

BHMG A&R SCOUT PLAYBOOK

Confidential

Human Created. Human Curated.

Welcome

Big Hug Music Group is a UK based sync agency working to discover and represent exceptional Human Created music for placement opportunities in television, film, advertising, games, trailers, sport, and other media worldwide.

As a Big Hug Scout, your role is to discover artists you genuinely believe in and introduce them to Big Hug Music Group for sync consideration using your personal referral link.

This playbook is here to help you get started.

Quick Start Checklist

- ☒ Join the official Big Hug Scout HQ WhatsApp Channel.
- ☒ Follow Big Hug Music Group on Instagram.
- ☒ Save your personal referral link.
- ☒ Read this Scout Playbook.
- ☒ Complete your payment profile before your first commission payment.
- ☒ Start discovering and introducing artists you genuinely believe in.

Scout HQ WhatsApp Channel

Please join the official Big Hug Scout HQ WhatsApp Channel to stay up to date with the latest Big Hug music searches, opportunities, and Assets: (this will be updated constantly)

[Join the Big Hug Scout HQ WhatsApp Channel](#)

Follow Big Hug Instagram:

<https://www.instagram.com/bighugmusicgroup/>

What It Means To Be A Big Hug Scout

Being a Big Hug Scout means being part of a global community of music lovers, tastemakers and talent spotters helping discover exceptional Human Created music.

As a Big Hug Scout, you can:

- Discover incredible new music before everyone else.
- Help independent artists get heard.
- Get behind the scenes access to the world of music licensing and sync.
- Receive real music searches for film, TV, advertising, games, sport and other media projects.
- Access ready-made social media assets to share.
- Join a growing community of music fans, creators and industry connectors.
- Earn commission when artists submit through your referral link.

Whether you spend ten minutes a week or ten hours a week, every great artist starts with someone discovering them first.

Scout HQ

All approved Scouts receive access to Scout HQ, our private WhatsApp Channel.

Inside Scout HQ you will receive:

- Live music searches
- Film, TV, advertising, games, sport, and other media opportunities.
- Ready to post social media assets.
- New campaign announcements
- Featured artists and success stories
- Scout recognition and highlights
- Updates directly from the Big Hug team

The goal is simple: keep Scouts connected, informed, and inspired.

What Is Sync?

Sync is when music is licensed for use across film, television, advertising, trailers, video games, sport, streaming, social media, online content, and branded content.

Big Hug represents and pitches exceptional artist music for sync opportunities to our network of music supervisors worldwide.

Finding Artists

Great music can come from anywhere.

You can discover artists through friends, university, Instagram, TikTok, YouTube, SoundCloud, Spotify, Bandcamp, blogs, radio stations, live music events, local music scenes, hashtags, discovery feeds, Amazing Radio, BBC Introducing, USA college radio and much more.

Trust your taste. The next great sync artist might be the one nobody else has spotted yet.

Using Your Referral Link

Your personal referral link is how Big Hug tracks artists you introduce.

Always send artists your own referral link and encourage them to submit through that link.

If an artist does not use your referral link, the referral may not track correctly, and commission may not be payable unless BHMGM approves the referral in writing.

Do not alter, hide, misuse, or confuse your referral link in a way that could affect tracking.

Using Social Media

If you are comfortable creating content, we encourage Scouts to use their own social media channels to help discover great music and connect with artists.

We will regularly share ready-to-posting social content, music search campaigns, story graphics, reels, videos, and artist discovery assets that you can use across your own channels.

Music searches are real opportunities where we are actively looking for specific styles of music for film, TV, advertising, games, sport, and other media projects.

This could include:

- Instagram Stories
- Instagram Reels
- TikTok Videos

- YouTube Shorts
- Live Streams

Example posts:

- “Looking for great independent artists for sync consideration.”
- “Scouting music that could work across TV, film, advertising, games and sport.”
- “Know an artist making amazing music? Send them my way.”
- “Looking for authentic Human Created music with sync potential.”

How To Approach Artists

Keep it simple, genuine, and personal. The best introductions come from real enthusiasm, not sales messages.

Do	Avoid
✓ Listen to the music first.	✗ Copy and paste mass messages.
✓ Follow them and start a genuine conversation.	✗ Over promising opportunities.
✓ Be authentic.	✗ Claiming an artist will be accepted.
✓ Be respectful.	✗ Claiming an artist will receive placements.
✓ Use your personal referral link.	✗ Presenting yourself as a music supervisor or decision maker.

Example message:

“Hi, I came across your music and really enjoyed [Track Name]. I am a Scout for Big Hug Music Group and thought your music could be a good fit for their sync catalogue. If you are interested, I would be happy to send over some information.”

What Scouts Do

- ✓ Discover great artists.
- ✓ Trust their taste.
- ✓ Start genuine conversations.
- ✓ Introduce artists they believe in.
- ✓ Share music searches and opportunities.
- ✓ Represent Big Hug professionally.

What Scouts Do Not Do

- ✗ Sell services.
- ✗ Collect payments.
- ✗ Negotiate deals.
- ✗ Guarantee placements.
- ✗ Give legal or business advice.
- ✗ Present themselves as a music supervisor.
- ✗ Present themselves as a decision maker within BHMG.

No Targets. No Pressure.

There are no work quotas, no minimum activity requirements, and no required working hours.

- You decide how much time you spend scouting.
- We welcome all genres, all languages, released and unreleased music.
- We are not interested in follower counts, streaming numbers, or viral trends.
- We are interested in great songs, great recordings, and artists with something to say.

Authenticity Matters

Big Hug is focused on discovering the best authentic Human Created music.

We love music that feels personal, original, emotional, honest, and creative.

We are not looking for AI generated artists or AI generated music.

Scouts are not expected to investigate artists. Final review decisions are managed by BHMGM.

Commission

Artists pay a one-off submission fee through the official Big Hug submission platform.

Scouts receive 20% commission on every successfully tracked paid submission made through their personal referral link.

Commission is payable only when:

-  The artist uses your referral link.
-  Payment is successfully completed.
-  Payment is not refunded, disputed, or reversed.

Payment Profile

Before your first commission payment can be made, you must complete your payment profile inside your Scout dashboard.

Big Hug Scout commission payments are made by PayPal only.

Please provide the email address linked to your PayPal account and make sure it is entered correctly and able to receive payments.

Your Own Music and Connected Projects

You can still be a Scout if you are also an artist, musician, producer, writer, manager, label owner or otherwise involved in music.

However, you cannot earn Scout commission on your own music, your own artist project, any band or project you are part of, or any artist, company or catalogue you have a financial, creative, management or ownership connection with, unless BHMGM approves this in writing first.

Transparency

Always make it clear that you are a Scout for Big Hug Music Group.

Never present yourself as a music supervisor, buyer, client representative or decision maker within BHMGM.

Information regarding submissions, fees, contracts, and opportunities should always come directly from official BHMGM channels and the FAQs on the website.

Confidentiality

Some Scout HQ updates: music searches, private links, campaign information, and opportunities may be confidential.

Please do not share private Big Hug information, unreleased opportunities, internal updates, private links or non public music searches outside the Scout Programme unless Big Hug has approved this.

What Happens Next?

If the music submitted by your referred artist passes the A&R process, the artist may be offered a Big Hug Sync Agency Agreement.

Submitting music does not guarantee acceptance, representation, pitching activity, placements, or commercial success.

What it does guarantee is that the music will be heard, reviewed and Human Curated by experienced industry professionals and award-winning music supervisors.

Need Help/Advice?

If you are unsure what to say to an artist, whether something is appropriate to share, or whether a situation could create a conflict of interest, please ask the Big Hug team before acting.

Contact: sync@bighugmusicgroup.com

Big Hug Jeff , Sara and the team
Founder, Big Hug Music Group