

WHAT WE'VE DONE THIS YEAR

September 2025

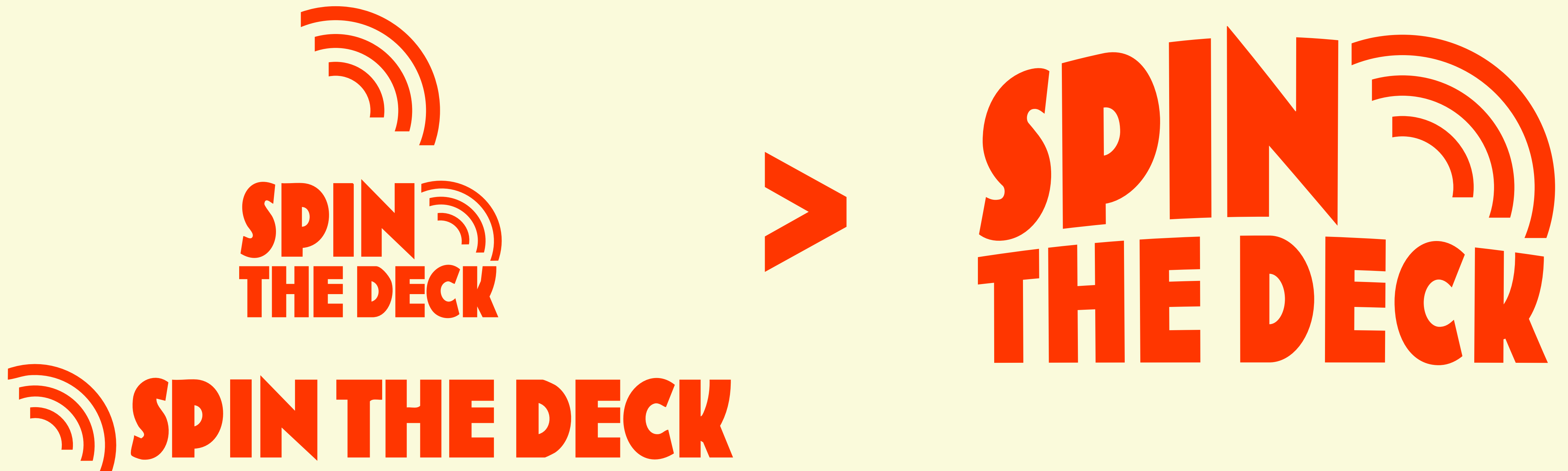
SPIN 
THE DECK
SHOWCASING ELECTRONIC MUSIC IN MOROCCO

BRAND REFRESH



We moved from a minimalist, text-driven design to an image-forward identity that highlights artists, energy, and real-life atmospheres. This shift makes our communication more human, immersive, and visually engaging.

BRAND REFRESH



We unified our logos into a single, more cohesive design — bolder, rounder, and more attractive — to strengthen Spin The Deck’s visual identity and ensure consistency across all platforms.

WHAT'S NEW THIS YEAR

After analyzing the performance of our videos, we noticed that short vertical formats generated higher engagement. We therefore decided to balance between long-form interviews on YouTube and short Reels on Instagram — as we did with Massuma, with whom we specifically produced short, vertical formats designed for social media.



BLOKO



ARYMÉ



ADASSIYA



MASSUMA

WHAT'S COMING

New Formats & Next Steps

Upcoming exclusive interviews with artists such as Raffa Guido, Atsou, and Klément Bonnelli — fresh conversations capturing the pulse of the scene, to be released soon.



RAFFA GUIDO



ATSOU



KLEMENT BONNELLI

NEW COLLABORATIONS

This year, we expanded our network through exclusive collaborations with leading collectives and venues. From Paris to Casablanca and Rabat.



SUMMER COLLAB WITH CAZALOKA

Cazaloka is a leading event organization active in Casablanca, Madrid, and Paris.

This summer, they hosted two events per week at Gaïa Casablanca, every Thursday and Sunday.

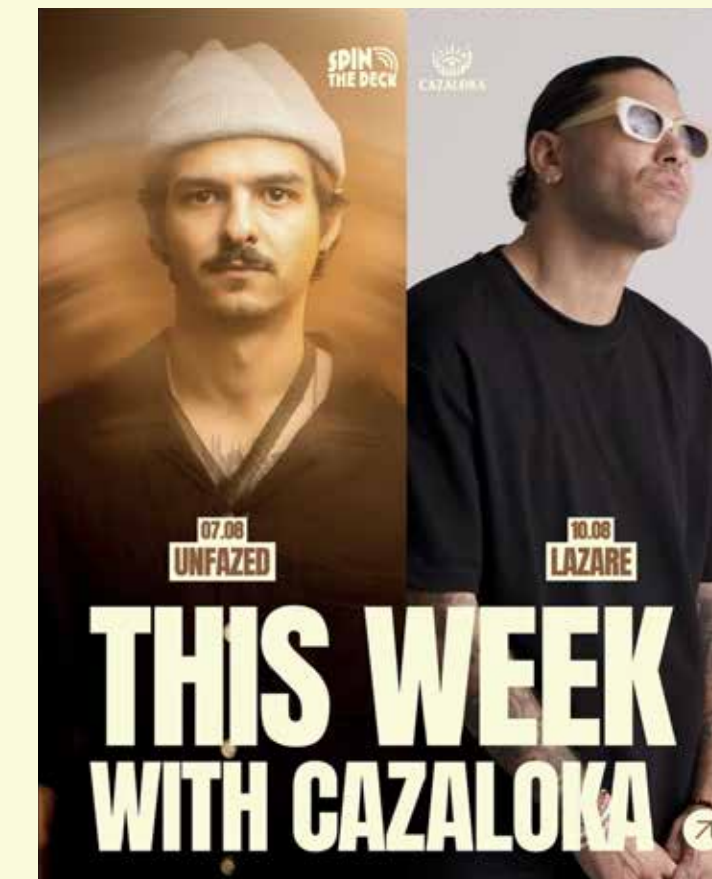
Spin The Deck partnered with them by providing visibility to our audience and amplifying their reach.

Special posts every week

Stories highlighting events

Community perks

Through this collaboration, we created visibility, engagement, and exclusive experiences for our community.



CELEBRATING OUR FIRST YEAR

In collaboration with Cazaloka, we co-hosted two special events – July 20th and August 3rd. These nights were more than parties: they were the first time we met our audience in real life. A perfect occasion to celebrate our first anniversary and bring our community together.



KEY METRICS

+ 3 500 000 Views

+ 1 300 000 Reach

+ 66 000 Visits

+ 30 000 Interaction

+ 28 000 Link click

Sept 1, 2024 – Aug 31, 2025

KEY METRICS – SUMMER HIGHLIGHTS

+ 2 000 000 Views

+ 750 000 Reach

+ 25 000 Visits

+ 15 000 Interaction

+ 10 000 Link click

June 1 – Aug 31, 2025

AUDIENCE

Our audience doesn't just watch — they connect, engage, and move.

33%
aged 18–24

50%
in Morocco

4500
Average Reach per Post

50%
aged 25–34

40%
in Paris, Madrid,
Barcelona, Montreal
and London

8%
Engagement Rate

Interests:

festivals, nightlife, electronic culture, urban lifestyle.