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BIG GROUP DEVELOPING NEW BRAND IDENTITY FOR DANCESTAR

LONDON, 16 November 2015: Big Group has recently announced a partnership with Dancestar Ventures, the pioneering media platform for electronic music to develop the Dancestar Electronic Music Awards identity in global markets.

The partnership will see Big Group working with Dancestar to implement the brand across Asia, the Americas and Europe through the design and build of digital media assets plus social media strategy and management.

Dancestar recently announced a strategic partnership with GroupM to bring the Electronic Music Awards Show to Asia and other key television markets and Big Group will help create the brand assets worldwide.

The first project is Dancestar Asia, a new territory for the awards show which is scheduled to be held in Singapore in December 2016, Big Group's expertise will be used to build awareness across social media & Digital Video platforms for the TV driven show as its rolled out around the world.

Nick Scott, CEO of Big Group comments, "With Big Group's heritage in music, being able to help develop the Dancestar brand on a global scale at such an important time for the electronic music industry is an exciting prospect".

Commenting on the GroupM partnership, Josh Black, CEO of GroupM Content APAC explains, "The EDM industry is exploding right now and we will be helping Dancestar drive a range of commercial opportunities from partnerships through to licensing, broadcast and content distribution".

Andy Ruffell, CEO of Dancestar adds, "Big Group provide unrivalled expertise in brand development, social and digital media so they were an obvious choice to help make Dancestar a truly global brand. Dancestar is the only EDM brand that has a proven TV track record, Big Group & Group M will enable us to deliver a measurable platform for major brands to engage with EDM Culture in a way that's not possible right now".

ABOUT BIG GROUP

Founded in 1991, Big Group is an integrated marketing communications agency providing digital, creative and marketing services through key verticals to companies in B2B and B2C sectors. Big Group have been an Econsultancy Top 100 interactive agency since 2003 and are ranked in the Top 10 of The Drum Client Satisfaction Survey. In 2014 the agency were winners of three industry awards in the events, social media and integrated brand campaign categories.

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ABOUT GROUPM

GroupM Content is the Content Division that sits within GroupM - the world's largest global media investment operation. GroupM serves as the parent company to WPP media agencies including Maxus, MEC, Mediacom and Mindshare, as well as Xaxis. According to RECMA, GroupM manages USD\$105 billion in media invested by its clients.

ABOUT DANCESTAR

Electronic Music is a \$4bn global market, its superstar DJs earn in excess of \$30m a year the growth of Electronic Music over the last few years has been staggering, driven by the insatiable appetite of Millennial's for DJ & Electronic Music Culture. A DJ (Calvin Harris) recently broke Michael Jackson's record for No.1 singles in the UK.

Dancestar Ventures is a fully integrated media company focused on creating the first global Multimedia Electronic Music platform. Dancestar™ Electronic Music Awards, Dancestar Live™ & The Electronic Music Hall Of Fame™ are one of a kind events developed by and for Electronic Music fans in this ever expanding and important market segment.

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