

This



Australian Played Promo Kit

FOR NIGHTLIFE CLIENTS



AUSTRALIAN
PLAYED™



nightlife
music for business™

Australian Played Promo Kit

Thanks for your interest in Nightlife’s Australian Played campaign to support Aussie artists during November’s AusMusic Month!

In this kit, you’ll find all the resources you need to show (and promote) your support for Australian artists and the wider Aussie music industry.

Straight off the bat, here are the key points to share with your customers about AusMusic Month, and how they can use your Nightlife system to support Aussie artists:

- *Every time they select a song by an Australian artist on crowdDJ®, they get paid.*
- *By playing and featuring Aussie music during AusMusic Month, your business is directly supporting the Australian music industry.*
- *To join in on the fun, customers can use the crowdDJ® app to select music by Australian artists. They just need to look for the Australian Played logo.*
- *To keep the all-Aussie party going after they leave your venue, customers can connect their Spotify account to the crowdDJ® app and grab a copy of our playlist.*

In-Venue Promotion

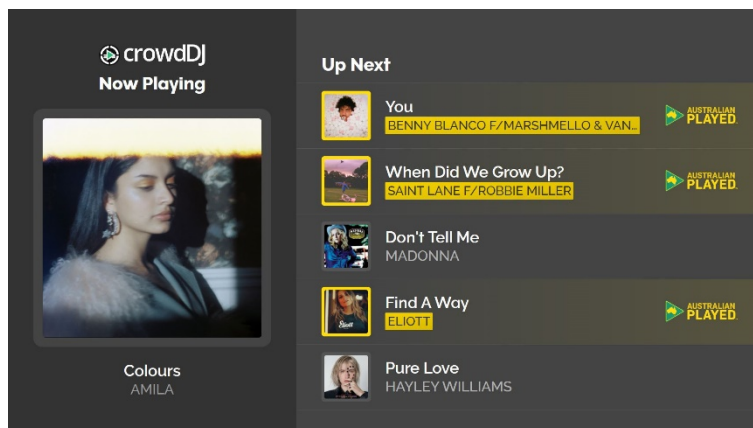
Your Nightlife system is fully equipped to help you support Australian artists, and promote them to your customers.

Here’s how we can help you demonstrate that your business is a real local-loving legend.

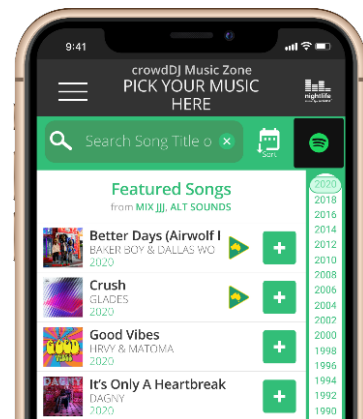
Put Your Screens to Work

If you’ve got Nightlife screens, your first priority should be to make sure they’re switched on and that the ‘Now Playing’ slide is visible.

Whenever **Australian music** is played in your venue, the **Australian Played logo** will automatically display beside that song. This logo will also be visible on Aussie songs in the **crowdDJ app**.



1. Digital Advertising - Up Next



2. crowdDJ App - Australian Played

You can also use your signage (and social media channels) to educate customers and patrons on how they can choose Australian-made music to play.

As a Nightlife client, you can access a suite of digital signage we've built for you to use on your screens. You'll find it in the Advertising Library section of your Manage My Nightlife app.

Promote crowdDJ with QR Codes

New to Nightlife this AusMusic Month are **venue specific QR codes** that can appear on digital signage or posters and make it easy for your customers to select local music using crowdDJ®!

When scanned from a screen or poster, these venue-specific QR codes generated by Nightlife will redirect customers to a web version of the crowdDJ® app, where they can see what artist is playing in the moment and scroll through your all-Aussie playlist.

To access this digital signage, head to the Advertising Library in the Manage My Nightlife app.



3. On Screen QR-Code Example

If you don't have screens in your business and want to take advantage of this QR feature, we can easily create a poster design for you to print up and place around your venue.

All you need to do is contact your Account Manager and let them know you're looking for QR code posters.**

** You will need crowdDJ® set up for your venue in order for this feature to work. To chat about getting crowdDJ® into your business today, contact your Account Manager.

Create a Spotify Playlist Barcode

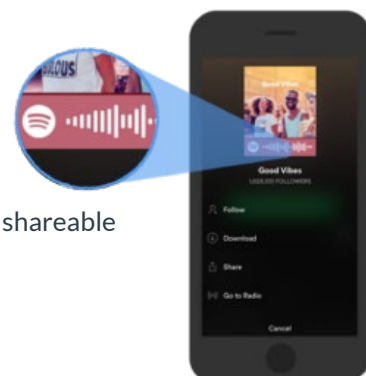
"We support Aussie music, take our playlist home!"

Our crowdDJ® and Spotify integration will help you take your love for local one step further.

You can turn your venue's all-Aussie Nightlife playlist into your own branded playlist on Spotify. Then, you can generate a Spotify barcode to share with your customers on socials, in newsletters, via email and on your screens!

Here's how to do it: Within the Nightlife Manager app, simply **Connect to Spotify** and select **Copy the Playlist** from the menu.

This will copy the current playlist to Spotify where you can export your unique Spotify code. This playlist is then playable and shareable from your business' Spotify account.



4. Sharing a Spotify Code

How to Share from Spotify:

<https://support.spotify.com/us/article/share-from-spotify/>

If you don't have a Spotify account or would like a more customised Aussie playlist, our team is more than happy to help, all you need to do is [contact us](#).

Make The Most Of Nightlife's Curated Playlists

Want to introduce even more Aussie artists and songs into your venue's Nightlife soundtrack?

We can help! Our team of music experts are ready to work with you to create the ultimate all-Aussie atmosphere, no matter your business, brand or location.

Whether it's Aussie pop, Indie, the best selection of our First Nation's artists, Rock, or Jazz, we have an Australian list that will work in your venue.

Contact your Account Manager today to chat about what kind of vibe, image and brand you're wanting to build with all-Aussie artists, and we'll get to work.

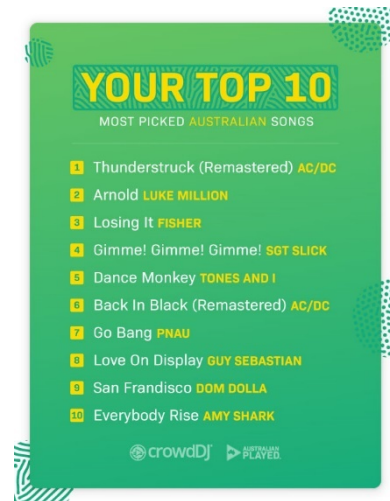
Your Play Data Can Also Show Your Support

Did you know Nightlife clients can gain access to their play data upon request?

Play data offers real insights you can use to show decision-makers, boards and consumers you aren't just *saying* you love Aussie artists, but you *are actively supporting* the Australian music industry through regular promotion and repeat plays.

Get this data onto your TV screens, posters or even coasters to show customers just how far your support has gone during AusMusic Month.

To grab your crowdDJ® report, contact your Account Manager today.



5. Example play data from 2020

Online Promotion

The internet is the ultimate tool to amplify your support for the Australian music industry, and show potential customers your business is a team of local-loving legends.

Here are some ways to engage online audiences.

Social Media

Spread the word! **Use your social channels** to get customers and followers dancing, singing and connecting with Aussie music and artists.

Not sure where to start? Check out these examples we've added to our [Promo Kit](#).

Hashtags

Hashtags are fun, easy and a powerful branding tool. Make sure to **share every AusMusic Month post with the same hashtags**, and post regularly to ensure your content is getting seen.

↳ Main Hashtags

[#AustralianPlayed](#) [#AusMusicMonth](#)

↳ Secondary Hashtags

[#nowplaying](#) [#listenlocal](#) [#crowdDJ](#) [#NightlifeMusic](#)

CONTENT	URL
Social Media Assets	https://www.dropbox.com/sh/y336hh2yru34hpb/AADbwLdFbEuizbLLdsxy10CKa?dl=0
Australian Played Photos	https://www.dropbox.com/sh/u4wad9t0trtrng8/AAA7XC_45GZvXGJOZyRq-HWea?dl=0
Digital Signage & Poster Art	https://www.dropbox.com/sh/tl2z4y1efknejw5/AADcPLRk5Z1_17jS5jSKZmPRa?dl=0
Email Templates & EDMs	https://www.dropbox.com/sh/s7o6tuhh0ky40pf/AAAs-tF9pdNlvELWgaiKEFJQa?dl=0

On Your Website

Broadcast your support by **getting the Australian Played logo onto your website**, and linking it to the Australian Played website.



<https://www.dropbox.com/sh/k25tnq3tnfujm7h/AADrsSQzXRpCrijlIrUHTeqKa?dl=0>

This shows online visitors you're a supporter of Australian music and makes it easy to learn more about the Australian Played campaign.

Remember: The Australian Played logo is the key to playing the right music and ensuring you're supporting Aussie artists.

This image is what your customers, and you, need to look for when selecting songs to play from the crowdDJ® or Nightlife system.

We've made sure that the Australian Played logo is also displayed across Nightlife's screen network in 5000+ venues, as well as on crowdDJ® apps and Kiosks when Aussie songs are played.

On Your Blog

If you've got a blog then it's time to flex those bragging rights.

Create a post highlighting how you're supporting Australian artists during AusMusic Month and make sure you promote it across your socials!

↳ **Need some help getting started? Check out these shareable articles.**

[Aussie Artists Play Centre Stage in Nightlife Venues](#)

[Keeping Australian Played With A Continued Focus On Aussie Made](#)

In Your Inbox

Email Newsletters

Got an email database with customer contacts? Make sure to **reach out during AusMusic Month!**

Let past, present and potential customers know you support Aussie music, as well as show them how they can get onboard.

This is where the **talking points we mentioned above** can help you design engaging content that shares your message and gets others involved!

If you're not sure where to start, we've got you covered. Check out these examples we've created for businesses that use a Nightlife system and/or the crowdDJ® app to send to customers.

Download our Email / EDM Templates here:

<https://www.dropbox.com/sh/s7o6tuhh0ky40pf/AAAs-tF9pdNlvELWgaiKEFJQa?dl=0>

Email Signature

Want to go the extra mile? If you regularly send out email communication to your customers, consider adding the Australian Played logo to your email signature!

You can place it next to an attention-grabbing one-liner, like 'We support Australian Music.' And link to the official Australian Played website. For more info head here: australianplayed.com.au

November Aussie Music Events

Alongside playing local Aussie music, there are also plenty of events for you, your staff, your customers and your venue to take part in to support the Australian music industry in November.

AusMusic T-shirt Day – Fri 19 Nov

Support Act’s AusMusic T-shirt Day is Friday the 19th November, and it’s a brilliant way to show your support and great fashion sense.

Get staff and customers involved by encouraging everyone to wear their favourite Aussie artist or band T-shirt.

Support Act is an Australian charity delivering crisis relief services and mental health support to artists, artists managers, crews and music staff.

Consider working with them during AusMusic Month by taking donations at your venue or helping guide customers on how they can show their support, like buying a t-shirt or making a donation!

To learn more about AusMusic T-shirt Day, visit the Support Act website [here](#).



Nightlife Music’s post for #ausmusicshirtday [Instagram]

If you want to see how other businesses have engaged staff and encouraged customers to support Aussie music on this day, all you need to do is search the hashtag [#ausmusicshirtday!](#)

ARIA Music Awards – Wed 24 Nov

The 35th ARIA Music Awards will be held on Wednesday 24 November.

Connect with your customers on social media by getting them to vote for who they think will be a winner, or share your business’ favourite Australian artists in the lead up to demonstrate to online users that you love supporting local.

To learn more about the ARIA Awards visit their website [here](#).

Connect With Us

We can't wait to see how you celebrate Aussie music in your venue! Make sure we see your posts on social media by using the hashtags [#AustralianPlayed](#), [#NightlifeMusic](#) and [#crowdDJ](#).

If you've got a great picture of an AusMusic event or want to tell us about an initiative you're proud of, send us a message on social media so we can share it on our feed!

Nightlife Music

Facebook: <https://www.facebook.com/NightlifeMusicOfficial>

Instagram: <https://www.instagram.com/nightlifemusic/>

Twitter: <https://twitter.com/nightlifemusic>

LinkedIn: <https://www.linkedin.com/company/nightlife-music/>

crowdDJ®

Facebook: <https://www.facebook.com/crowddj>

Instagram: <https://www.instagram.com/crowddj/>

Technical Assistance

For any tech-related help with your Nightlife system, head to the Nightlife Support Website:

<https://support.nightlife.com.au/>