

Music Maestro

Crafting the Perfect Playlist for Customers

Raise your hand if...

You've ever walked
into a store with music
that totally clashed
with the vibe.

Close your eyes.

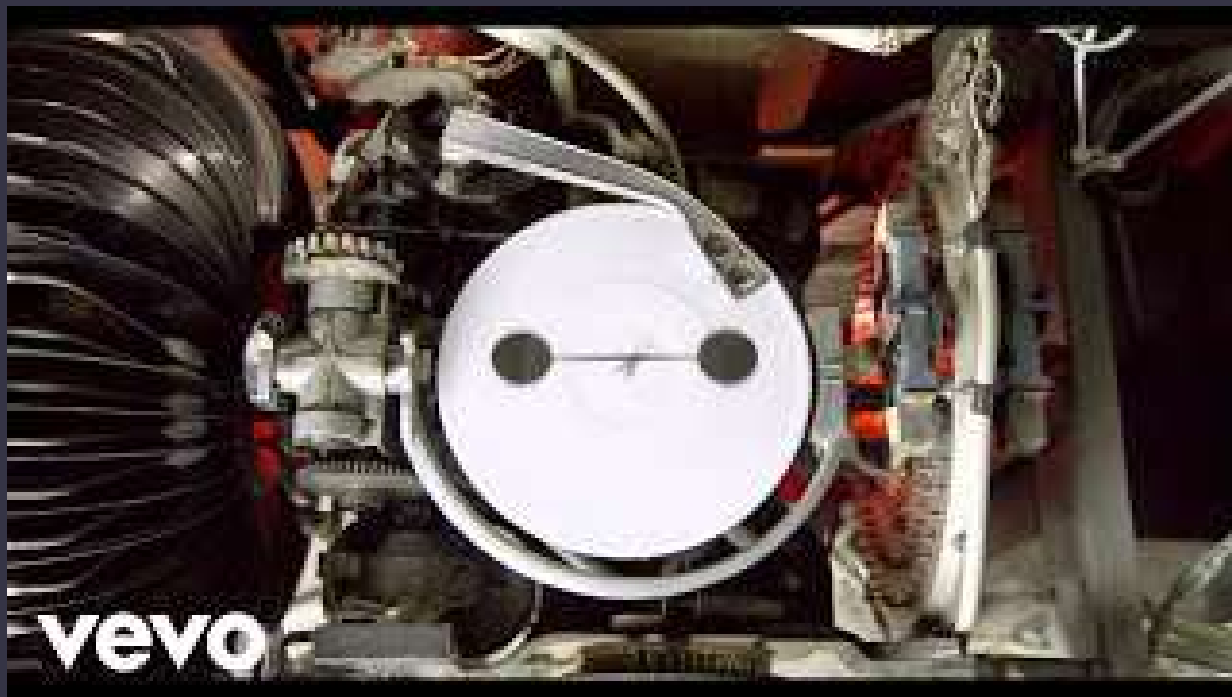
I will now play some music for you.
You will listen to it for about 30
seconds.

Afterwards, tell me what sort of store
you think might play this music.

Song #1



Song #2



Song #3



Song #4



Music is a Universal Language

Music has a powerful and often subconscious influence on consumer emotions and, ultimately, purchasing decisions.

Retailers and brands have long recognized this power and utilize music strategically to create desired atmospheres in their stores and nudge consumers towards specific behaviors.

Music Sets the Mood

- Tempo and Rhythm
 - Upbeat tempo and fast rhythms energize and encourage browsing
 - Slower tempos and softer rhythms create a relaxed and inviting atmosphere, hopefully resulting in longer stays and impulse purchases
- Volume
 - Loud music creates excitement and urgency, ideal for sales and clearance events
 - Quieter music fosters a sense of intimacy and exclusivity, perfect for luxury brands

Music Sets the Mood

- Genre
 - Choosing music that aligns with the brand's image and target audience resonates with consumers emotionally.
 - Think about hearing rock music in a spa or classical music in a bowling alley. Jarring, right?

Music Evokes Emotions

- Melody and Harmony
 - Certain melodies and harmonies can trigger specific emotions - nostalgia, happiness, excitement, or even sadness.
 - A nostalgic song can remind customers of positive experiences with the brand, leading to increased loyalty and purchases.
- Lyrics
 - Lyrics can directly influence emotions and purchase decisions.
 - Upbeat lyrics with calls to action can motivate.
 - Calming lyrics can build trust and encourage browsing.

Music Builds Brand Associations

- Jingles and Signature Music
 - Creating a catchy jingle or using a specific piece of music consistently across marketing materials and in-store can build strong brand recognition
- Genre Associations
 - Certain genres are often associated with specific emotions and lifestyles.

Real-World Examples

Pottery Barn

- During weekend mornings, upbeat pop and dance music can be heard, fostering a fun and energetic atmosphere.
- This atmosphere encourages families and social shoppers to linger, explore, and add more to their carts.

Real-World Examples

Cracker Barrel

- Classic country music and Americana tunes reflect the brand's image and target audience.
- The music evokes feelings of nostalgia and warmth, making customers feel comfortable and more likely to indulge in comfort food and retail therapy.

Real-World Examples

Hard Rock Cafe

- Combines live music performances with restaurant and retail environment.
- The music creates a high-energy, entertainment-driven experience, encouraging longer stays and increased spending on both food and merchandise.

Your Task:

You will choose a store from the list of options.

After you have chosen your store, you will use the following slides to create a playlist that you feel matches the energy, vibe, and target audience that the store is known for.

You will select 15 songs for your playlist. Please keep these songs school-appropriate. Explain why you chose each song and how it contributes to the desired ambiance of your selected store.

Store Chosen:

Type the name of your chosen store here

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

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

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