



# How to use music to enhance your brand

*Retail Week*, in partnership with PRS for Music, called on the experts to find out how retailers can use music to great effect in their business. Rob Wood of music consultancy service Music Concierge offers his advice

**M**usic is a vital ingredient to any retailer's brand mix and can be the key to keeping staff motivated and customers spending.

PRS for Music asked Rob Wood, creative director of bespoke music consultancy service Music Concierge, which has worked with brands such as Mulberry and Harvey Nichols, to share some tips on how to make your music work harder for your business.

## Take control of your music

Even though music is not a tangible physical thing, your customers are experiencing your brand through sound whether you like it or not. If you're not in control of it, you're missing a trick.

Some retailers don't think about it and just play mainstream chart music or a random selection. But doing this means you are not reflecting your brand identity and you could end up sounding like everybody else on the high street.

Retailers need to consider what music represents their brand and whether it will speak to their audience. Music can be used creatively to make you stand out.

What is your offer? Are you a premium store offering premium products, therefore wanting people to linger for longer? If so, you should be thinking about the type of music you use so



Rob Wood, creative director, Music Concierge



Music Concierge has worked with premium brands and retailers such as Mulberry and Harvey Nichols

that it conveys your high-end positioning, but also has an appropriate tempo. For example, slower-tempo music will relax people and encourage longer browsing, whereas fast music could stimulate people to move through the store quicker.

## 'Day-parting' your music selection

Time of day is crucial to what music you play. The feel of the music should be in tune with your trading pattern. For instance, you may want to start the day with gentle rather than full-on sounds and gradually grow in tempo as you get busier. There is a different atmosphere on a busy Saturday shopping day to a quiet Tuesday morning and your music should reflect and acknowledge that.

Pay attention to lyrical content. You don't want to offend customers so be mindful of swear words or cultural sensitivities.

## Using music to customise atmosphere

You want to create a welcoming atmosphere and music plays a vital role in achieving this. The atmosphere is something that needs

managing. Monitor the volume levels, assess how the music sounds. Also investing in a decent quality sound system will help create a better ambience. Low-quality speakers will sound cheap and nasty and won't create an engaging atmosphere.

## Expanding your music selection

Some stores allow staff to choose the music, but this has its flaws as they are likely to be selecting tracks based on their personal taste rather than music that evokes the essence of the brand. It's also important to make sure the music is regularly updated while keeping it on brand. Keeping the music fresh and relevant will be noticed by customers.

Music is such a wonderful and powerful art form that can be used in a creative and strategic way for your business so that you actually touch people's hearts and emotionally connect with them. So why not use it to sound inspiring and unique, and to help your store experience and brand stand out?

Rob Wood: [www.musicconciierge.co.uk](http://www.musicconciierge.co.uk)

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