

POST-LAUNCH PERFORMANCE

FROM JULY 1ST TO AUGUST 31ST | **SPIN THE DECK**

1. BRANDING GUIDELINE

2. CONTENT

3. AUDIENCE

4. EVENTS

BRANDING GUIDELINE

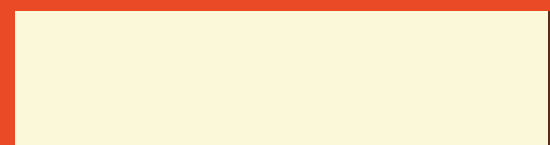
PRIMARY
LOGO



SECONDARY
LOGO



LONG
LOGO



BRANDING GUIDELINE

COLOUR PALETTE

#EB4A26

R = 235
V = 74
B = 38

T = 10,96°
S = 83,83 %
L = 92,16 %

#FAFADB

R = 250
V = 250
B = 219

T = 60°
S = 12,4 %
L = 98,04 %

#59291A

R = 89
V = 41
B = 26

T = 14,29°
S = 70,79 %
L = 34,9 %

#EB4C49

R = 235
V = 76
B = 73

T = 1,11°
S = 68,94 %
L = 92,16 %

#EE7253

R = 238
V = 114
B = 83

T = 12,12°
S = 65,05 %
L = 93,33 %

#F1A039

R = 241
V = 160
B = 57

T = 33,59°
S = 76,35 %
L = 94,51 %

#214C25

R = 33
V = 76
B = 37

T = 125,58°
S = 56,58 %
L = 29,8 %

#3824C9

R = 56
V = 36
B = 201

T = 247,27°
S = 82,09 %
L = 78,82 %

CONTENT

EVENTS OF THE WEEK

SEWAN GHAK	WED. 21/08	AT SKY BAR IN RABAT
DOLL	WED. 21/08	AT TERRACOTTA IN TEMARA
AMANAR	WED. 21/08	AT LA OLA IN CASABLANCA
NAIT	THURS. 22/08	AT SKY BAR IN CASABLANCA
ALEX KÓSH	THURS. 22/08	AT CABESTAN IN CASABLANCA
AGORIA - JORDAZ - NASS	THURS. 22/08	AT GAIA BEACH IN CASABLANCA
KAWTAR SADIK	THURS. 22/08	AT SHADE BY LA CASCADE IN CASABLANCA
MARI	THURS. 22/08	AT LA OLA IN CASABLANCA
NOMADS (MEHDI)	THURS. 22/08	AT COMPTOIR DARNA IN MARRAKESH

➔

EVENTS OF THE WEEK

Published every Wednesday, it lists house and electronic music events happening in Morocco from Wednesday to the following Tuesday. It is accompanied by daily "Tonight" stories, providing a reminder of each day's events and allowing for updates on events that were not announced in the initial Wednesday post.

TONIGHT

SUNDAY, AUGUST 25TH 2024

THE WILD CHILD

AT BABOUCHKA
IN MARRAKESH

NAIT

AT M BEACH
UP NORTH

EPSYLON B2B TIMO -
SAINT LANVAIN - YANIS

AT CABESTAN
IN CASABLANCA

DAAS - YAZZZ B2B
ROMA

AT MILOS
IN CASABLANCA

AUGUST 23RD

RELEASES
OF THE
WEEK

FIND THEM ON OUR PLAYLIST

SPIN THE DECK

➔

RELEASES OF THE WEEK

Published every Friday afternoon, stories highlight the house music tracks released that day. In the evening, a post features a 30-second excerpt of each track released that Friday and added to our "HOUSE'LIST" playlist on Spotify.

RELEASED

FRIDAY, AUGUST 23RD 2024



SALT

KASANGO - KHENYA - MAMA
TJUTJU
MOBLACK

CONTENT



PLAYLIST

Updated every Friday, the "HOUSE'LIST" playlist features the various vibes of the moment and the best releases of the week, showcasing 50 tracks that capture the best sounds of the moment. Additional playlists are under consideration to expand our offering.



INTERVIEW

To promote DJ and producer artists, it is essential to get to know them better. We reached out to several artists during the summer, and our first interview with Nass is already available.

COVERING

During the summer of 2024, our team covered various house music events in Morocco, providing our audience with videos in posts and stories in Casablanca, and in the north of the country. We highlighted artists such as Epsilon, Nass, Rayen, Kabmusic, Luna Skye, Kasango, Suite 52, Laolu, Saudade, Da Capo, Mehdi Choufani, Mido, Nani, and Moon J.



AUDIENCE

FROM JULY 1ST TO AUGUST 31ST

+470 000 impressions

+210 000 reached accounts

+12 000 profile visits

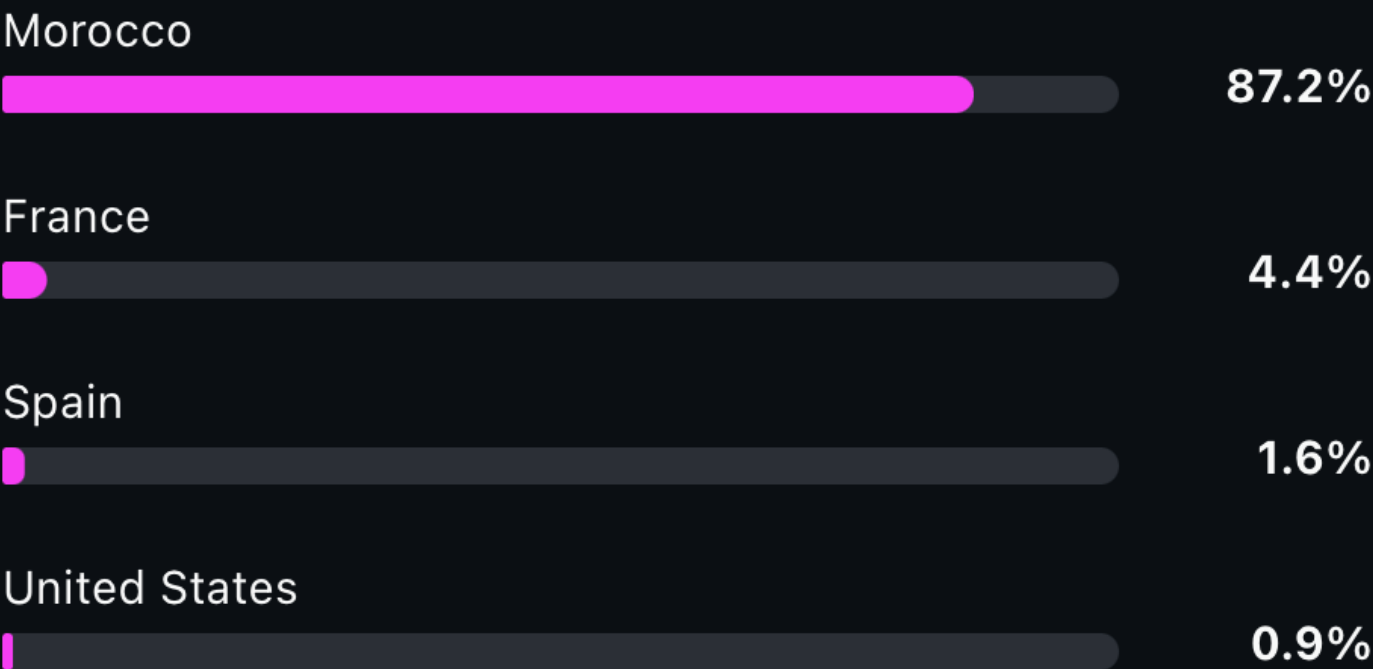
+1 7000 followers

+2 000 interactions for **32** posts
(likes, comments and saves)

AUDIENCE

FROM JULY 1ST TO AUGUST 31ST

Top countries



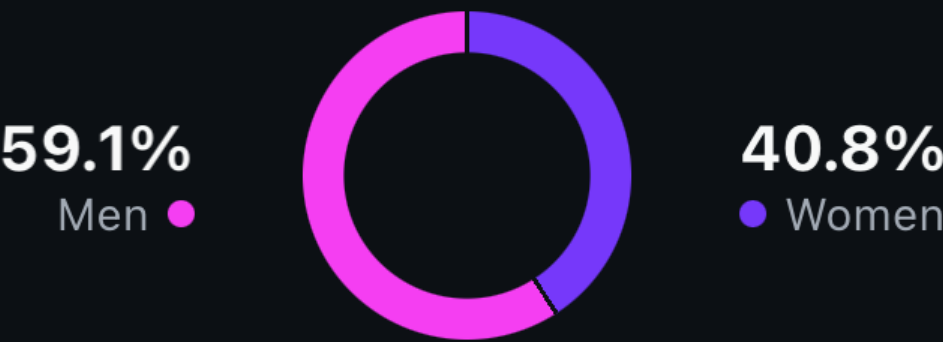
Top cities



Top age ranges



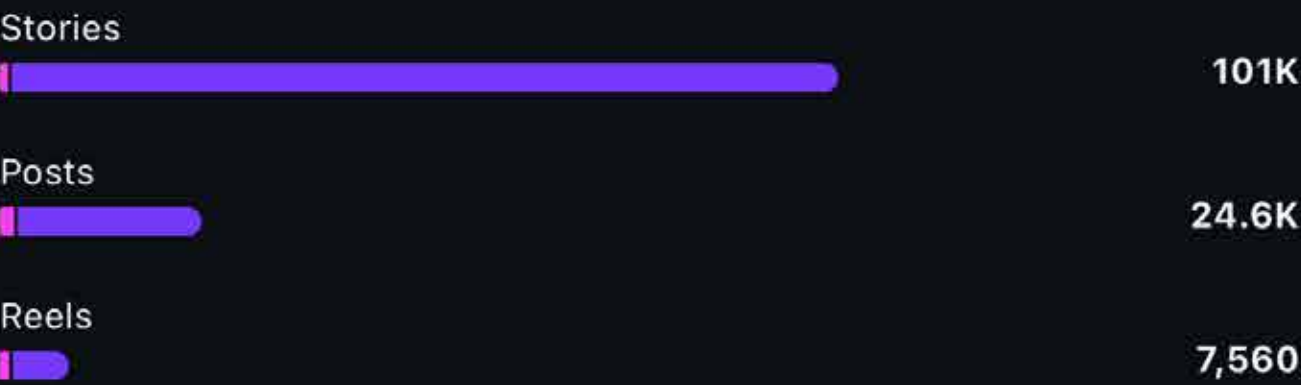
Gender



Reached accounts

By content type

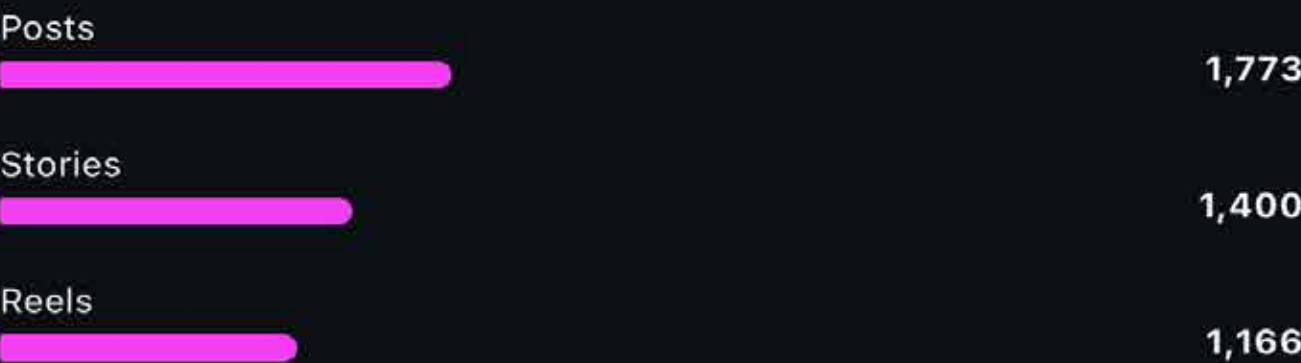
All Followers Non-followers



Followers Non-Followers

By content type

All Followers Non-followers



EVENTS

+300 promoted events across Morocco
in **+20** establishments

IN CASABLANCA

LE CABESTAN
BIRDS
MILOS
MAWO BEACH
JOKER BY MILOS
AZOUR ONOMO
GAÏA BEACH
SKY BAR
AZOUR ONOMO
SHADE BY CASCADE
MANAOS
LA OLA

IN RABAT

EL CIELO
SKY BAR
AMNESIA
SO LOUNGE
JEFFERSON
REDHOUSE
COVA LOUNGE
CASA EMMA

IN MARRAKESH

BABOUCHKA
EDEN NIGHT CLUB
VILLA MARCO
COMPTOIR DARNA
LOLA SKY LOUNGE
PINK CACTUS
THE SOURCE
BE AGAFAY

OTHER PLACES

M BEACH UP NORTH
B-TREE UP NORTH
MILOS TAMUDA BAY UP NORTH
LE ROOF IN MOHAMMEDIA
RADISSON BLU IN TAGHAZOUT
SOUL IN AGADIR
BUDDHA-BAR IN AGADIR/MAZAGAN & UP NORTH
S-LOUNGE IN TANGIER
CHIRINGUITO IN TANGIER
BLUE PUB IN TANGIER
FOLIE IN BOUZNIKA
TERRACOTTA IN TEMARA