

FROM PLAYLIST...

TO PROFIT

**HOW THE RIGHT
BACKGROUND
MUSIC
CAN IMPACT
YOUR
BUSINESS**



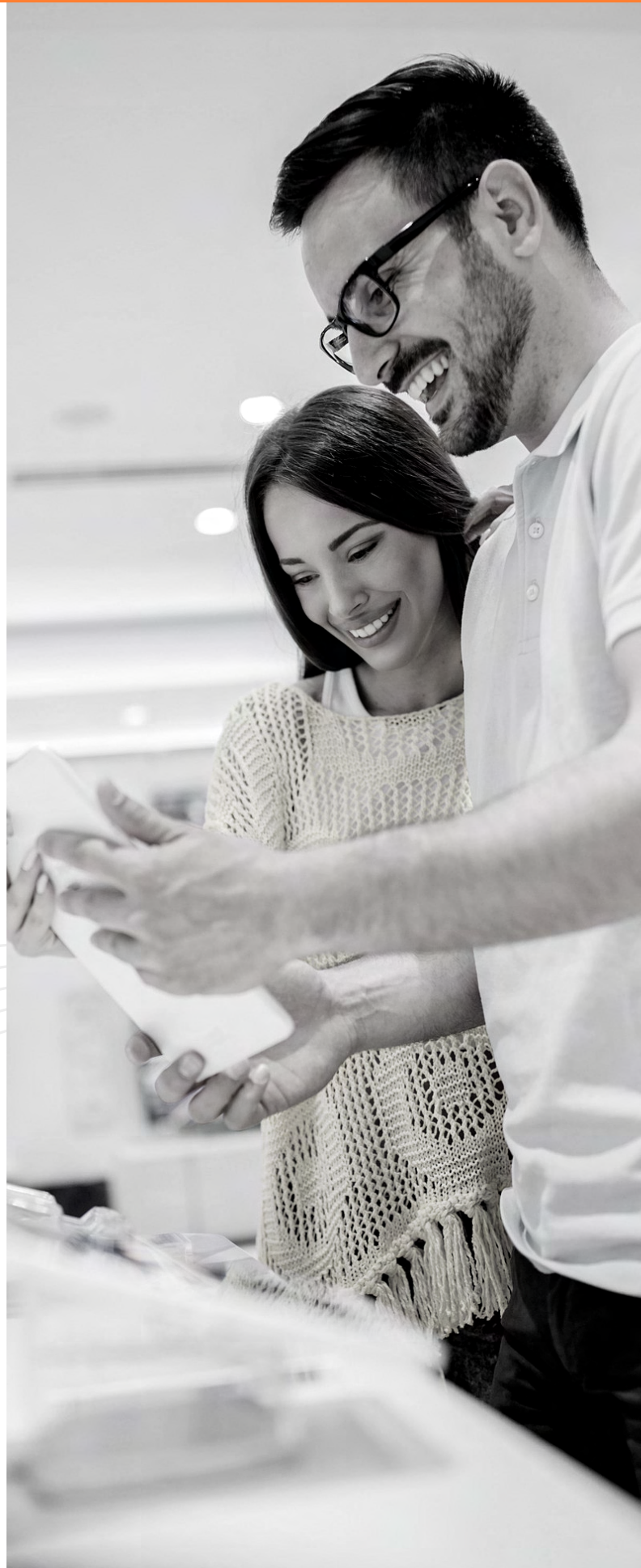
AMBIANCE iQ™

INTRODUCTION

As consumers, we're under the influence of background music the moment we walk through the doors of our favorite businesses. We know that when holiday songs are pumped into department stores, we tend to drop more dollars during December. Or that when a spa turns on the ambient sounds of pan flutes and pebble fountains, it lulls us into a Zen-like state that's so relaxing we return to relive the experience again and again.

While overhead music has long triggered desired consumer behavior, few companies have truly harnessed its full power to shape their encounters with each and every one of their customers. From easing the wait during the dinner rush to increasing sales during slow times, the right playlists can turn shoppers into buyers and first-time guests into your best brand ambassadors. But it takes more than just turning on your favorite tunes—it requires fully integrating music into your experiential marketing campaign.

To drive traffic and boost your profits, there's no better time than now to take your music from background to center stage of the customer experience.



HOW CONSUMERS PROCESS MUSIC

From mixtapes in the 80s to the personal streaming radio playlists of today, people curate what they listen to based on certain attributes. Sure, they may like a song because it's catchy, but more often than not, there's a more cerebral element to it—a song may remind them of that college bar they always went to or its beat propels them to run faster on a treadmill.

The same is true when someone enters a business and hears music. Something triggers in their brain, initiating a response that is sometimes emotional, sometimes physical, but always one that connects them to their environment. In fact, the way music lights up the brain in different ways is pretty fascinating:

*Music has the ability
to evoke powerful
emotional responses*



HOW CONSUMERS PROCESS MUSIC



THE PHYSICAL RESPONSE.

When music enters the brain through the cerebellum, it triggers our coordination and motor skills, causing us to subconsciously match what we do to what we hear. It's why relaxing, slow-tempo music leads diners to linger after dinner over additional glasses of wine, increasing their drink bill by 51%², and why up-tempo playlists encourage people to eat quicker, helping wait staff turn tables faster during busy times¹.



THE ASSOCIATION RESPONSE.

In a famous 1999 study, researchers found that when German music was played in a wine shop, the sales of German wine increased. When the music switched to French classics, shoppers put more French bottles in their baskets. Yet, when surveyed by researchers, shoppers were unaware of the effect the music had on their purchases³. This phenomenon happens when our temporal lobe associates a sound with the familiar, causing us to respond in line with our past experiences.



THE PLEASURE RESPONSE.

When music plays, our brain automatically shifts into game mode. As the music changes in terms of timbre, pitch or key, our prefrontal cortex, the area responsible for anticipation and planning, tries to guess what's next based on preconceived patterns. When it guesses correctly, a sense of pleasure overtakes it; when it doesn't, it's aroused by the excitement of the unexpected. As our brain is continually engaged, it distracts from the displeasure of waiting for a table in a crowded restaurant, yet heightens the hedonistic pleasure of dining once we're seated and enjoying our food.

[1] Huyler, J. (2018, Nov. 6). Inside the booming business of background music. The Guardian. Retrieved July 15, 2019 from www.theguardian.com/news/2018/nov/06/inside-the-booming-business-of-background-music.

[2] National Restaurant Association. (2015, July 15). How music establishes mood and drives restaurant profits. Retrieved July 2, 2019, from www.restaurant.org/Articles/Operations/How-music-establishes-mood-and-drives-restaurant-p.

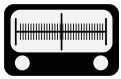
[3] North, A. C., Hargreaves, D. J., & McKendrick, J. (1999). The influence of in-store music on wine selections. *Journal of Applied Psychology*, 84(2), 271-276.

THE GROWING FIELD OF BACKGROUND MUSIC PROVIDERS

This research into the psychology of music has transformed playlists from afterthought to a key component of a comprehensive marketing campaign. More companies are recognizing that every song that plays in their store is an extension of their sales team, helping guide customers to a decision.

According to a report from Reuters, several factors, including an increase in commercial spaces, our dependence on continual entertainment, and growth in the tourism industry are leading businesses to think more strategically in terms of background music in order to remain competitive⁴.

To meet the demands for background music, there are a number of services available for companies to choose from depending on their needs, which include:



- **Satellite radio** – Satellite radio delivers hundreds of channels, including those geared specifically for businesses, each based solely on a particular genre.



- **Streaming media** – Internet-based playlists use different musical attributes, including harmony and key tonality, to create stations featuring artists with similar sounding songs and traits



- **DJ-designed playlists** – Many service providers formulate playlists initially to complement a business's environment, but choose song selections based on a DJ's personal preference.




- **Neuroscience-based solutions** – The most research-based of the bunch, a service like Ambiance iQ connects the cognitive aspects of music with millions of available songs to stimulate the brain and motivate responsive behavior.

[4] Reuters. (2019, Feb. 13). Background music market—Global industry analysis, share, size, share, growth, trends and forecast 2019-2025. Retrieved July 27, 2019, from www.reuters.com/brandfeatures/venture-capital/article?id=82949.

CONNECTING YOUR PLAYLISTS TO YOUR CUSTOMERS

Research has proven over and over that background music has a measurable effect on profit by capitalizing on how consumers process what they hear. Maximizing that profit, however, requires a playlist driven by the whole brain experience to tug at your customers' emotions and evoke the desired response.

Creating a unique musical identity through a neuroscience-based soundtrack is a simple, yet effective, way to distinguish yourself from your competitors. Unlike playlists built by musical algorithms or someone else's personal taste, neuroscience music services analyze the psychographics of your consumers to influence behavior while hitting those pleasure sensors that make time spent in your store or restaurant even more enjoyable.



"In some cases, the place, more specifically the atmosphere of the place, is more influential than the product itself in the purchase decision."

To learn more about music-applied neuroscience, contact the team at Ambiance iQ at 805-512-9825 or info@ambianceiq.com.



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