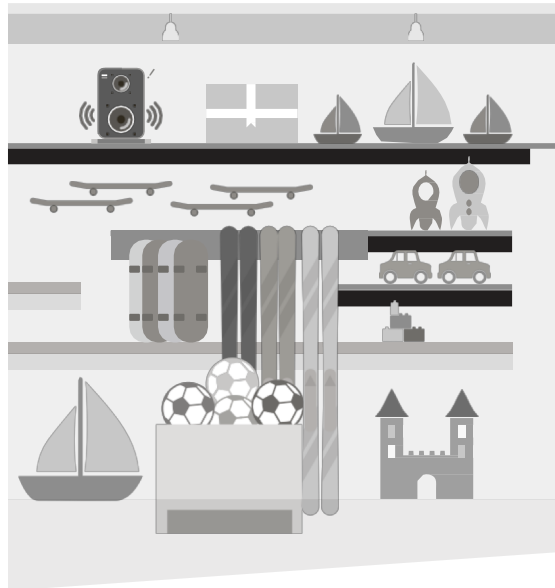




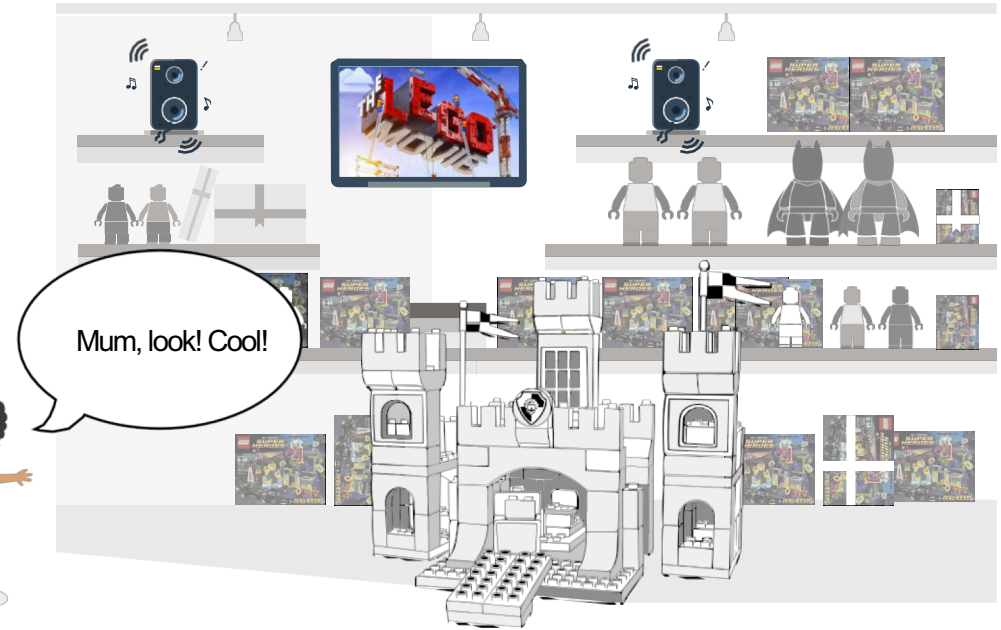
# HOW TO MANAGE CUSTOMER BEHAVIOR

Audio Marketing / Digital Signage / Audiovisual Store Concept

# Research Insights



KIDS



Mum, look! Cool!

84%

Of customers prefer stores with quality background music<sup>1</sup>

24%

Average increase of revenue when using displays in sales areas<sup>2</sup>

“in some cases the atmosphere of the place has a greater influence on the decision to purchase than the product itself. In some cases, the atmosphere is more important than the product.  
Philip Kotler<sup>3</sup>”

<sup>1</sup><http://www.musicworksforyou.com/research/research-topics/8-productivity>

<sup>2</sup><https://www.digitalsignagetoday.com/news/loreal-paris-salons-re-enchanting-customers-with-digital-signage/>

<sup>3</sup><http://connection.ebscohost.com/c/articles/4673250/atmospherics-as-marketing-tool>

# WE OFFER

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CONSULTING



CONTENT



SOFTWARE



SERVICE



## AUDIO MARKETING

### Music 360

- Complex of musical and sound elements, constituting company's corporate audio style
- Company's audio logo

### Sound Identity

- Analysis of competitors' music and differentiation concept
- Tailor-made playlists for your tasks, key audience, bran's distinctive features



## DIGITAL SIGNAGE

### Promo & Informational Displays

- Concept development depending on the client's task
- Digital content design for any type of displays: cashier displays, shelf-displays, outdoor/semi-outdoor displays, videowalls

### Hardware

- Selection of the necessary equipment depending on the client's tasks
- Composing of technical specification, calculation of estimates



## DIGITAL MENU

### Menu Boards & Digital Menu

- Hot and cold zone detection
- Menu layout development
- Assortment analysis and grouping
- Developing design concept

- Direct contracts with international and local record labels and rightholders
- No contributions to ROIP and RAS (VOIS and RAO)
- Licensed content



## MUSIC

- Music database with 10k+ tracks
- 15 styles and genres of music
- Ready playlists for different types of business
- Audio ads, recorded for your tasks, brand, audience



## VIDEO

- Music video
- Thematic videos
- Commercials
- Digital menu

## UNIFIED MARKET PLAYER PLATFORM



### Audio Playback Management

- Background music
- Audio Ads



### Video Content Management

- Digital menu
- Videowall
- Checkout Displays
- Shelf-display
- Outdoor / Semi-outdoor display

- Enterprise solution for up to 10000+ outlets, composition and implementation of complex scenarios
- Centralized content playback management from one
- Supports OS Windows / Android / Linux / WebOS / Tizen
- Offline multimedia playback
- Synchronization of audio and video streams
- Playback reports
- System maintenance monitoring

## TURN-KEY SERVICE



Personal service manager



Personal technical manager



Hardware installation



Legal supports in matters related to copyright and related rights in the field of audio broadcasting



No RAO & VOIS reports

# RESULTS OF IMPLEMENTATION

**80%**

Of visitors notice music at the service points

**68%**

Of customers prefer to learn about promotions from audio ads

**70%**

Of visitors and employees prefer music not silence

**12%**

Of customers who heard audio ad took part in ad campaign

**47%**

Of customers confirm that the musical accompaniment makes them want to re-visit the outlet

According to the results of two independent studies of the influence of musical design in customer service points (May 2017, September 2017 / Moscow, Saint-Petersburg)





- ✓ International company represented in Russia, Belarus, Ukraine, USA and Brazil
- ✓ Market Player is included in the list of registered software of the Ministry of Communications and Mass Media of Russian Federation
- ✓ Members of Skolkovo Innovation Center
- ✓ We are trusted by key players from FMCG, HoReCa, Oil & Gas Retail and Banking
- ✓ We serve more than 7000 retail outlets in the CIS and near abroad
- ✓ Own staff of software developers and customer support
- ✓ Members of Russoft



Calvin Klein



AJ | ARMANI JEANS





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IN OUR OFFICE AND SHOW OUR BEST  
CONCEPTS

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