









## DMX HOLIDAY MUSIC

# BEST PRACTICE GUIDE

Avoid festive music fatigue by adding the right amount of cheer. Here are our tips on creating a superior ambience this holiday season:

-  100% holiday music 100% of the time can be tedious, especially for staff who listen to the music all day. Shake things up a bit with a mix of festive and non-festive music in your playlist. Include one of our custom holiday blends (50% festive music) or mixes (25% festive music) in your schedule.
-  No need to listen to the same jingle at the same time every day. Pre-schedule different music programs to play on different days. The DMX dayparting system also allows you to play music at specific times depending on foot traffic.
-  Stay true to your signature sound. Your holiday music should match your default playlist. If your typical playlist is sophisticated and jazzy, add jazz notes to your holiday sound. With a catalogue of over 30 holiday programs, keeping a consistent brand identity all year round has never been easier.
-  For even greater customisation activate Mood Mix Pro; a cloud-based interface that gives businesses full control over their on-site background music. Gain access to over 350 music programs and make changes to your playlist in just a few clicks.
-  Holiday music isn't a good fit for some brands. While remaining cognisant of your customers' tastes and beliefs, you can choose to go instrumental with your holiday music selection or override your current playlist with any other program for the season.
-  78% of shoppers say an enjoyable in-store atmosphere plays a key factor in opting to make purchases in-store vs online. Focus your in-store marketing without going off-brand by creating a sensory eco-system. Complimentary elements like captivating visuals and evocative scenting makes the background music that much more enjoyable.

Customise your sound today. Have a listen to our [Holiday Music Programs](#).