

**\* How can in-store music enhance my retail identity?**

\* An increasing number of retailers are realising the importance of sensory branding. Get the music right and you can create an emotional connection with a customer the second they walk over your threshold. A customer who walks into a store and discovers a new favourite song is far more likely to return in the future than one who walks in and is met with generic tunes or complete silence.



While up-tempo chart music is the norm in most stores, it is tracks at a slower tempo that have been proven to have an impact on sales at the till. Customers may linger a little longer and take time over their browsing.

We offer a bespoke consultancy service, designing and producing playlists for businesses for everyday use or one-off special events. We supply playlists along with the necessary licensing providing the utmost in convenience for retailers – retailers playing their own music in store do need to remember to obtain a public performance licence.

\* Rob Wood, creative director and founder, Music Concierge,  
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