



Australian Played Promo Kit

FOR NIGHTLIFE VENUES



AUSTRALIAN
PLAYED™



nightlife
music for business™

In this kit, you'll learn the different ways you can support local music year-round, including how your business can use Nightlife and crowdDJ® to get more Australian artists played and paid!

Here are some key points to share with customers about the **Australian Played** campaign:

- *Businesses support the local music industry by playing tracks from Aussie artists in their venues*
- *Customers can use the crowdDJ® app to play music by Australian artists in participating venues. They should look for the Australian Played logo which is displayed next to local tracks in the app*
- *Every time someone picks and plays a song by an Aussie artist on crowdDJ®, that artist gets paid*
- *Customers can connect their Spotify account to the crowdDJ® app and take home a copy of your business' all-Aussie Nightlife playlist*

In-Venue Plays And Promotion

Nightlife and crowdDJ® are fully-equipped to play and promote local music to consumers. Here's how to use them in your business to take your support for Australian artists to the next level.

Build an all-Aussie playlist for your venue

The first step to supporting local artists in your business is easy: **play their music!**

There are plenty of Australian music lists in the Manage My Nightlife app that you can **mix and match** to create a playlist for your venue, like: AUSSIE, MIX JJJ, and AUSTRALIAN MADE DANCE.

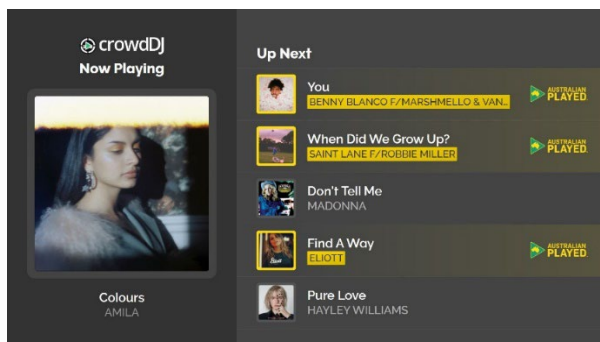
Looking for a more specific sound? The team at Nightlife can work with you to build the right playlist for your business that's full of content from Aussie artists.

Put your screens to work

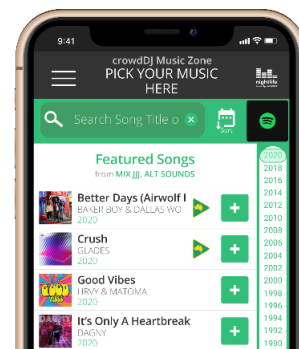
If your business has screens that are connected to a Nightlife system, use the Manage My Nightlife web app to **display the 'Now Playing' and 'Up Next' slides.**

The **Australian Played logo** automatically displays next to Australian songs on the 'Now Playing' and 'Up Next' slides, as well as in the crowdDJ® app.

This is an easy way for customers to identify and discover Australian music in your venue.



1. 'Up Next' slide from Nightlife's Advertising Library



2. Australian Played logo in the crowdDJ® app

Use digital signage to also remind others that they can add to the all-Aussie soundtrack by picking songs on crowdDJ®.

The **Manage My Nightlife web app** has a suite of digital signage slides that share this message and more. You can schedule them to display at any time via the Advertising Library.

Make crowdDJ® access easy**

Did you know Nightlife can create a custom crowdDJ® QR code that's specific to your venue?

When scanned, the QR code redirects to a web version of the crowdDJ® app.

Customers can use it to see what artist is currently playing, scroll through your all-Aussie Nightlife playlist, and pick a local fave.

A digital signage slide with a custom QR code for your venue is available via the Advertising Library in the **Manage My Nightlife web app**.



3. Digital signage with custom QR code generated by Nightlife

If you don't have screens in your business but still want to take advantage of the QR code tool, **Nightlife can create a poster** for you to print and place around your venue.

Just reach out to the Nightlife team to let them know you'd like a QR code poster.

**** NOTE:** To use the QR code tool, you will need crowdDJ® set up for your venue. If you'd like to discuss getting crowdDJ® into your business today, contact your Account Manager.

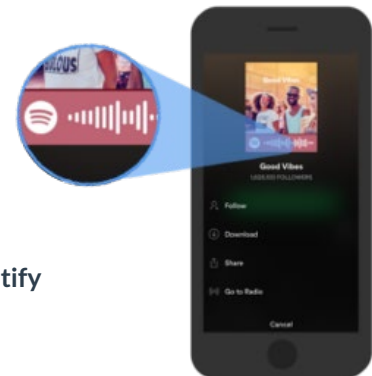
Create a Spotify barcode for your Nightlife playlist

Share the local love with customers via our crowdDJ® and Spotify integration

Use Spotify to turn the all-Aussie Nightlife playlist you've created into a branded, shareable one. By scanning the Spotify barcode, customers can take it home and keep the local love going!

Here's how to do it:

1. Open **Manage My Nightlife**
2. **Create an Aussie playlist** with 2 – 3 Australian music lists
3. From the **Menu**, connect your Spotify account
 - a. *If using a phone or Nightlife Tablet*, tap **Connect to Spotify**
 - b. *If using a PC*, click **Spotify Log In**
4. Copy the **Current Playlist** from the Manage My Nightlife app
 - a. *If using a phone or Nightlife Tablet*, from the **Menu**, tap **Copy to Spotify**



4. Where to find a Spotify Barcode

- b. *If using a PC*, from the **Menu** select **Current Playlist**, then click the **Copy To Spotify** button, located in the bottom right corner of the page
5. Select **Current Playlist** from the Copy To Spotify Window
6. Click to confirm and copy the Current Playlist to your Spotify account

This will create a new playlist named after your business in Spotify with the tracks that were in **Current Playlist** at the time of copying.

Once you've done this, open your Spotify account on a phone or tablet to customise the playlist and add any additional branding. Then, share it with your customers!

For more information on how to share playlists from Spotify:

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

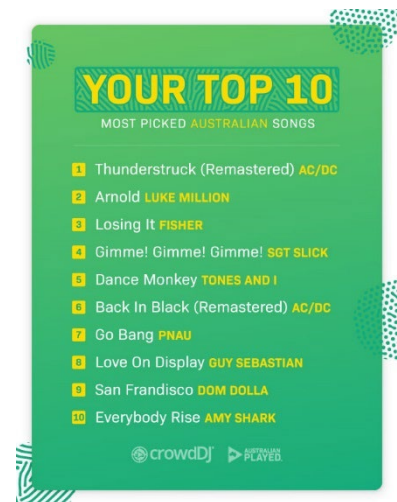
Share your crowdDJ® play data to promote your support

You can request your business' crowdDJ® play data at any time.

Play data offers real insights you can use to prove that your business and customers are actively supporting Australian artists by playing their music.

Get this data onto your screens, posters and social platforms to show just how far your support has gone.

Contact Nightlife to request your crowdDJ® play data.



3. Example crowdDJ® Play data from 2020

Online Promotion

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

On your social media

Use your social channels to get your followers and customers dancing, singing and connecting with Australian music.

We've created a number of resources you can use to share your support for local artists online, available from the Dropbox links in the table below.

Hashtags

Hashtags are fun, easy and a powerful branding tool. They can also improve the visibility of your content on social platforms – so make sure you're adding them every time you post!

↳ Australian Played Hashtags

[#AustralianPlayed](#) [#listenlocal](#)

↳ General Nightlife Venue Hashtags

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

| CONTENT | URL |
|------------------------------|---|
| Social Media Assets | https://www.dropbox.com/sh/y336hh2yru34hpb/AADbwLdFbEuizbLLdsxy10CKa?dl=0 |
| Australian Played Photos | https://www.dropbox.com/sh/u4wad9t0trtng8/AAA7XC_45GZvXGJOZyRq-HWea?dl=0 |
| Digital Signage & Poster Art | https://www.dropbox.com/sh/tl2z4y1efknejw5/AADcPLRk5Z1_17jS5jSKZmPRa?dl=0 |

On your website

Add the Australian Played logo to your business website to show that you support the Australian Played campaign and the local music industry.



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

This can also be valuable for getting your customers familiar with the logo, so they know what to look for when picking music on crowdDJ®!

On Your Blog

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

In your inbox

Email Signature

If you regularly send out emails 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 – australianplayed.com.au

Key Aussie Music Events

There are plenty of events your business can take part in to support the Australian music industry, especially during Ausmusic Month.

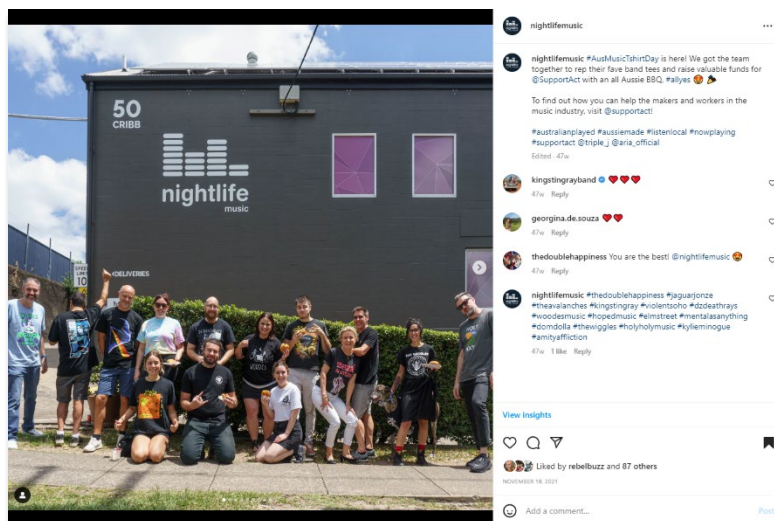
Ausmusic T-shirt Day

Support Act's Ausmusic T-shirt Day is a great way to show your support for local artists ...by wearing them proudly on your chest!

Get involved by hosting an Ausmusic T-Shirt Day event in your venue, or by putting the call out to staff to wear merch from their favourite Aussie artist on Ausmusic T-Shirt Day in November.

If you are hosting an event, or want to show your business' support, create an **Ausmusic T-Shirt Day fundraising page** where your staff, customers, friends and family can donate to Support Act!

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



Nightlife Music's post for #ausmusicshirtday2021 [Instagram]

If you want to see how other businesses have supported Australian artists and celebrated Ausmusic T-Shirt Day, search the hashtag **#ausmusicshirtday** on Instagram!

ARIA Music Awards

The **ARIA Music Awards** are a key pillar in the Australian music industry - a celebration of everything popular in local music.

Encourage your customers and followers on social media to vote in the ARIA Awards by sharing your business' favourite nominees or top picks to win on your platforms.

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

Don't Forget To Connect With Us!

We can't wait to see how you celebrate Aussie music in your venue! On social media, use the hashtags *#AustralianPlayed*, *#NightlifeMusic* and *#crowdDJ* so we can see and reshare your posts!

If you've got a great picture of a local music 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/>