



**NZ MUSIC MONTH**  
MAY 2024

# New Zealand Played Promo Kit

FOR MUSIC LOVERS



**NEW ZEALAND  
PLAYED**



ams | nightlife  
music for business™

# Supporting The New Zealand Played Campaign

Thank you for your interest in being a part of our New Zealand Played campaign to support Kiwi artists and New Zealand music in the coming month of May as we count down to NZ Music Month 2024!

You, together with our local artists and more than 1,400 AMS Nightlife clients, are helping to support the New Zealand music industry by putting our 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 artists when you 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 New Zealand music as many times as possible at our clients' venues.

We've put together some suggestions on how to show your favourite Kiwi musicians some love and help the New Zealand music industry.

## How the New Zealand Played campaign works

Each time a song by a Kiwi artist is played on crowdDJ®, the artist gets paid. To learn more, click [here](#).

Using the crowdDJ® app or kiosk, make sure you look for the New Zealand Played logo on the screens at our clients' venues when making your song selection. By selecting and playing songs by New Zealand artists, you're helping to promote and support Kiwi musicians, and the wider music industry in New Zealand!

## How to really make a difference

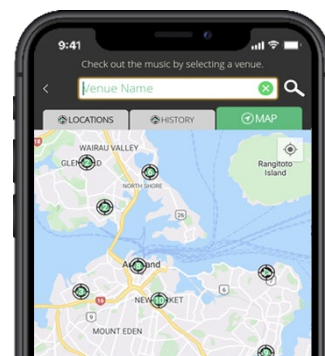
**Download the crowdDJ® app for FREE.**

Available on both iOS and Android.

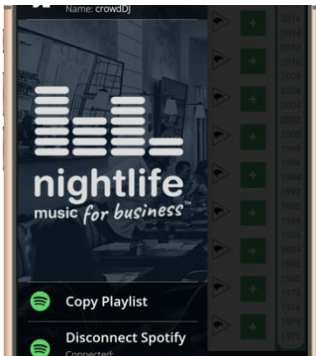
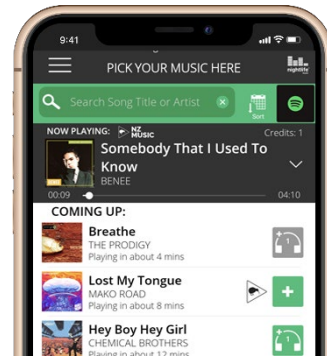


Don't stop there, though! You're only halfway through.

Now that you've armed yourself with the app, open it up and check out the map we've added to help you find your closest crowdDJ®-supported venue.



Once you're there, make sure to use the crowdDJ® kiosk or your crowdDJ® mobile app to choose music and artists with the New Zealand Played logo!



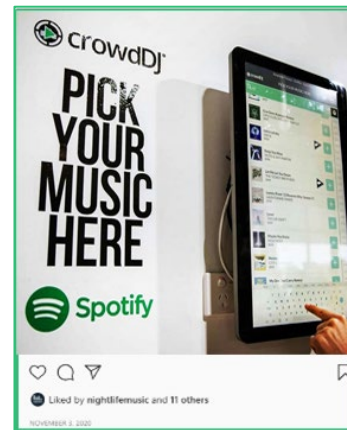
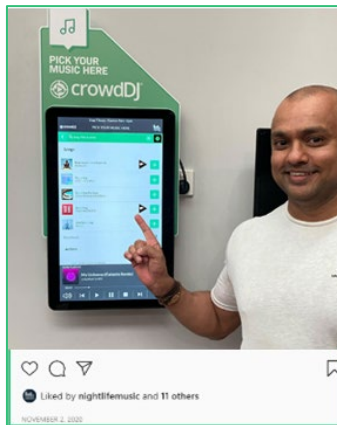
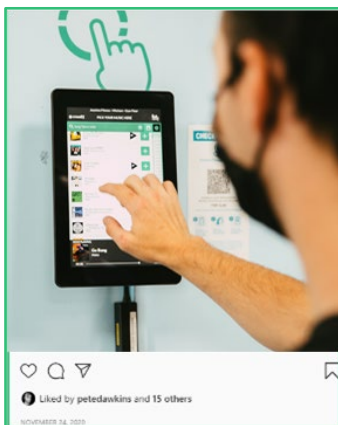
To keep the all-Kiwi party going after you leave your favourite crowdDJ®-supported venue, you can connect your Spotify account to the crowdDJ® app, download a copy of the playlist at the venue, and play that playlist anytime you want using Spotify.

### Share it on your socials

Help us get more of your friends and whanau playing Kiwi music through social media.

Head to your favourite crowdDJ® supported venue during NZ Music Month, take a photo of you or your friends picking or enjoying some Kiwi music tagged with the New Zealand Played logo and share it on your social media!

Here's some ideas of our favourite #NZMusicMonth and #NewZealandPlayed posts:



## Captions are everything

Captions are important when it comes to sharing selfies, so we've gone ahead and written a few you can use to rally the troops and get all your mates posting to promote New Zealand Played this month of May.

- "Just supported my favourite Kiwi artist during #NZMusicMonth by picking his/her song with my #crowdDJ app!"
- "PSA. With restricted live acts and touring over the past two years, Kiwi artists need our help. Just put my favourite #NewZealandPlayed artist centre stage with my #crowdDJ app."
- My #NewZealandPlayed playlist on Spotify. Supports our Kiwi artists this NZ Music Month.
- "Look who's the DJ! I love my free crowdDJ app! It allows me to choose the music I want to hear at (@venue). Support #NewZealandPlayed during the NZ Music Month and shine a light on local artists."

## Connect with us

We can't wait to see what you share this NZ Music Month! Because we don't want to miss any of it, make sure to tag us in your posts with #NewZealandPlayed #NZMusicMonth #crowdDJ and @crowdDJ @amsnightlifemusic.

If you've some stellar shots to share or want to tell us about an awesome initiative you started for NZ Music Month, send us an email!

## 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>