

DJ's & music endorsement



2 PAC

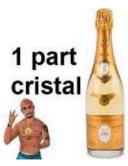
Alizé has pioneered music endorsement at the end of the 90' in the US <u>Thug Passion - 2Pac</u>

"Hip-hop's role in the beverage industry is taken for granted now, but back in the 90s it was Pac who set that precedent"

Read more on our German partner website http://www.urban-drinks.co.uk

And on Wikipedia











Nino Brown

(Australia)

DJ Nino Brown from Australia has been supporting Alizé for many years

http://www.djninobrown.com/

https://www.facebook.com/djninobrown

He's been voted as the best DJ at the 2006 and 2007 Urban Music Awards
He's also known for his *Blazin'* series, a urban DJ compilation





Your Shot DJ Competition

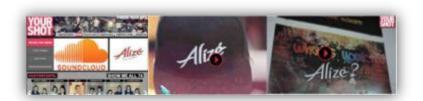
(Australia)

Concept:

- Alizé has been a supporting sponsor of Your Shot DJ Comp since 2010 for non-experienced wannabe DJ's
- 2010 = Sydney. 2011 = Sydney, Melbourne, Brisbane with over 3,600 registering to be part of the top 216 contestants. In 2013, the event will run through the same cities + Perth + Adelaide + Auckland (NZ)
- Prizes: International DJ sets, Australian festival set, celebrity DJ mentoring, club residencies

All Your Shot videos

More videos on brand activities in Australia







Savage (New Zealand)

DJ Savage has been supporting Alizé for a couple of years in New Zealand

https://www.facebook.com/SavageDkonz

DJ Savage became famous in the US thanks to the hit comedy « Knocked up ». He's a founding member of New Zealand most prolific Hip Hop group the Deceptikonz

More on:

http://www.youtube.com/DawnRaidMusic







Alizé Mix Squad

(USA)

Concept:

- National DJ program created by US distributor: connect consumers to the freshest club DJs while offering fans the opportunity to sample Alizé specialty cocktails during Mix Squad sets (NYC, LA, Miami, Chicago...)
- In 2011 the Alizé Mix Squad was the first of its kind all-female DJ program
- DJ's were: DJ Kiss & Nina Sky (NYC) DJ Rashida (LA) DJ Nina Drake & DJ DimePiece
 (Chicago) DJ Eque (Houston) Jessica Who? (Miami)

Alizé Mix Squad Video











For more information, do not hesitate to contact us:
Séverine Chomat <u>s.chomat@letl.fr</u>
Caroline Jouanno <u>c.jouanno@letl.fr</u>
Marie Barès <u>m.bares@letl.fr</u>