



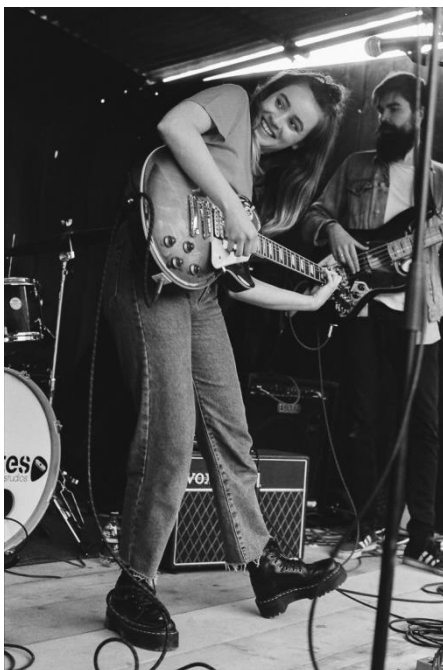
## Digital Retailers... get involved!

We are excited to let you know that, confidentially, the first ever **National Album Day** will be taking place on **Saturday 13<sup>th</sup> October 2018**.

The event will be a national celebration of our **love of the album format**- new and classic and across all genres –as it evolves in response to the changes we are seeing in music consumption. National Album Day will be announced in July, as 2018 marks the **70<sup>th</sup> anniversary** of the format.

We will be celebrating not only its iconic heritage but the **art** of the album and its **future**. We want to engage a new generation of music fans, underline its ongoing integrity and value to artists and stimulate and sustain long-form listening going forward.

**BBC Music** are on board as media partner and will be supporting with a build-up of editorial as week-long celebrations take place culminating on Saturday 13<sup>th</sup> October. We would love for you to be involved.



### How to celebrate:

- Arrange album takeovers for a day on service
- Service created album playlists.
- Carry the brand identity on platforms.
- Supporting via social media channels – sharing the #NationalAlbumDay hashtag and getting involved in the conversation
- Use data to drive consumer engagement on socials i.e. the first album I listened to in full was/ my most played album is...
- Use data to recommend 'next favourite albums' either for the month of October or for the week of launch.
- Encourage users to create their own albums via playlists and to share these on socials.
- Run promotions: some retailers have expressed interest in creating bespoke promotions on album products which we wholeheartedly welcome.

For more information or to get involved, please contact:

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