

DANCE4LIFE: OUR BRAND



dance4life believes in the power of branding to connect with youth. Young people think of us as “serious fun”: upbeat, energetic, healthy and innovative. Our brand philosophy is all about peer-to-peer communication: dance4life becomes an integral part of young people’s lives: we’re equals and we’re in it together. Through our celebrity ambassadors, dance events and online campaigns, we establish a personal connection, we speak their language and understand how they think. The brand is the glue that ties all of dance4life’s efforts together: it’s how we involve our partners, peer educators and ambassadors in making the world a healthier place.

Public ambassadors



Hardwell
Number 1 DJ of the world



Doutzen Kroes
International supermodel



The Partysquad
Dutch top DJ's

Our ambassadors are celebrities –singers, actors, DJs, dancers- that personify our brand and play a vital role in spreading our message. dance4life ambassadors are positive role models for teenagers and influence their perceptions, behaviors, and attitudes. When dance4life ambassador Hardwell - the world’s highest grossing DJ - gives a performance or when supermodel Doutzen Kroes tweets about our work, tens of thousands of young people tune in and take notice. Their personal commitment and media presence are essential for our brand identity and make young people feel truly involved.



Raising awareness

Our brand identity shapes our public campaigns to create awareness around HIV and young leadership among the general public. Awareness is essential for the success of our school programs: it's how we create a more tolerant and cooperative environment for youth, and it helps us to convince schools, governments and clinics to join us. dance4life engages the general public through campaigns, social media, TV and radio commercials, special events and dance concerts. Raising public awareness is also an important part of our Four Step Concept in every country that we work in: our agents4change use our brand to spread dance4life's message in their environments and build local communities that support our work and raise our public profile.

Corporate partnerships

Our passion for branding can create value for other brands by helping them make a difference in the lives of others. dance4life has been a part of the public campaigns of a number of international brands by promoting a healthy lifestyle, young leadership and positive energy. dance4life enables corporate partners to speak out for the rights of young people and connect with them on a bigger idea. Through joint campaigns, events and by mobilizing communities of employees, we seek to establish long-term partnerships with companies that share our commitment to global health issues. Some examples of the international brands we collaborate with: Alda, Exterion Media, Glamour, Johnson & Johnson, MAC Aids Fund, MTV Staying Alive Foundation, Dutch National Postcode Lotteries, Starbucks Foundation and Vodafone.

Social media

dance4life stays connected with young people on Facebook, Twitter and YouTube. Our online presence, including that of our ambassadors, totals over 16 million followers. We use social media to keep young people tuned in to what is happening in our programs around the world. We connect agents4change, peer educators and global citizens and make them feel part of one global community. In addition, a number of our local implementing partners actively engage their environments through online platforms and social media, that are designed by and tailored to young people in our target audience.

Please visit dance4life.com for more information about our work and how to support us



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