onemusicnz.com

PRESTO!

RETAIL, BEAUTY, SERVICE & MORE

Low cost, low effort ideas from around the world to get music really working for your business.

OneMusic NEW ZEALAND

From selling clothes or homeware... or offering services like haircuts or dentistry.

No matter how big of a role music plays in your business, **OneMusic can help you get a licence for your music needs**.

Eight in 10 people agree that musicians should be compensated for the commercial use of their music, and **87%** believe that musicians should be paid for their work just like anyone else.[1]

Music influences your customer's choices.

French music playing in a bottle shop[2]

40 bottles of French wine

12 bottles of German wine

German music playing in a bottle shop[2]

8 bottles of French wine

22 bottles of German wine

Why we prefer music we know

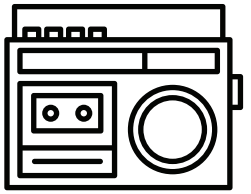
The more we like a song, the more our brains are flooded with thrills... and it all harks back to our teenage self!

"Brain imaging studies show that our **favourite songs** stimulate the brain's pleasure circuit."[3]

It's pretty hard to get that 'kick' from royalty-free music.

"Each time we hear the songs we love, **the joy they once brought** surges anew."[3]

"Researchers have uncovered evidence that suggests our brains bind us to the music we heard as **teenagers** more tightly than anything we'll hear as adults... our brains may stay jammed on those songs we obsessed over during the high drama of adolescence."[3]



If we have an extra association with the music such as *Eye of the Tiger* from the *Rocky* movie franchise, our motivation and stimulation goes sky high.[4]

IF YOU WANT TO

...Make your physio clients do their exercises and be happy about it

... play music

A 2018 study found that playing music in a physio practice made it easier for patients to do their exercises and relate to the physiotherapist. It also helped with building trust and rapport between physio and clients – plus the music helped with privacy by muffling conversations![5]

...Help your patients or customers relax – even dental customers

... play music

With the right music patients can be more relaxed in the operating room, according to a Surgeon quoted in Time magazine. Less medication, quicker recovery times and shorter hospital stays all because music can decrease anxiety.

Research in 2011 also concluded that adult dental patients may benefit from a procedural music-listening program.[6]

IF YOU WANT TO

...Minimise their "itchy feet" while they wait in line

... play music

78% of shoppers agree that waiting in line is **less dull** if music is being played.[7]

Spas, Clinics & Hair Salons

2 in every 3 people say that spas and hair salons benefit from music being played.[8]

IF YOU WANT TO

… Make your salon super inviting

… play music

Some **84%** of hairdressers in the UK say playing music makes the salon's atmosphere more welcoming or exciting and **60%** of UK hairdressers agree that playing music increases the likelihood of customers returning.[9]

…Create an upmarket brand

Play classical music - consumers have higher expectations of merchandise quality and service quality when classical music is played as opposed to top 40.[10]

Behind the internet and mobile phones of course! But ahead of TV and movies!

IF YOU WANT TO

...Make the world (or just people who come to your business) happier

Play happy music. People see happy faces when they are listening to happy music and sad faces when they are listening to sad music.[12]

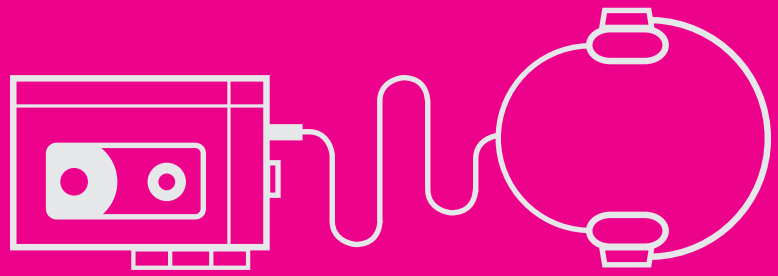
...Stop them walking in one door and straight out the other

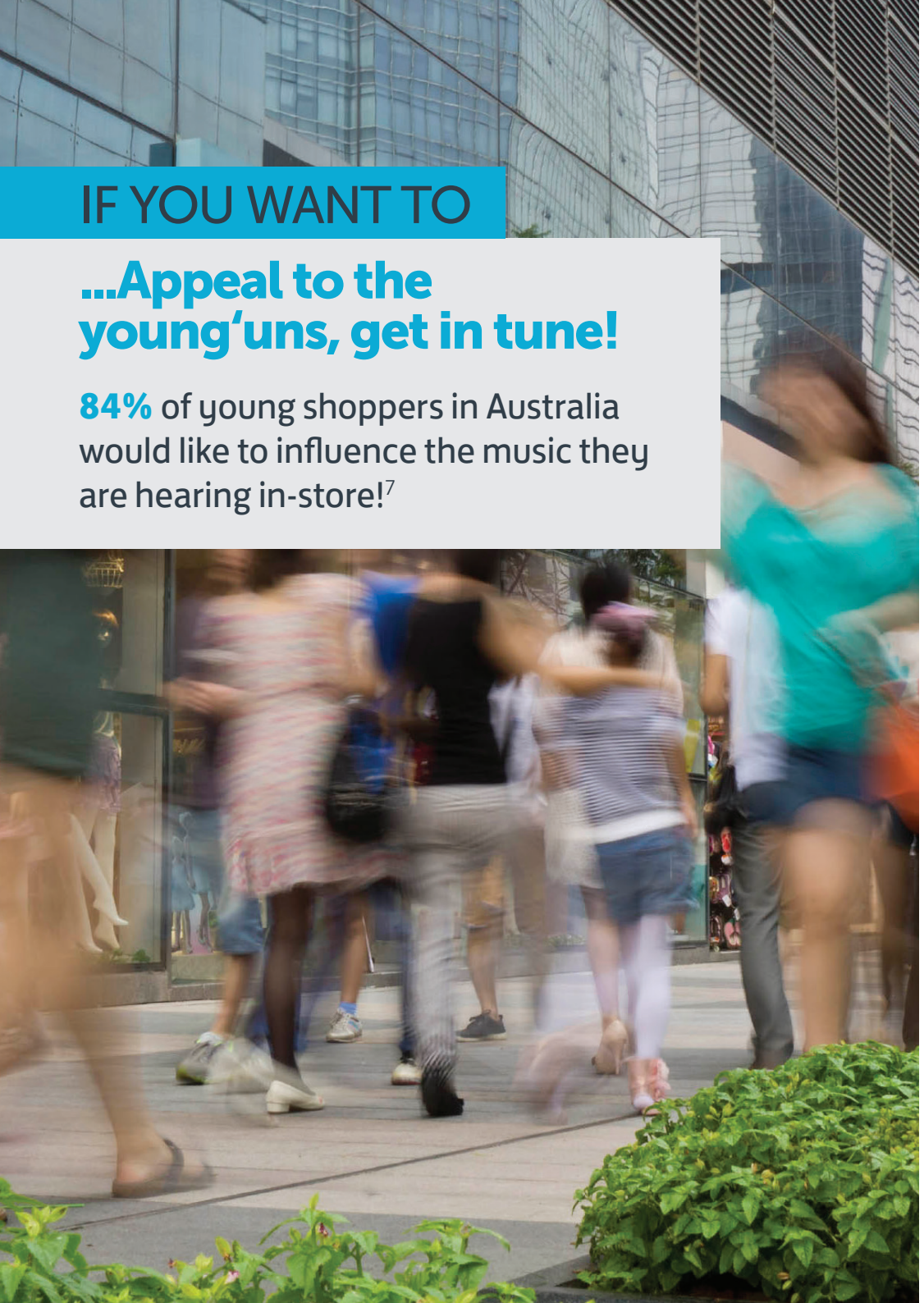
... play music

90% of people in the UK would select a shop playing music over one that was not.[13]

Play music that gives them a feeling of nostalgia

'A store with long lines of customers waiting may benefit by playing nostalgia-inducing background music" They perceived their wait time to be **30% less**![14]





IF YOU WANT TO

...Appeal to the young'uns, get in tune!

84% of young shoppers in Australia would like to influence the music they are hearing in-store![7]

...Give off a positive vibe... play good music

78% of people say when **good** music is played it makes them feel more positive towards the retailer[15]

...Avoid them storming off in a huff

44% of respondents said that playing the **wrong** music would make them leave a business.[9]

...Make them hang around

62% of people are actually more likely to stay longer in a store that plays **good** music.[15]

IF YOU WANT TO

...Get your staff re-stocking shelves more efficiently

... play music

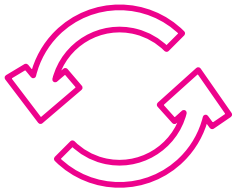
81% of people work faster when listening to music according to Research conducted in the UK by Mindlab International in September 2014.[16]

AND

...If you want them to whistle while they work

"Playing happy music significantly and positively influences cooperative behaviour, which can be relevant to employee behaviour and productivity."[17]

IF YOU WANT TO



...Entice them come back

... play music

31% of all people return when music is played[9]

...Encourage them to tell their friends to come to your business

... play music

When music is played **21% recommend** the business to others **14%** also say they **buy more**.[9]

...Squeeze a bit more spend from them

14% of people actually acknowledge they buy more when music is played.[9]

But they don't even realise they actually buy much more than that!

77% more![18]

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[10] Pavlygina R, Frolov M, Davydov V, Milovanova G, Sulimov A (1999) Recognition of visual images in a rich sensory environment: musical accompaniment. *Neurosci Behav Physiol*. 1999 Mar-Apr;29(2):197-204. 9

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[15] PRS For Music. (2017) Customer research reveals benefits of in-store music. https://www.prsformusic.com/press/2017/new-research-suggests-playing-music-increases-retailers-net-promoter-scores

[16] Via Musicworks.

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