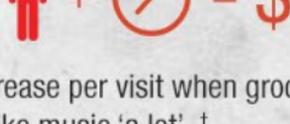


HOW CAN MUSIC CHANGE THE RETAIL ENVIRONMENT

INCREASE SALES

Empirical evidence exists which shows the link between music in retail environments and increased sales, in both planned and impulse purchasing behaviors.

9 minutes



and \$15

average increase per visit when grocery customers like music 'a lot'.[†]



38.2%
gross sales increase due to in-store music.^{††}

BUY more,
MAKE more



the right music moves shoppers to greater quantity and premium products.^{†††}



39.2%

sales increase in supermarkets per store due to slower music, longer dwell-time.^{††††}

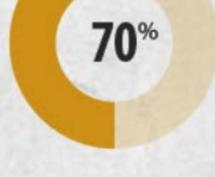
OPTIMIZE THE ENVIRONMENT

Many studies exist to show the impact of store environment and atmosphere in relation to perception of customer service and satisfaction.

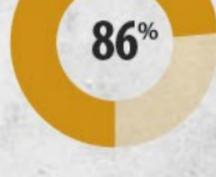


91%

of retail customers' shopping behavior affected by music.^{*}



store managers who see shoppers more relaxed, dwelling longer due to music.^{**}



customers who say music adds to atmosphere, influences purchase decision.^{***}

22 MINUTES

increase of grocery shopping time as a result of perceived good music fit with store image.^{****}



DRIVE BRAND LOYALTY

The cost of keeping existing customers happy is significantly lower than acquiring new customers. Using music to reinforce a positive experience can lead to increased loyalty to a brand.

7 out of 10

customers preferred businesses with music.[≈]



8 out of 10

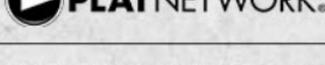
customers say music has a positive effect.^{≈≈}

40%

choose where they eat and how often they go back based on music.^{≈≈≈}



Contact us and learn how you can take advantage of these trends



www.playnetwork.com

[†] Radford University (ref. Business 2.0, March 2002)

^{††} The Journal of Marketing

^{†††} Journal of Services Marketing

^{††††} Milliman, R.E. "Using Background Music to Affect the Behavior of Supermarket Shoppers", Journal of Marketing, 46 (1982): 86-92.

^{*} The Gallup Organization

^{**} The Gallup Organization

^{***} The Gallup Organization

^{****} The Effects of Background Music on Consumer Responses in a High-End Supermarket

[≈] University of Texas, El Paso, study

^{≈≈} The Gallup Organization

^{≈≈≈} The Gallup Organization