

Social Content Opportunities

DIGITAL

Sport

Offer 2026



rtbf

OFFICIAL BROADCASTER



Food Express

For the 2026 FIFA World Cup, two iconic Belgian chefs take the Red Devils' fans on a journey that's both delicious and passionate!

- @JulienLapraille for the French-speaking audience and -
- @SandraBekkari for the Dutch-speaking audience.

Before **every match of the Red Devils**, they cook up a 100% Belgian recipe, reimagined with a twist inspired by the opponent's country.

- Example Belgium/USA : Beef burger with dark beer sauce and American cheddar
- Example Belgium/Brasil : Shrimp croquettes with chimichurri sauce

Each episode becomes a flavorful moment of connection, culture, and football passion.

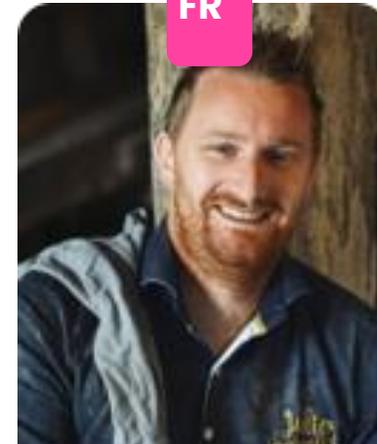
BROADCAST

- Media : Social
- Broadcast : Before Red Devils games
- Production : June
- Number of contents : 4 FR + 4 NL

Slice



FR



@JulienLapraille

NL



@SandraBekkari

1 Package

Starting from 50.000 €

The Biggest WC Fans

Behind every great team, there's an invisible squad – the ones who never score the goals, but make them possible.

“**The Biggest World Cup Fan**” is a unique short-form video series that shines a light on the unsung heroes of football: the people whose daily passion keeps the game alive. Our bilingual creator **@Dielsmk** steps into their shoes.

Each episode unveils a different behind-the-scenes profession:

- The **groundskeeper**, ensuring the pitch is flawless before kickoff.
- The **kit manager**, who prepares every last detail for matchday.
- The **physio**, keeping the players fit and ready.
- The **nutritionist**, crafting meals for peak performance.

Through humor, curiosity, and genuine emotion, **Dielsmk** reveals what makes these people the real heartbeat of football.

BROADCAST

- Media : Social
- Broadcast : Before World Cup 2026 – Red Devils games
- Production : June
- Number of contents : 4 FR + 4 NL

Slice



FR+NL



@Dielsmk

1 Package

Starting from 60.000 €

Kicker Cup



2026 World Cup, **our favorite content creators** will also be engaged in a **legendary battle... around a kicker table!** On **Twitch**, experience the most fun, competitive, and crazy kicker tournament of the year!

Four creators, four teams, one trophy to win. Between victory cries, bluffs, and legendary goals, anything can happen!

Before the big night, each creator will rally their community: recruiting teams, launching challenges on social media...
The atmosphere is heating up, **the rivalry is setting in**, and the fans are already ready to rock the chat!

And to make the event even more immersive, **a sports journalist** will be on site to interview the players, gather their reactions, and analyze the highlights as if it were the World Cup final itself.

A show that's **100% competition, 100% fun, 100% live**.
Get your teams ready. Warm up your wrists.
Kickoff is coming soon... and you're going to be the #1 fans!

BROADCAST

- Media : Social Platforms
- Broadcast : During World Cup 2026
- Number of contents : 1 FR (1 NL possible too)



@nickykusaa



@lemedtv

1 Package

Starting from 60.000 €

Eletalks Football



Eletalks Football brings Eleonore's signature energy to the heart of the 2026 World Cup.

Throughout the tournament, she'll do what she does best: hitting the streets of the city center to interview people micro-trottoir style, capturing real reactions, real opinions, and the pulse of the moment.

Multiple possibilities :

- On match days, she'll gather predictions, expectations, and hopes.
- The day after a match, she'll gauge the mood: Did they watch? What did they think? Do they believe they could've played better themselves?

Endless scenarios, always spontaneous, always entertaining. Eletalks Football is raw, authentic, on-the-ground content that gives the spotlight to the people; the ones who truly bring the World Cup to life.

BROADCAST

- Media : Social
- Broadcast : Before of after Red Devils games
- Production : June
- Number of contents : 2 videos + 3 stories FR

Slice



FR



@Eletalk

1 Package

Starting from 5.000 €

Younes on tour – WC Edition

Younes on Tour - World Cup Edition puts Younes Idrissi's energy and humor right into the heart of the 2026 World Cup.

Throughout the tournament, Younes will hit the streets to spark spontaneous, fun conversations with passersby.

His signature is mainly challenging people:

- "Who do you think will win the World Cup?"
- "Let me guess your origins" followed by "how confident are you in your team?"
- "Give me 6 countries competing in this tournament!"

He can also mix in some cultural challenges:

- "What does "Tabarnak" mean?"
- "What is a "couch potato" in America?"
- "How do you say "offside" in Spanish?"

Younes on Tour - World Cup Edition delivers lively, street-level content that brings fans' excitement, opinions, and energy to life.

BROADCAST

- Media : Social
- Broadcast : During the World Cup
- Production : June
- Number of contents : 2 videos + 3 stories NL

Slice



NL

@Younesidrissi_

1 Package

Starting from 10.000 €

Food Express

Social Content

DIGITAL

Food

Offer 2026



rtbf

OFFICIAL BROADCASTER



Concept

For the 2026 FIFA World Cup, two iconic Belgian chefs take the Red Devils' fans on a journey that's both delicious and passionate!
@JulienLapraille for the French-speaking audience and **@SandraBekkari** for the Dutch-speaking audience.

Before **every match of the Red Devils**, they cook up a 100% Belgian recipe, reimagined with a twist inspired by the opponent's country.

- Example Belgium/USA : Beef burger with dark beer sauce and American cheddar
- Example Belgium/Brasil : Shrimp croquettes with chimichurri sauce

Each episode becomes a flavorful moment of connection, culture, and football passion.



The reason why

1. The Content

- Short, dynamic videos designed for social media (crossposted on your page also !)
- Chefs' interactions, recipes, challenges, and football-inspired anecdotes.
- A warm, Belgian, and humorous tone — just like our supporters.

2. Influencer Marketing

Beyond the chefs, a community activation that brings everyone to the table:

- **Food creators** and **Red Devils fans** recreate and remix the recipes in their own way.
- Social challenge: **#FoodexpressChallenge**
→ “Which Belgian dish would you twist for our next opponent?”
- Amplified through influencer networks (and RMB media partners if you wish)

3. Multi-platform

Short videos (30–60 seconds) are published on **Instagram** and **Facebook**, ensuring strong visibility where audiences are most active and engaged on Distribution & Food Sector.

4. Frequency and Consistency

One video is released the day before each Red Devils match (minimum 4 matches per chef), creating a regular appointment for the community and strengthening audience loyalty.

@JulienLapraile



@Sandrabekkari

@julienlapraille



Offer subject to change - version of 27/10/2025



25.9K
Followers



71K
Followers

AUDIENCE LOCATED:

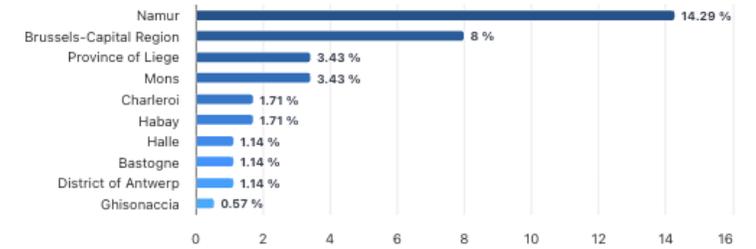
72.57% Belgium



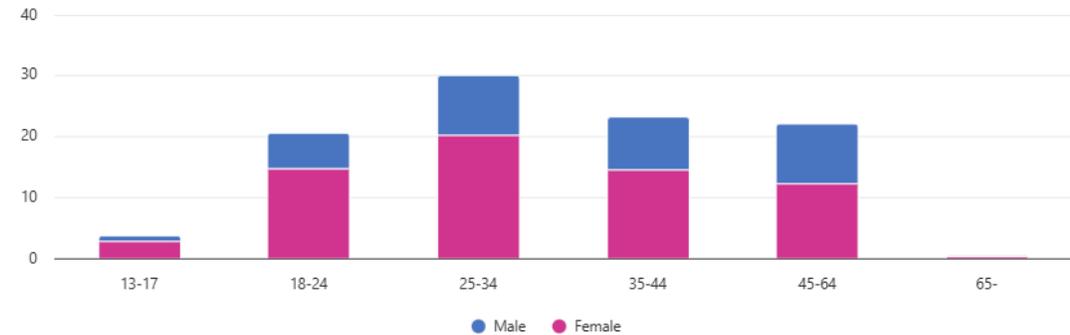
64.51%



35.49%



Age per gender



Previous cases

@JulienLapraille

FR





@sandrabekkari



163K
Followers

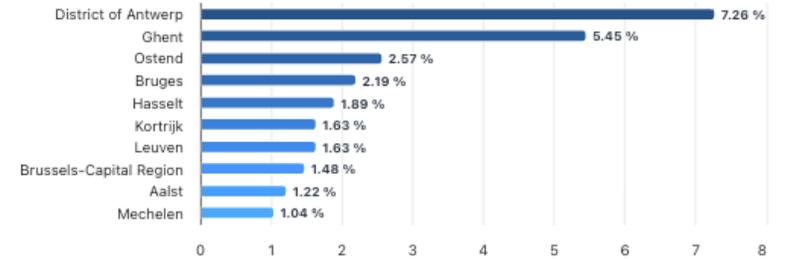
AUDIENCE LOCATED :
84.79% Belgium



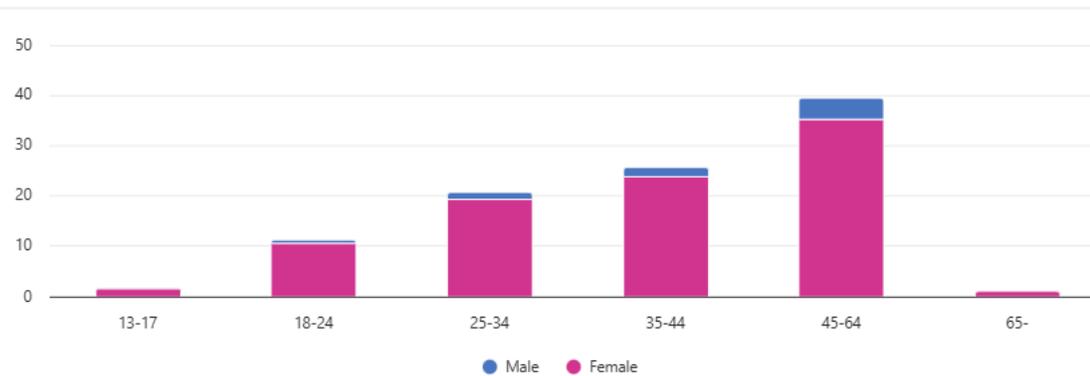
8.55%



91.45%



Age per gender



Previous cases

@ Sandrabekkari

NL



Rigoni di Asiago



Slice "Food Express"



Offer 2026

Broadcast

World Cup 2026

Total Contents 4 FR + 4 NL

Special Belgian Red Devils Games

FR @julienlapraille



Instagram Stories

4 Teaser Stories 4.000 Impressions/content

Total of 16.000 Impressions
ESTIMATED

Instagram Reels

4 Recipe Reels 25.000 Video Views/content

Total of 100.000 Video Views
ESTIMATED

Facebook Post

4 Recipe Videos 20.000 Video Views/content

Total of 80.000 Video Views
ESTIMATED

NL @SandraBekkari



Instagram Stories

4 Teaser Stories 25.000 Impressions/content

Total of 100.000 Impressions
ESTIMATED

Instagram Reels

4 Recipe Reels 100.000 Video Views/content

Total of 400.000 Video Views
ESTIMATED

1 Package – Influence Marketing & Production

Netto netto Price

50.000 €

The Biggest WC Fans

Social Content

DIGITAL

Content

Offer 2026



rtbf

OFFICIAL BROADCASTER



Concept

A tribute to football's hidden heroes : « **The Biggest World Cup Fan** » format

Behind every great team, there's an invisible squad – the ones who never score the goals, but make them possible.

“**The Biggest World Cup Fan**” is a unique short-form video series that shines a light on the unsung heroes of football: the people whose daily passion keeps the game alive. Our bilingual creator **@Dielsmk** steps into their shoes – becoming, for a day, one of those essential team members who make the magic happen.

From the perfectly trimmed pitch to the precisely balanced meals, every role matters. Each episode unveils a different behind-the-scenes profession:

- The **groundskeeper**, ensuring the pitch is flawless before kickoff.
- The **kit manager**, who prepares every last detail for matchday.
- The **physio**, keeping the players fit and ready.
- The **nutritionist**, crafting meals for peak performance.

Through humor, curiosity, and genuine emotion, **Dielsmk** reveals what makes these people the real heartbeat of football.



The Reason Why

1. The Content

- Short, immersive videos designed and crossposted on Dielsmk's pages for maximum reach.
- Each episode highlights one of football's **heroes**
- A mix of **authentic emotion, humor, and curiosity**, told through Dielsmk's bilingual and engaging personality.

2. Influencer Marketing

- A **human and community-driven experience**
- Dielsmk create authentic conversations about the **hidden side of the game.**
- A bilingual approach (FR/NL) that speaks to the **entire Belgian audience**, amplified through influencer collaborations → "Who's *your* hidden hero in football?"

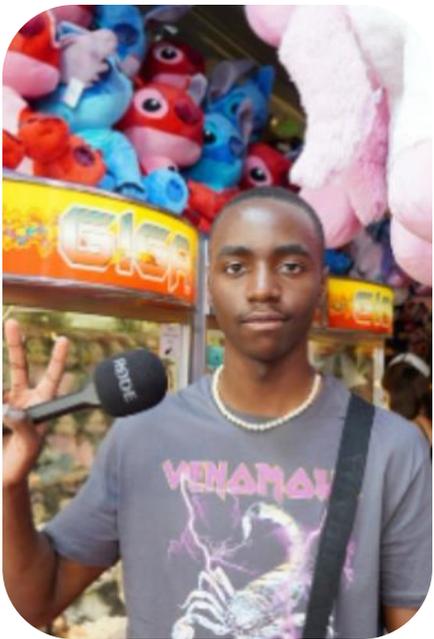
3. Multi-platform

- Short (30–60 sec) videos distributed across **Instagram, TikTok, and TikTok to create engagement**
- **Long format (20–25 min)** offering reach across entertainment, sport, and youth platforms.
- Perfect fit for **sportswear, food & drink, or mobility brands** seeking authentic storytelling

4. Frequency and Consistency

Before starting the Group Phase competition (to be defined)





@dielsmk



349.6K
Followers



254.5K
Followers



364K
Followers

AUDIENCE LOCATED : 71.61% Belgium

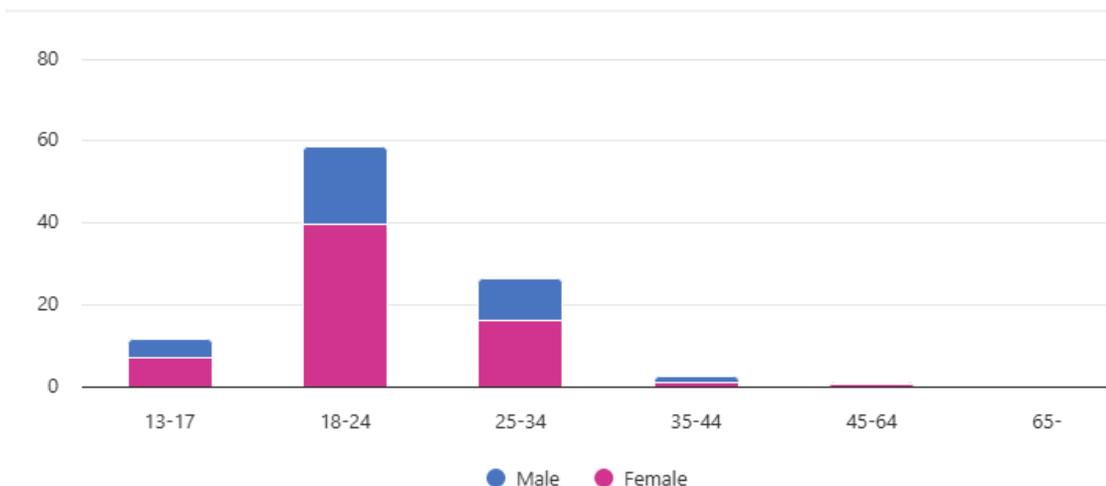


35.69%



64.31%

Age par sexe



Slice "The Biggest WC Fans"



Offer 2026

Broadcast Before World Cup 2026 **Total Contents** 1 Main Content + 14 Shorts

Promotion

Instagram Stories

2 Teaser Stories 5.000 Impressions/content
Total of 10.000 Impressions ESTIMATED
2 IG Reals 17.500 Impressions/content
Total of 35.000 Video Views ESTIMATED

Youtube Shorts

1 Teaser Shorts 6.000 Impressions/content
Total of 6.000 Impressions ESTIMATED

Tik Tok Video

2 Videos Posts 25.000 Videos Views/content
Total of 50.000 Video Views ESTIMATED

Broadcast

Youtube

1 Long format 100.000 Video views
Total of 100.000 Video Views ESTIMATED

Amplification

Instagram Stories

2 Teaser Stories 5.000 Impressions/content
Total of 10.000 Impressions ESTIMATED
2 IG Reals 17.500 Impressions/content
Total of 35.000 Video Views ESTIMATED

Youtube Shorts

1 Teaser Shorts 6.000 Impressions/content
Total of 6.000 Impressions ESTIMATED

Tik Tok Video

2 Videos Posts 25.000 Videos Views/content
Total of 50.000 Video Views ESTIMATED

1 Package – Influence Marketing & Production **Netto netto Price 60.000 €**

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

sales@rmb.be

www.rmb.be

[@RMB Regie Media Belge](https://www.instagram.com/RMB_Regie_Media_Belge)

[@regiemediabelge](https://www.facebook.com/regiemediabelge)

