

# PlayNetwork Develops A Music Discovery Program That Reinforces Houlihan's Commitment To Music and Innovation



#### Products/Services

- Music Supervision
- BrandRadio
- Artist Promotions

#### Results

- Emphasized to customers commitment to music and innovation
- Web radio player on any mobile device
- Recognized by customers as source for music discovery

#### Vertical Industry

- Casual Dining

#### Country/Region

- United States—National

## Challenge

Leverage Houlihan's passion for music as a differentiator from competitors in the casual dining restaurant arena and drive deeper customer engagement online.

## Solution

PlayNetwork developed a multi-platform digital music solution that expresses the brand's music savvy and encourages interaction by customers.

- PlayNetwork upgraded Houlihan's web radio player to an HTML5 version optimized for playback on desktop computers and any mobile device.
- Curated a custom, multi-channel lineup based on varying moods and energy that aligns with the restaurant's program and core customer demographics.
- Developed a dedicated music channel available online and on-device for the fan favorite "H-List" series.

## Results

**Entertainment On-the-Go** – Customers who enjoy the music experience while dining in the restaurant can now enjoy the same digital music experience anytime, anywhere.

**Commitment to Customers** – By providing a distinct Houlihan's experience and extending it online and to any mobile device, Houlihan's emphasizes their longstanding commitment to music, innovation, and their customers.

**Music Discovery** – Customers enjoy a music program that is tailored to them and appeals to their varying moods and moods of the day. By highlighting their H-List series (curated by PlayNetwork) with a dedicated channel, loyal fans discover new and rising artists that make up the program. Customers have a great avenue for music discovery and Houlihan's solidifies its identity as a trendsetter for new music discovery. To experience the Houlihan's sound, visit <http://houlihans.com/music>.