

MOOD:



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FINDING THE RIGHT HOLIDAY MUSIC FOR THE MASSES

Retailers are, of course, motivated to begin playing their in-store holiday music as early in the season as possible - especially given the prevalence of studies that prove its efficacy in inspiring holiday shoppers to buy more and linger longer. But changing customer attitudes surrounding religious messages in music, as well as shifts in holiday purchasing habits are driving businesses to modify their approach to in-store holiday music.

While it is true that the presence of in-store holiday music can drive stronger customer purchasing, the subject is a bit more complicated than one might expect. As it turns out, too much of a good thing can be counter-productive - and the selection of seasonal music which doesn't resonate well with your target audience can actually kill their holiday cheer and inspire them to shop elsewhere.

According to a recent study cited by CNBC, 71% of Americans are either “annoyed” or “very annoyed” about the presence of “Christmas creep” - the appearance of seasonal music and holiday items in stores prior to Halloween. Reportedly, the group most likely to respond favorably to the prevalence of holiday tunes was Millennials - though this age group also tends to favor secular holiday tunes, remakes, and new seasonal selections recorded by their current pop artists, in lieu of traditional classics.

On the other hand, those least likely to respond favorably to early-season promotions are the Baby Boomers - who express a strong preference for more traditional holiday music, including a mix of secular classics and those with religious overtones.

SO, HOW DOES A RETAIL BUSINESS AVOID ANTAGONIZING OR ALIENATING SHOPPERS, WHILE STILL MAXIMIZING THE VALUE OF IN-STORE HOLIDAY MUSIC?

Given the powerful influence and delicate nature of in-store music, it's advisable for retailers not to go it alone when selecting the right soundtracks for their stores. Instead, the best solution lies in the use of services which support creation of a custom holiday mix, designed to appeal specifically to your targeted retail audience. By allowing an expert to hand-select the tunes which appeal to your unique demographic, you'll avoid customer annoyance, boost sales, and improve the customer shopping experience.

Still, accomplishing this goal is easier said than done. Ensuring proper licensing, playtime, and consistency among franchises and store locations can pose some serious challenges - and choosing the music which appeals most to your demographic audience while still reinforcing brand image and values can be difficult, at best.

CONTACT

To find out more on how Mood Solutions can help design your customer experience, contact us at:

800 345.5000

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In-store music services such as those offered by Mood make it easy for retailers to strike that balance between brand image and audience preference. Mood offers the ability to create a custom in-store holiday mix, allowing retailers the ability to select the genres and songs which appeal to their unique audience, from a vast database of pre-licensed music.

This type of extreme customization allows businesses to truly tailor their in-store holiday music to meet the needs and desires of their consumers - avoiding seasonal burn-out, and promoting the ideal shopping experience.

For more information on how to demystify the selection of appropriate holiday music, set the stage for your shoppers, and leverage the power of in-store marketing to support a positive customer experience, contact the experts at Mood Media. We'll help you set the right Mood, from the start.

