

## Audio Branding – A Brand New Experience

*Craig Cesman, Chief Executive Officer of DMX Music scopes the role of music in transforming the way consumers relate to brands, retail environments and the growing trend toward audio branding.*

Music is revolutionising the connection that retailers are making with consumers and helping to create environments where shoppers want to spend more and more time. Music evokes an emotional connection through the remembrance of a memory or a personal experience, driving a strong personal connection between brands and consumers. Sassy marketers who understand this are embracing sonic branding to create brand-relevant in-store music genres, that help recreate stores as destinations where consumers love to hang out with friends and family.

Research indicates that music is strongly cognitive and emotive, and has been proven to increase brand memorability, stimulate customer loyalty and increase the time spent in-store. Ultimately more time spent in-store means more in-store spending for retailers.

“Music acts as a strong consumer behavioural motivator, but also motivates and improves staff service,” says Craig Cesman, Chief Executive Officer of DMX Africa.

Through various retail research surveys, DMX has discovered that music can increase gross retail sales by up to 40%. The same research shows that 90% of retail managers say that music creates a positive, inspiring and productive work environment. Market research analysts at Leicester University, reveal that brands who make use of music that matches their brand identity are 96% more likely to be recalled than those who make use of irrelevant music or no music at all. Further research demonstrates that 24% of consumers more likely to buy a product from a store that plays music that they recall and enjoy.

Cesman explains that: “Audio, sound-based branding, creates a tremendously powerful connection with consumers who have a love

for music, mostly because music is an integral part of their lives, personal experiences and memories”.