



Australian Played Promo Kit

FOR ARTISTS & INDUSTRY
PROFESSIONALS



AUSTRALIAN
PLAYED™



nightlife
music for business™

Thanks for downloading our Australian Played Promo Kit for Artists & Industry Professionals!

By supporting the **Australian Played campaign**, you are strengthening the Aussie music industry and putting local artists centre stage.

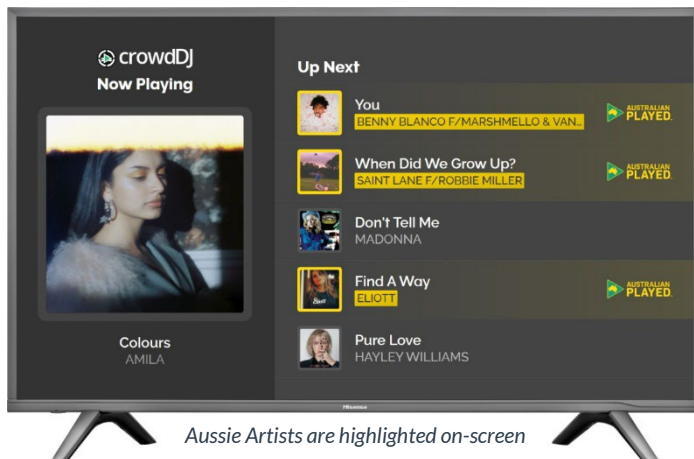
In this kit you'll find all the resources you need to show your support for Australian music makers.

If you're an artist, you'll also find all the information on how your fans can contribute to the Australian Played campaign by picking and playing your music on crowdDJ®!

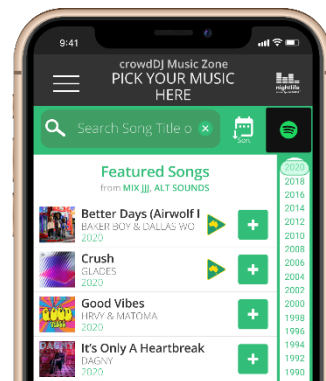
Key talking points to share with fans

The **Australian Played campaign** is all about encouraging consumers to pick more local tracks and Aussie artists on crowdDJ®. To do this, it's important to share the following with them:

- **What is crowdDJ®?** crowdDJ® is an app and touch-screen kiosk that anyone can use to play their favourite songs in participating venues.
- The **Australian Played** logo in the crowdDJ® app tells you which songs are Australian, making it easy to find and support local artists.
- Each time an Aussie track is played using the crowdDJ® app, an artist gets paid!



Aussie Artists are highlighted on-screen



Australian Played Logo in crowdDJ App

Socials will put your message front and centre

Social media is the key to motivating music lovers to choose local, so make the most of it!

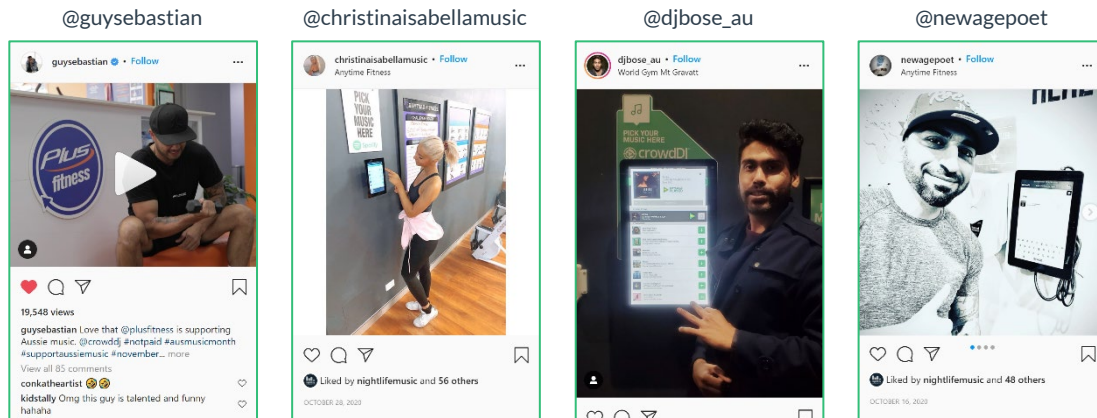
Facebook, Instagram, Twitter, even LinkedIn, are all great platforms to call on your friends, family, fans and followers to listen to Aussie music, and use the crowdDJ® app to play it in public spaces.

Having trouble getting started? We've got you covered. **Check out the social media folder** we've created with images and templates you can use!

Social Post Examples

Over the years, we've worked with a number of artists to guide them in educating their fans on how they can use the crowdDJ® app to support them.

Here are just some of the posts we've been tagged in:



Captions share the story – make sure it’s the right one!

Not sure how to capture crowdDJ® in your caption? We’ve got you covered.

Here are some examples of captions you can use as an artist or industry professional to direct fans and followers to pick music on crowdDJ®.

- Make sure you use crowdDJ® to support me and thousands of other Aussie artists by playing our music in your favourite venues #AustralianPlayed
- crowdDJ® is making sure Australian artists are getting paid as part of the #AustralianPlayed campaign – join in by using the app to play Aussie music at your favourite venue!
- Did you know you can support Aussie artists like me while you’re on the treadmill? All you need to do is download crowdDJ® and select my music to play at your local workout spot.

You can also check out what some of our other #superstarcrowddjs have done by [clicking here](#).

Use your database to get the word out!

Whether it’s on your website, or in your email signature, the Australian Played logo (which identifies Aussie music on the crowdDJ® app) is a great way to promote the Ausmusic campaign.

We’ve designed a pretty sweet pack of logos and images you can use on your website or in your emails to listeners! [Check it out here](#).

Connect with us

We can’t wait to see what you share in support of the Australian Played campaign!

Don’t forget to tag us in your posts using #AustralianPlayed #crowdDJ and @crowdDJ.

We’re always keen to promote Aussie artists, so if there’s a particular picture you think we should share, or an initiative you’re organising you want to promote, send us a message!

Where you can find crowdDJ®

- <https://www.facebook.com/crowddj>
- <https://www.instagram.com/crowddj/>