



**NZ MUSIC MONTH**  
MAY 2022

# New Zealand Played Promo Kit

FOR ARTISTS & INDUSTRY



**NEW ZEALAND  
PLAYED**



# New Zealand Played Promo Kit

Thank you for your interest in supporting our New Zealand Played campaign this coming May as we count down to NZ Music Month 2022.

By taking part in our campaign, you, together with local Kiwi artists, thousands of other music lovers and more than 1,200 AMS Nightlife clients, are supporting the New Zealand music industry by putting our New Zealand artists and collaborators centre stage.

Now that's teamwork!

The New Zealand Played campaign uses the crowdDJ® app and the New Zealand Played logo to highlight New Zealand music or Kiwi artist to your fans when they visit our clients' venues. This campaign is an initiative started by AMS Nightlife to tie in with NZ Music Month because we love our Kiwi artists and New Zealand music and want to do our best to help play your music as many times as possible at our clients' venues.

In this promo kit you'll find resources you might want to use to show your support and spread the word about the New Zealand Played campaign.

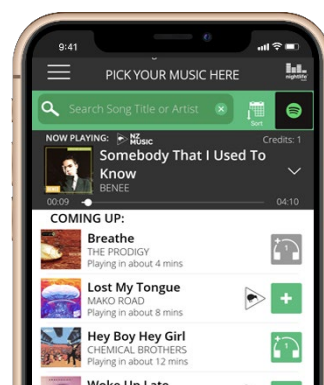
## Key talking points to share with fans

To help your fans and followers understand the impact of New Zealand Played, as well as promote your music and other Kiwi artists, do share the following:

- Using the crowdDJ® app or kiosk, each time a fan selects a soundtrack tagged with the New Zealand Played logo, New Zealand artists get more exposure and support to continue doing what they love!
- Your fans can connect their Spotify account to the crowdDJ® app, download a copy of our NZ Music Month playlist and play that playlist anytime they like.
- What is crowdDJ®? crowdDJ® is an app and touch-screen kiosk that anyone can use to choose the music to play in their favourite crowdDJ®-supported venues.
- What is New Zealand Played? New Zealand Played is a campaign to get as many Kiwi artists' or New Zealand music played at all crowdDJ® supported venues.



*Kiwi Artists are highlighted on-screen*



*New Zealand Played Logo in crowdDJ*

## Socials will put your message front and centre

Social media is the key to motivating your listeners to focus on your music during NZ Music Month (and year-round!), so do make the most of it.

Facebook, Instagram, Twitter and even LinkedIn are all great platforms to call on your friends, family, fans and followers to pick music with New Zealand Played logo when they are using the crowdDJ® app.

You could:

- promote playing of your music on the crowdDJ® app
- share information about New Zealand Played campaign <https://nzplayed.co.nz/>
- share information about NZ Music Month events <https://www.nzmusicmonth.co.nz/>
- create New Zealand Played branded social media posts about your music
- post a photo of you using crowdDJ® to choose your own music or a New Zealand artist at a crowdDJ®-supported venue

Having trouble getting started? We've got you covered. Check out our template folder with social images!

[https://www.dropbox.com/sh/c41rm6pfuyobg4p/AABJ\\_WQRWGxlniizU8v2wdeEa?dl=0](https://www.dropbox.com/sh/c41rm6pfuyobg4p/AABJ_WQRWGxlniizU8v2wdeEa?dl=0)

### Captions are everything

Whether it's the lyric from your song, a couple of hashtags or even a reflection, captions are everything! Educate your fans on how they can use the crowdDJ® app or the New Zealand Played logo to support your music.

Make sure to give your posts some context. To help get your creative juices flowing, we've written a few examples you can use:

*"It's NZ Music Month! Make sure you use crowdDJ to support me and heaps of other Kiwi artists by playing our music in your favourite crowdDJ supported venues."*

**#NewZealandPlayed #NZMusicMonth #crowdDJ**

*"AMS Nightlife is making sure my music is getting airtime as part of their #NewZealandPlayed campaign – join in by downloading the #crowdDJ app. Head on down to one of their clients' venues using the map in the app and choose to play my music today!"*

*"Did you know you can support Kiwi artists like myself even when you're on the treadmill? All you need to do is to download the #crowdDJ app and select my music to play at your local workout spot!"*

## Use your database to get the word out!

Whether it's on your website, or in your email signature, the New Zealand Played logo makes it easier for all Kiwis to find New Zealand music on the crowdDJ® app.

We've designed a pretty sweet pack of logos and images you can use.

Check it out here:



[https://www.dropbox.com/sh/u7ybpq755mt4zrk/AADof\\_Zs9W1apVMdsRGgYKbTa?dl=0](https://www.dropbox.com/sh/u7ybpq755mt4zrk/AADof_Zs9W1apVMdsRGgYKbTa?dl=0)

## Connect with us

We can't wait to see what you share during NZ Music Month this coming May! To make sure that we don't miss it, tag us in your posts using #NewZealandPlayed #NZMusicMonth #crowdDJ and @crowdDJ @amsnightlifemusic.

We're always keen and excited to promote Kiwi artists, so if there's a particular picture you think we should share, or a particular promotion of your music, send us a message!

## Where you can find us

New Zealand Played	<a href="https://nzplayed.co.nz/">https://nzplayed.co.nz/</a>
AMS Nightlife	<a href="https://www.amsnightlife.co.nz">https://www.amsnightlife.co.nz</a>
Instagram	<a href="#">@amsnightlifemusic</a> <a href="#">@crowddj</a>
Facebook	<a href="#">@amsnightlifemusic</a>