



**NZ MUSIC MONTH**  
MAY 2022

# New Zealand Played Promo Kit

FOR NIGHTLIFE CLIENTS



**NEW ZEALAND  
PLAYED**



# New Zealand Played Promo Kit

## User Guide for AMS Nightlife Clients

Thanks for your interest in supporting AMS Nightlife's New Zealand Played campaign during NZ Music Month 2022. You are doing your part to help Kiwi artists and the wider New Zealand music industry level up during this coming month of May.

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 customers when they visit your 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 New Zealand music as many times as possible at our clients' venues.

In this kit, you'll find the resources you need for the New Zealand Played campaign. You'll also find all the information on how your customers contribute to the campaign by playing their favourite Kiwi artist or New Zealand music, using the crowdDJ® app.

## How the New Zealand Played Campaign Works

Here are the key points to share with your customers about the campaign, and how you can use your AMS Nightlife system to promote Kiwi artists:

- Every time they select a song by a Kiwi artist on crowdDJ® app or kiosk, they are supporting a local artist.
- By playing and featuring Kiwi music at your venue during NZ Music Month, your business is directly supporting the New Zealand music industry.
- To join in on the fun, customers can use the crowdDJ® app to select music by Kiwi artists. They just need to look for the New Zealand Played logo.
- To keep the all-Kiwi party going after they leave your venue, customers can connect their Spotify account to the crowdDJ® app and grab a copy of our playlist and then play that playlist anytime they want using Spotify.

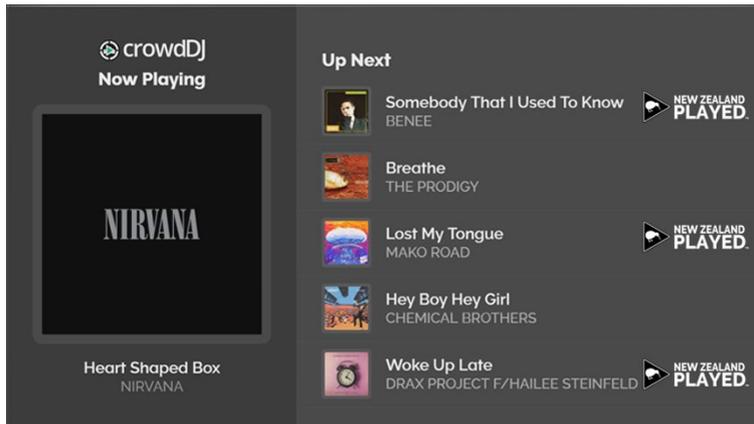
## Getting Your Business Ready for New Zealand Played

Here's how we can show 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 **New Zealand music** is played in your venue, the **New Zealand Played logo** will automatically display beside that song. This logo will also be visible on Kiwi songs in the **crowdDJ** app or kiosk.



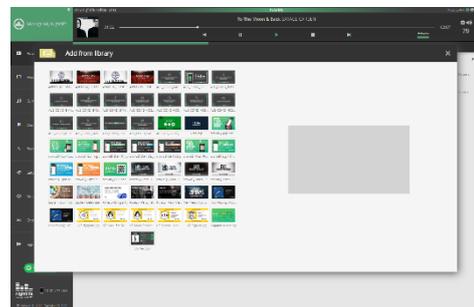
1. Digital Advertising - Up Next



2. crowdDJ App - New Zealand Played

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

**(Advertising is only available on Manage My Nightlife from a PC/MAC web browser)**



## Create a Spotify Playlist

Our crowdDJ® and Spotify integration will take your love for our Kiwi artists to the next level.

Turn your venue's all-Kiwi AMS Nightlife playlist into your own branded playlist on Spotify. Then 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 to Spotify** from bottom left of 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.

To learn more about our Spotify integration, click [here](#).

## Make the Most of Our Curated Playlists

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

We can help! Whether it's Kiwi Pop, Indie, Rock, or Jazz, we have a Kiwi list that will amp up your venue. Our team of music experts will work with you to create the vibe, image and brand you're wanting to build with a curated all-local artists playlist.

## Contact your AMS Nightlife Account Manager today to chat about it.

If you don't have a Spotify account or would like a more customised Kiwi playlist, all you need to do is contact us either via phone or email. Our team is more than happy to help.

## Print Your New Zealand Played Posters

If you don't have screens in your business, we have created printable posters for you. Simply download the size you want [here](#), print and stick them up on the walls or pop them around your venue.

## Online Promotion

The internet is the ultimate tool to level up your support for the New Zealand music industry and show your potential customers what a local-loving legend you are.

Here are some ways to engage online audiences:

### Social Media

Use your social media platforms to get customers connected with the Kiwi music and artists at your venue.

Having trouble getting started? Check out the social media images we have created for your use! Simply download these images [here](#) and use them in the posts on your social media platforms.

### Captions are everything

Promote how using the crowdDJ® app shows support for playing New Zealand music or Kiwi artists. Whether it is part of the lyrics from a song, a couple of hashtags or even a reflection, captions are everything!

To help get you started, we have some suggested examples you can use:

"It's NZ Music Month! Make sure you use crowdDJ® to support your favourite Kiwi artists when you visit us today!"

"Choosing #NewZealandPlayed songs from our playlist to give your favourite Kiwi artists maximum airtime as part of the #NewZealandPlayed campaign – join in by using the crowdDJ® app when you visit us in the month of May!"

"We support Kiwi music. Take our #NewZealandPlayed playlist home using your #crowdDJ app!"

## Hashtags

Hashtags are fun and easy as a powerful branding tool. Make sure to share every NZ Music Month or New Zealand Played post with the same hashtags. Post regularly to ensure your content is getting seen.

### Main Hashtags

#NewZealandPlayed #NZMusicMonth

### Secondary Hashtags

#nowplaying #listenlocalnz #crowdDJ #AMSNightlifeMusic

## Use your database to get the word out!

Whether it is your email signature, newsletter or website, the New Zealand Played logo (which identifies Kiwi music on the crowdDJ® app) is a great way to promote the campaign.



We've designed a pretty sweet pack of logos and images you can use on your website or in your emails!

Download the images or logo you want and insert them as image files on your website, newsletter header or email signature.



[https://www.dropbox.com/sh/u7ybpg755mt4zrk/AADof\\_Zs9W1apVMdsRGgYKbTa?dl=0](https://www.dropbox.com/sh/u7ybpg755mt4zrk/AADof_Zs9W1apVMdsRGgYKbTa?dl=0)

## Connect With Us

We can't wait to see what you share during NZ Music Month! Make sure to 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 an initiative you're organising you want us to promote, [send us an email!](#)

## Technical Assistance

For any tech-related help with your AMS Nightlife systems, refer to the AMS Nightlife Support page on our [website](#).

## 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>
Twitter	<a href="https://twitter.com/ams_nightlife">https://twitter.com/ams_nightlife</a>
LinkedIn	<a href="https://www.linkedin.com/company/ams-nightlife/about/">https://www.linkedin.com/company/ams-nightlife/about/</a>