%  
France – 34,08%

@nicky



**137.000**  
Followers

**AGE CATEGORIES :**

13-17 – 7,9%  
18-24 – 54,8%  
25-34 – 30,2%  
35-44 – 5,3%  
45-64 – 2%

**GENDER :**

Men – 78,97%  
Women – 21,03%

**LOCATION :**

Belgium – 6,92%  
France – 66,54%

@nicky\_kusa



**9.347**  
Followers

@nickyy



**26.600**  
Followers

**Last 30 days**

Minutes Watched : 1.070.212  
Uniques Viewers : 33.290  
Stream Duration : 73h  
Peak viewers : 1.032  
Average Viewers : 233

**LOCATION :**

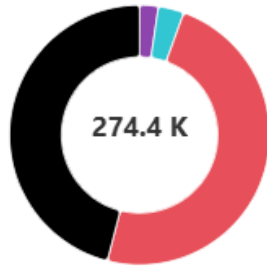
Belgium – 7%



# The impact

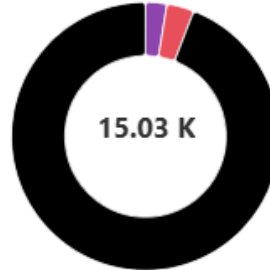


## FOLLOWERS



instagram twitter youtube tiktok

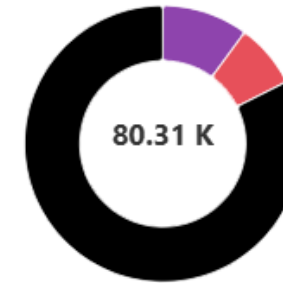
## AVERAGE ENGAGEMENT



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.

*Twitch is not included in this diagram*

@nickykusaa



**6.331**  
Followers



**219**  
3,91% Eng Rate



**3.209**  
Video Views

@clip2nickykusaa



**126.515**  
Followers



**7.991**  
12,56% Eng Rate



**63.484**  
Video Views

@nicky\_kusa



**9.347**  
Followers



**533**  
5,7% Eng Rate

@nicky



**137.000**  
Followers



**852**  
11,52% Eng Rate



**12.613**  
Video Views

# Market Recognition



Awarded **"Streamer of the Year"** at the NRJ Creators Night, Nicky Kusa confirms his position as a leading figure in the streaming landscape.

The NRJ Creators Night is a flagship Belgian event celebrating the most influential digital creators, recognizing excellence in content creation, innovation, and audience engagement across platforms. It gathers top talents, brands, and industry leaders, making it a key benchmark in the creator economy.

This award highlights Nicky Kusa's consistency, live entertainment skills, and his ability to build a highly engaged and loyal community in real time.

Through dynamic, interactive content and a strong on-screen personality, he creates immersive experiences that resonate deeply with his audience. This recognition reinforces his positioning as a premium partner for brands looking to tap into authentic, high-impact live engagement.



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**Vendrediscipline**



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# Concept

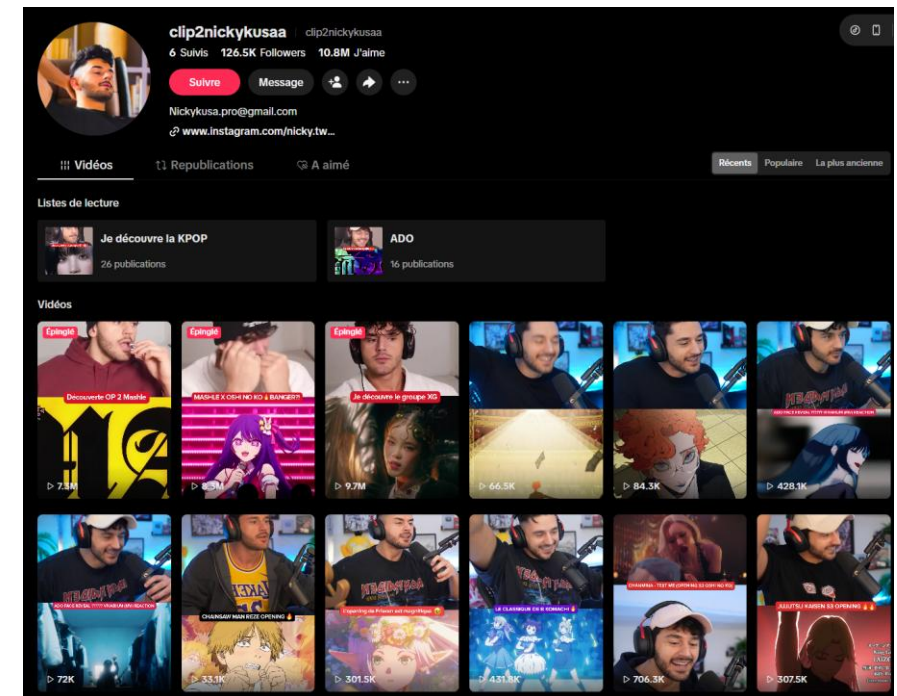
The Friday appointment on Twitch: Nicky steps away from his setup to take on a new sport live alongside experts in the field. Combining performance, discovery, and unexpected moments, "Vendrediscipline" delivers authentic, highly engaging content that is amplified across all of his social media platforms..

Live Twitch named "Vendrediscipline" where Nicky will perform different sports, accompanied by coaches or professionals of the discipline. In this offer, Nicky will perform different sports such as judo, mountain biking, boxing, parachute jumping,...

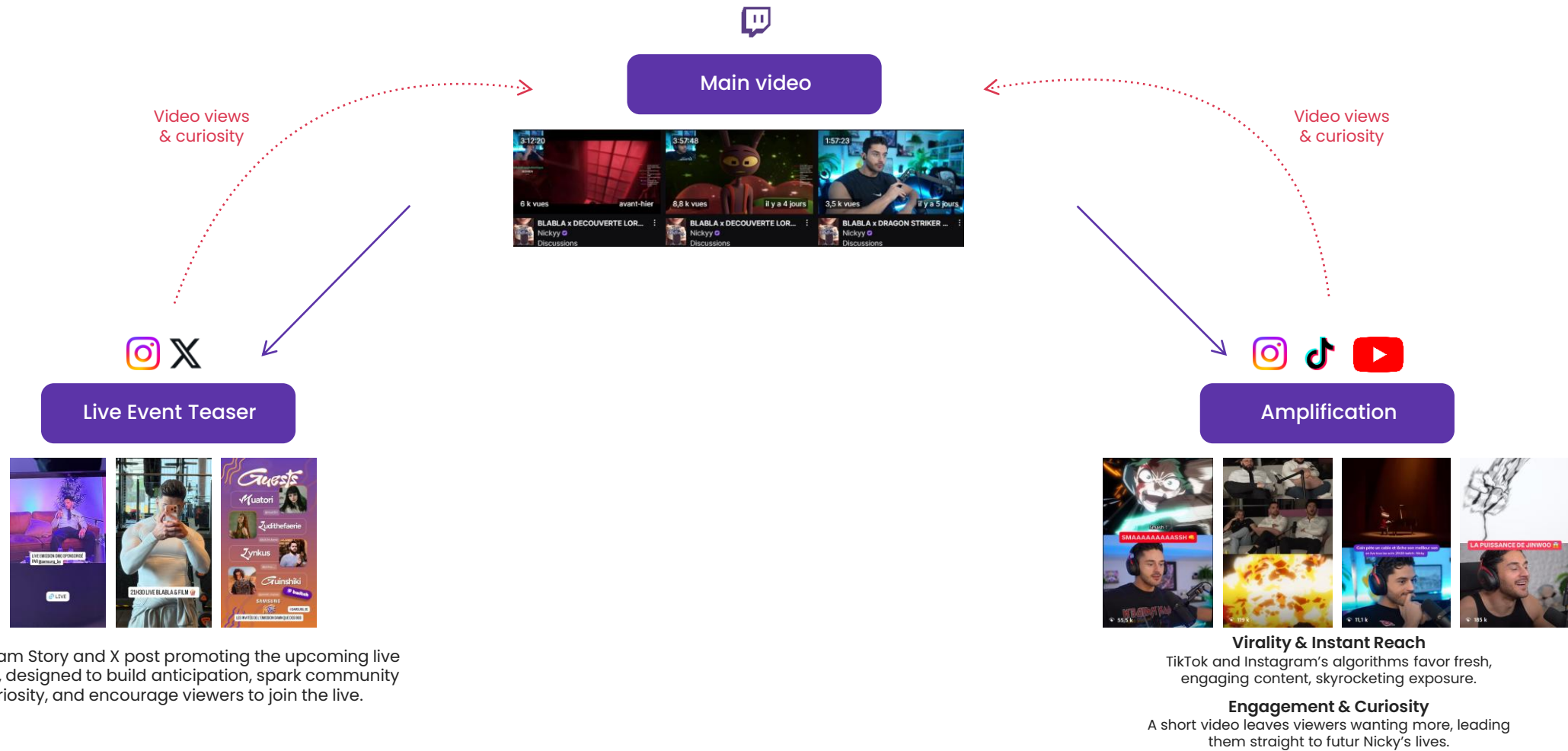
At the start of the live, the streamer will mention that the live is sponsored. He can highlight the advertiser as well as the brand's products. During the live, an automatic message (moobot) will indicate that the live is sponsored by the advertiser, with a link to the site. A brand logo will be present throughout the live stream.

At the end of the live, the streamer will thank the advertiser for sponsoring the live, recalling the product features that the brand wanted to highlight.

On other networks, Nicky will produce content on Instagram, Youtube, X and Tiktok before and after the live.



# Publication strategy



Offer



# Slice offer – 1 episode



**Broadcast : 1 / month**

**ESTIMATEDS VIEWS : 55.000 Views (all platforms)**

## **Twitch**



1 Live Twitch – Mention + Logo + Possibility of Product Placement

## **Instagram**



3 Instagram Stories (teasers) – Mentions + Logo  
1 Instagram Reels (Best of Moment) – Mentions + Logo + Possibility of Product Placement

## **TikTok**



1 Tik Tok Videos (Best of Moment) – Mentions + Logo + Possibility of Product Placement

## **X (Ex Twitter)**



1 Post X (teasers) – Mentions + Logo

## **Youtube**



1 Video Youtube (Best of Moment) – Mentions + Logo + Possibility of Product Placement

**SLICE BUDGET : 6.000€ NET NET**  
+ PRODUCT PROVIDED FOR PRODUCT PLACEMENT – POSSIBILITY FOR PAID MEDIA ON TOP

# Slice offer – 5 episodes



**Broadcast : 1 / month**

**ESTIMATEDS VIEWS : 275.000 Views (all platforms)**

## **Twitch**



5 Lives Twitch – Mention + Logo + Possibility of Product Placement

## **Instagram**



15 Instagram Stories (teasers) – Mentions + Logo

5 Instagram Reels (Best of Moment) – Mentions + Logo + Possibility of Product Placement

## **TikTok**



5 Tik Tok Videos (Best of Moment) – Mentions + Logo + Possibility of Product Placement

## **X (Ex Twitter)**



5 Posts X (teasers) – Mentions + Logo

## **Youtube**



5 Videos Youtube (Best of Moment) – Mentions + Logo + Possibility of Product Placement

**SLICE BUDGET : 23.000€ NET NET**

+ PRODUCT PROVIDED FOR PRODUCT PLACEMENT – POSSIBILITY FOR PAID MEDIA ON TOP

# Sectorial Cases



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# Sector Institutional



Gaming meets local flavors with APAQ-W & Nicky

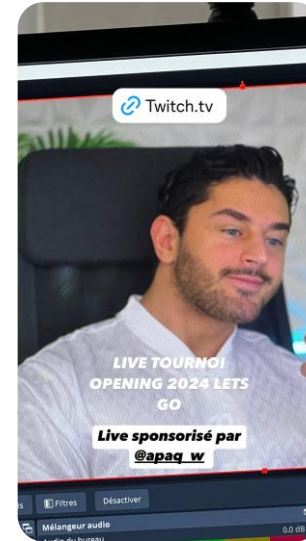
By bringing together Packam Gaming and APAQ-W in a fun and engaging gaming context, showcasing local products in an unexpected environment, and connecting with a younger audience through digital culture, this collaboration boosts visibility, modernizes the image of local agriculture, and creates a fresh and impactful brand experience.

If you want, I can also craft a more gaming-focused, more institutional, or shorter slide-ready version.

35.000 Impressions



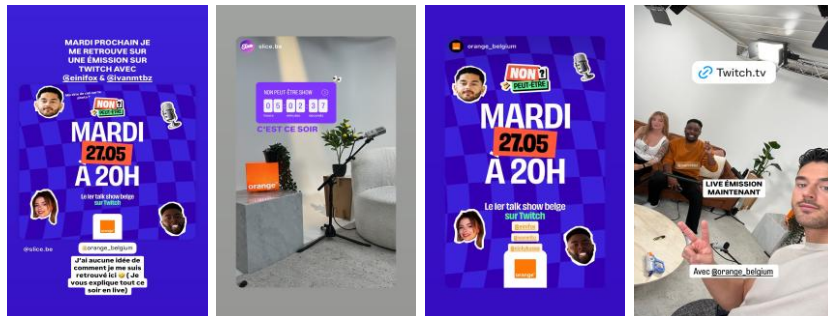
9.183 Live Views



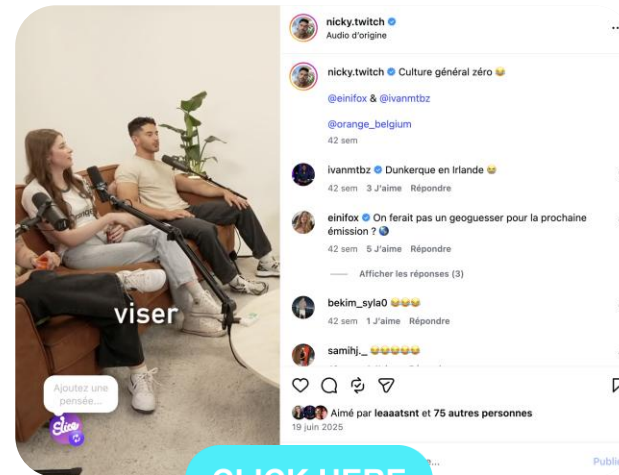
# orange™

Signature storytelling for Orange Belgium, announcing the new live episode of the talk show “Non, peut-être” with Ivan Bazi and Einifox.

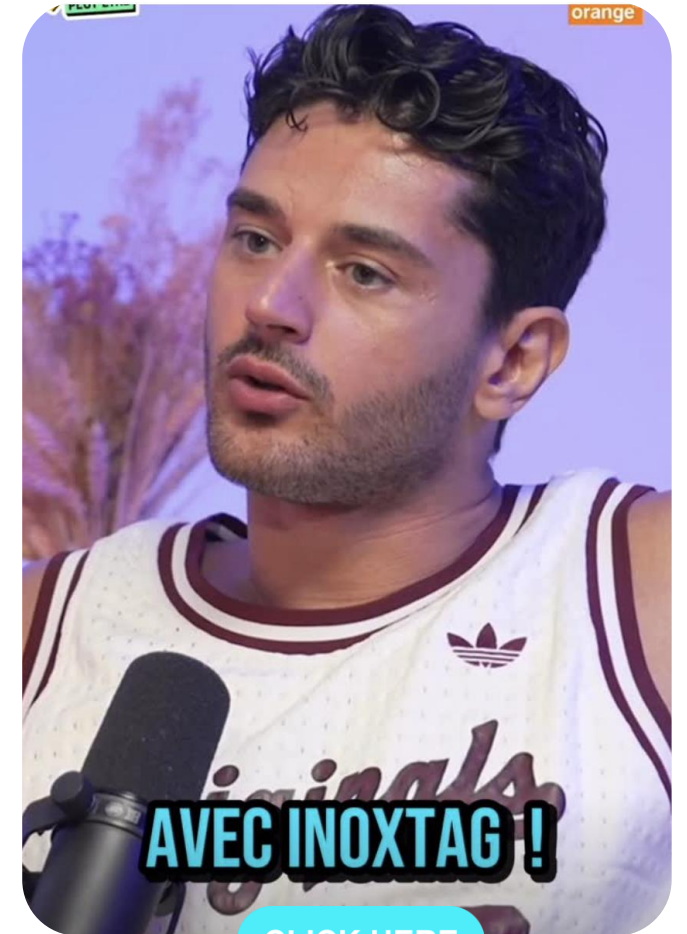
By mentioning Orange Belgium, the creator highlights the vital role of connectivity in sharing interactive and entertaining moments, designed to bring the community together for authentic, unfiltered discussions during an exclusive live broadcast.



- 57.000 Reach
- 17.000 Video Views
- 22.000 Live Views (3 lives)



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

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