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Lulu Guinness

The flagship store gets a makeover

In-store media

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Appeal to the senses

Switched-on retailers are embracing the latest in-store digital media in a bid to enhance the shopping experience and boost those all-important sales.

Any savvy retailer will know that creating a welcoming and positive in-store environment for consumers is good for business. A happy customer will generally spend longer in store and therefore (hopefully) more money. A memorable experience – for the right reasons – will also increase the chances of the customer returning to the store in future. But what can retailers do to improve their store environment and keep browsing shoppers in the store for longer?

The Mood Media Group believes it's all about offering a multi-sensory experience. 'We are passionate about creating powerful and persuasive sensorial marketing experiences that stimulate the senses and communicate brand messages in a way that relates directly to today's consumer,' says Tibor Kovari, UK managing director at Mood Media. The company claims to be an international specialist in creating music profiles, visual identities

and bespoke fragrances that 'transform perception and influence shopping behaviour'.

'Studies show that the correct music played in store creates a positive environment and consumers stay longer,' says Kovari. 'When consumers stay longer, they purchase more. For some retailers, mixing audio messaging in with the music can give the retailer a voice to speak directly to their customers. This voice may be to promote or inform, depending on the type of business and the marketing objective.'

As well as branded music and in-store radio, Mood Media also offers visual solutions such as digital signage and in-store TV networks. The company will work with the retailer to create the right mix of promotion, information and entertainment for customers and staff, using photos, videos, text, animation and motion graphics to bring the screens to life.



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'Understanding the retailers' objectives will determine the type of visual network,' continues Kovari. 'For example, toni&guy. TV has a large element of entertainment, which makes the consumer experience better, but the TV network is also used as an advertising platform and a communication tool, which benefits Toni&Guy. ING bank in Holland, on the other hand, uses its visual network to promote services while consumers wait in line.'

To complete the multi-sensory experience in store, Mood Media offers scent solutions that seemingly effect the consumers' perception of a brand identity and environment. 'Studies show how bad odours are a sure way to create a bad experience and encourage consumers to leave,' maintains Kovari. 'However, getting the right scent enhances an environment and can trigger positive memories and help create a positive experience. Scent

marketing is beneficial to both neutralise bad odours and to create a positive brand experience.'

Mood Media has previously worked with a number of research companies and clients to evaluate the impact of audio in retail. One particularly interesting study was that carried out in collaboration with Vision One Research and women's fashion retailer Principles. The objective was to determine the impact of music in the retail environment and any associated impact on sales. 'The main conclusion drawn from this study,' says Kovari, 'was that music is a powerful medium that can have a dramatic impact on the store experience and sales, but only if it is harnessed correctly.' The company has worked with numerous well-known retailers, including the Arcadia Group, Nike, Carrefour and H&M.

Integrated, digital media agency Kaleidovision is also aware of the potential of in-store digital media in

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Above: Imagesound provides profiled music, in-store radio and in-store TV services to more than 13,000 UK retail or leisure outlets.

Right: This touch-screen product from The Mood Media Group is suitable for audio networks.



developing footfall, sustaining customer interest and heightening sales. The company provides customised media networks to the leisure and hospitality sectors and has now extended its portfolio with a range of systems that are tailored to meet the needs of the retail sector. 'We use music, lighting, video marketing and mobile phone technology to deliver entertainment and information for a complete customer brand experience,' says Richard Smith, head of business development at Kaleidovision. 'An informed customer feels valued, and a valued customer keeps coming back. By drawing on our background in other market areas, we can push the boundaries of in-store design to ensure that technology is used in an imaginative and adaptive way, thereby enhancing the whole retail experience.'

According to Smith, music profiling ensures that there is control over the way the atmosphere in the store changes

depending on the time of day, the day of the week and the time of the year. 'The aim is to create the right ambience, hence attracting more customers, ensure they browse for longer and, ultimately, spend more money,' he says.

Having a soundtrack to shop along to, according to Chris Jeffries of Bluefish Media, can create a good atmosphere and lift the mood. 'It's also an opportunity for the store to mention special offers or a particular promotion, while the customer is in the frame of mind to purchase a product that you sell,' he says. Bluefish Media offers bespoke in-store radio stations and TV channels to the retail sector, maintaining that 'how your store sounds is just as important as how your store looks'.

'In-store radio is designed to grab the attention of the consumer by means of playing the most appropriate music,' continues Jeffries. 'Once we have their attention, we simply signpost them to various products and offers around the

"We use music, lighting, video marketing and mobile phone technology to deliver entertainment and information for a complete customer brand experience."



This page: UK-based Imagesound can help deliver a complete brand experience through music, video and creative media solutions.



store.' This raises a very interesting point, as the music must be carefully chosen to suit the brand, the environment and most importantly, the consumer. Get it wrong and the media could actually have a negative effect. According to an article published by Routledge* in 2007, 'To convert the time spent in store into an enhanced sensory experience for the shopper, and ultimately into sales performance, the selection of music should be based on systematic customer research rather than on employees' personal taste'.

Diane Whalley of UK-based Imagesound, believes that through the appropriate manipulation of tempo, style, sub style, era and texture, music can be selected to enhance most retail brands. The company provides profiled music, in-store radio and in-store TV services to more than 13,000 UK retail or leisure outlets and has signed three new major supply contracts so far this year. 'Music provides great value,' says Whalley, 'as it connects instantly to

customers across generation, social types and activities.'

Digital media is seen as one of the fastest growing markets in the display industry and according to Dave Webbing, sales director of GPEG International's media division, manufacturers of digital media solutions are only touching the tip of the iceberg. Watch this space!

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*The Effects of Background Music on Consumer Responses in a High-End Supermarket. Routledge, 2007.

"Music provides great value, as it connects instantly to customers across generation, social types and activities."

Alplas. Stand C310

Alplas, a UK manufacturer of point of sale accessories, is returning to the In-Store Show this year to represent the low-cost 'nuts and bolts' end of the in-store display sector and will be introducing a new range of products. Visitors to the stand will be able to view, discuss and take away samples.

www.alplas.com



Mood Media. Stand C236

The Mood Media Group creates powerful and persuasive sensorial marketing experiences that stimulate the senses and communicate brand messages in a way that relates directly to the customer.

The company has more than 50 years experience in creating music profiles, visual identities and bespoke fragrances that transform the perception of a commercial identity and business environment. At this year's In-Store show, Mood Media will showcase its range of music, visual and scent platforms and will happily discuss the benefits of media tools in-store. Products on display will include a range of hard-drive, streaming and touch-screen technologies.

www.moodmedia.com

Movetech UK. Stand C43

Movetech UK – the new name for British Turntable – will be making its first appearance at the show this year. The company will be demonstrating its position as a leading UK supplier of POP and rotary display movement solutions. With more than 100 standard options available, Movetech UK's movement products help create cost-effective and eye-catching displays that can save on space and increase sales.

www.movetechuk.com/display



HL Display. Stand C248

HL Display will be showcasing Sidekick Max, its modular cross merchandising unit at this year's In-Store show. The flat-packed unit provides stores with a flexible solution that will drive sales in an area that is usually either unused or difficult to merchandise well. Hannah McKinnon, marketing controller at HL Display, comments: 'Sidekick is just one of the products that we will be talking to customers about on the stand at the show, especially the new generation unit that we have launched recently, the Sidekick Max P. 'We also see the show as an opportunity to use our consultancy approach, to offer visitors solutions to their display and merchandising needs overall,' continues McKinnon. 'If last year's show is any indication, we're expecting to be kept very busy on our stand.'

www.hl-display.co.uk