

Music Maestro

Crafting the Perfect Playlist for Customers

Store Chosen:

Dick's Sporting Goods

Playlist

Locate 15 songs (5 below and 10 on the next two slides) that you feel this store should have on its playlist. These songs should encompass the store's overall energy, vibe, and consider the store's target audience. Explain your reasoning. Make sure all songs are school-appropriate.

Song Title	Artist	Explanation
Roar	Katy Perry	Contemporary, upbeat song that promotes strength
Eye of the Tiger	Survivor	Upbeat song that will resonate with shoppers
On Top of the World	Imagine Dragons	Contemporary, upbeat song that promotes strength
Stronger	Kelly Clarkson	Contemporary, upbeat song that promotes strength
Happy	Pharrell Williams	Upbeat song that will resonate with shoppers

Playlist

Locate 15 songs (5 below and 10 on the other two slides) that you feel this store should have on its playlist. These songs should encompass the store's overall energy, vibe, and consider the store's target audience. Explain your reasoning. Make sure all songs are school-appropriate.

Song Title	Artist	Explanation
We Will Rock You	Queen	Upbeat song that will resonate with athletes
Livin' on a Prayer	Bon Jovi	Song that will resonate with an older audience and perhaps bring on some nostalgia; Song also promotes enjoying life
Shake It Off	Taylor Swift	Contemporary, upbeat song that promotes strength
We Are the Champions	Queen	Song that will resonate with athletes
Can't Stop the Feeling	Justin Timberlake	Upbeat song that will resonate with shoppers

Playlist

Locate 15 songs (5 below and 10 on the previous two slides) that you feel this store should have on its playlist. These songs should encompass the store's overall energy, vibe, and consider the store's target audience. Explain your reasoning. Make sure all songs are school-appropriate.

Song Title	Artist	Explanation
Ain't No Mountain High Enough	Marvin Gaye and Tammi Terrell	Song that will resonate with an older audience and perhaps bring on some nostalgia; Song also promotes enjoying life
The Climb	Miley Cyrus	Song promotes strength
This is My Fight Song	Rachel Platten	Song promotes strength
Uptown Funk	Mark Ronson ft. Bruno Mars	Upbeat song that will resonate with shoppers
The Final Countdown	Europe	Song that will resonate with athletes