

onemusic.com.au

EDITION 2, NOVEMBER 2022



Scan for more
music tips



Chocolate Buddah, proud OneMusic customer

PRESTO! HOSPITALITY INDUSTRY

Low cost, low effort ideas from around the world
to get music really working for your business.



OneMusic
ONE LICENCE

97% of venues recognise their customers want to hear music¹

AND

Two out of three of customers recognise music is important-very important when they go to a venue²

BUT

Only 20% of customers said in reality the music chosen by a venue actually created a nice atmosphere³

**BIG OPPORTUNITY
FOR MUSIC IN SERVICE
BUSINESSES**

LOW COST & EFFORT

Rhonda Hadi of Oxford University says businesses that provide an **experience** can reap the greatest rewards from a change to music.

“The service itself is so intangible,” she said, “that **people rely on any cues** they can to gauge the quality of the service that they’ve received.”⁴

“Music...is as important to a restaurant as its food, its service, its décor. Get it right and customers will sense that the **atmosphere feels right** in a way they may not even be able to articulate.”²⁴

IF YOU WANT TO

...SELL HIGHER MARGIN FOOD & BEV

Play music from the country of origin⁵

“If there’s a cultural element – say with Indian or Brazilian influence – that can only make the association stronger.”⁵

“Music done right can also take on a tonne of the heavy lifting needed to transport you to a different universe entirely – or at least a different country”²⁴

What’s the right music?⁹

87% of people say they mean the right *volume* (restaurants)

90% said music in a restaurant or bar had previously made them leave or vow never to return.¹⁰

French music playing in a bottle shop⁷



40 bottles of French wine



12 bottles of German wine

German music playing in a bottle shop⁷



8 bottles of French wine



22 bottles of German wine



Play it louder to sell sweets and fast food and play it softer to sell greens and health food⁸

Louder music can cause more stress, making consumers choose unhealthier or sweet food option.

...Or play it softer to stop them rushing off⁹

“There was a **9.1% increase** in overall sales when playing music that matched the brand, compared with playing randomly selected popular songs”¹³



13 minutes longer
soft music makes them linger⁹

“Music has always been a wonderful contributor to the atmosphere at Streetcorner Jimmy as well as our personality. While it may not be the main feature of our venue, it’s a huge contributor to how our place feels for customers, the relaxation they experience.”

Darrin Northey, Streetcorner Jimmy, a social neighbourhood bar in Brisbane



Australian Gourmet Traveller:

Record bars: allow customers and staff to engage with music in your business

“Bars and restaurants are treating music not as a mere aural wallpaper or simply a way to put customers at ease – but as a feature.”

“They’re also a great way to make customers’ and staffs’ tastes a central part of the creative process.”²⁴

IF YOU WANT TO

... LIFT VOLUME & SALES

Turn it up a notch¹⁰



Playing 'drinking songs' in a tavern makes customers drink more and stay longer.¹¹



75% of hotel guests like to listen to background music in the lobbies, bars, restaurants and public areas.¹²

...But make sure the music matches your venue's identity¹³

Take a 4.3% dive in sales if the music seems out of whack with your venue's image/brand.

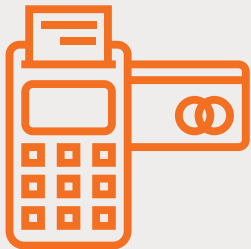


"On brand music" drives 15.6% more dessert sales¹³

What's the right music?¹³

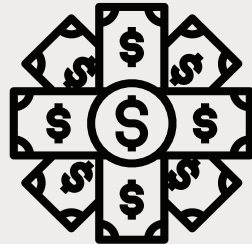
76% of restaurants that play music matching their menu seem more authentic than those that don't.

Play any kind of half-decent music in your pub, bar or diner!¹⁴



Pubs on a Friday/Saturday with music **48.2% more sales** than a pub with no music at all¹⁴

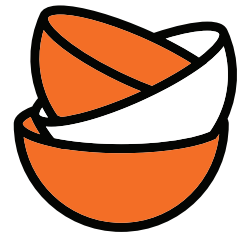
Weekdays in pub with music **21% more sales** than a pub with no music at all music¹⁴



Bring in the groups and play music for atmosphere¹⁵

Those eating with others ate up to **48% more food** than solo diners

Children consumed **30% more food** when eating in a group of nine children than when eating in a group of three children.



What's the right music?¹⁶

Jazz and lounge music can make customers spend bigger amounts of money than when other genres of music are playing.

IF YOU WANT TO

...TURN TABLES QUICKLY

“Many hotels do not have capacity to seat all of their guests for breakfast, which means they want to turn tables quickly. In those cases, (provide) a brisk soundtrack, rather than the more sedate, leisurely sounds you might expect.”⁴

...GET THEM TALKING ABOUT YOU¹

57% say they want to invite friends to join them when live music is played in a restaurant

68% said atmosphere created by music would influence their repeat business or recommendation

...BOOST THE TIPS JAR¹⁷

Tips are up **4%** when upbeat songs are played



Play it slower¹⁸

Slow-music at dinner =
56 minutes to eat and leave

Fast-music at dinner =
45 minutes to eat and leave

Encourages customers to
drink an average of **3.04
drinks** more per customer

Tips leap even when sad songs are played, because it makes us feel compassion¹⁷

IF YOU WANT TO

...PLEASE & MOTIVATE YOUR STAFF

Play up-tempo music¹⁷

Playing 140 beats per minute (bpm) music tempo increases the productivity of doing repetitive tasks to **30.7%**.

...LIFT YOUR BRAND

Jazz adds pizzazz

'Atmosphere (is) perceived differently (for each) musical style. Pop music (is) youthful, exciting and fashionable while lounge music (is) up-market and more sophisticated; Jazz music, (makes a) cafeteria feel restful, peaceful and fresh.'²⁰



...MANAGE WAIT TIMES FOR TABLES

Slow tempo music helps ease wait times²¹

Get to know your customers – the music they like at the volume they like will ease wait times.²²

Play more highly complex music (contains the most information and warps their sense of wait time in a good way).²³

People will wait up to **26% longer** when music is played than when no music is played.¹⁹

How to start booking live music

Easy, impactful... and low risk.

Start with:

- Local acoustic performers – they don't take up much space
- Local solos, duos or small trios – same
- Consider local electronic music acts for an 'arty and youthful' vibe

These musicians have little to no tech requirements.

Make sure you pick a genre or style that is suited to the vibe of your business!

Access the free [Small Business Guide to Live Music Presentation](#) from the OneMusic news section

Find the musician

1. **Call a booking agent.** Type 'music booking agent' and your suburb or town into a google search. Usually for established musicians
2. **Collaborate** with a network of businesses.
3. Contact your local **council**
4. Look up **triplej Unearthed** under your suburb/town
5. Call **AMIN**
6. Contact your local **High School, Music Conservatorium or University** and see if they have any good music students willing to perform, paid
7. Download **Muso App** and find a local muso who catches your eye



Set a Budget

Consider the size of the band, their profile and how long you need them to perform (40-45 minutes a set is normal)

Get it in Writing

Fill in a performance agreement or a booking agreement (even if the performance is free)

livemusicoffice.com.au



Big Note Yourself!

Tell the world you are hosting live music!

1. Get some marketing support from your council
2. Social media (Facebook, Instagram) - ask your performer to give you a plug on social media and your staff if they're keen
3. Create posters and stick them up wherever it's legal
4. Book some ads on local radio, the local paper (even if it's now all online), arts and lifestyle magazines
5. Print and drop off some flyers to other businesses and to clients coming in ahead of your performance
6. The good ol' A-Frame sign out the front!

Case studies

Award-winning Darwin Ski Club's 5 live music tips

(Best Live Music Venue, 2022 HospitalityNT Awards)

Renowned for hosting the likes of Jimmy Barnes, John Stevens, Illy, Lime Cordiale and Timmy Trumpet, Darwin Ski Club was recognised for its excellence.

In celebration of the award, Club Treasurer Paul Gurr shared his top five tips for live music venues:

1. Regularity. Having regular live music at the venue is key to create an atmosphere. We like to mix the artists and styles week to week, and find we can enable opportunities for new artists. Being flexible with the location of where musicians play within the venue is key to match the time of year and our seasonal Tropical weather conditions.

2. Build a fan base. Having a strong social media presence is paramount, ensuring you have regular updates on live music, engaging photos, ages and video content, and making live music fun and part of our normal business. Regularly changing up the artist line ups and genres, arranging and hosting large music events four to five times per year helps to make the venue associated with being the home of live music in Darwin. Exemplary advertising across media platforms with strong, fun, and consistent messaging always pays off too.

3. Take a chance. Take chances with cold calls from artists - some of our best performances have been from those we hadn't worked with before or heard of yet. Researching other live music venues and artists playing, as well as attending other live music venues is a great way to see how your local community is experiencing and enjoying live music outside of your venue. It helps to ensure you don't just offer the same thing time and time again and helps with ideas to cater to a broad range of entertainment.

4. Be flexible with artists. Engage current and new artists and be flexible to the artist's needs or requests. Make sure you pay live artists promptly and on time. Don't stick to just one genre all the time; mix it up.

5. Be broad! Offer a wide choice of genres, regular music and options for wider audience groups. We always make sure we have something for everyone throughout the year.





Darwin Ski Club

A platform to share art - Caffeine Kings

2021 Queensland winner of Restaurant & Catering Association and OneMusic Excellence Award **Caffeine Kings** in Miami, took home the award for their outstanding recognition and support for the Australian music industry.

Caffeine Kings give a platform for local musicians, both established and up-and-coming, encouraging customers to explore local talent and never-released tracks. They offer free food & drinks for the musicians performing in their venue, along with a further offers for the muso's family and friends attending the gigs to expand the word of mouth factor (and sales).

Mikaela Vu of Caffeine Kings: "It comes down to actively supporting the incredible talent we have in Australia and as an Australian small business providing them with a platform to share their art. We all need to work alongside each other to provide an experience customers return to."

Big profiles in small towns - a cafe in Tassie

Owners of **Marakoopa Café** in Tasmania's North East, Lars and Sarah Cooper, highlighted the great sense of community that live music brings to their venue, they have a real commitment to connect musicians and their community. "We felt we could create something unique for the musicians to enjoy our space and connect sincerely with an appreciative audience".

"We encourage higher profile artists to perform at regional and remote venues so that rural communities can enjoy live music too, creating a cultural shift for attending live concerts," said the Coopers.

Marakoopa Café took out the OneMusic Excellence Awards at the 2022 Victoria/Tasmania Restaurant and Catering Association Awards.



Beach Burrito Company

¹ SOCAN/Leger. Play On: Music is the Food of Business (company catalogue).

² Stim and SAMI 2011

³ Stim and SAMI 2011

⁴ Hulyer, Jake. Inside the booming business of background music (6 November 2018). *The Guardian*.

⁵ (Wang, Dr quoted by) Charles Spence (2018). Crossmodal contributions to the perception of piquancy/spiciness. *Journal of Sensory Studies* Vol 24, Iss 1

⁶ Werner, Barbara and Bernstein, Robert. (2017). A Mathematically-Based Technique of Matching Music to Food to Affect the Culinary Experience. *International Journal of Food Science and Technology*.

⁷ North, A. C., Hargreaves, D. J., & McKendrick, J. (1999). The influence of in-store music on wine selections. *Journal of Applied Psychology*, 84(2), 271–276.

⁸ Ferber, C & Cabanac, M. (1987). Influence of noise on gustatory affective ratings and preference for sweet or salt. *Appetite*, Volume 8, Issue 3, Pages 229-235

⁹ The impact of pitch, volume and tempo on the atmospheric effects of music Article in *International Journal of Retail & Distribution Management* 30(6):323-330 · June 2002 - Malcolm Sullivan

¹⁰ Guéguen N., Jacob, C., Le Guellec H., Morineau T. & Lourel, M. (2008). Sound Level of Environmental Music and Drinking Behavior: A Field Experiment With Beer Drinkers. *Alcoholism Clinic and Experimental Research* Volume 32, Issue 10.

¹¹ Jacob, C. (2006). Styles of background music and consumption in a bar: an empirical evaluation. Center of Research of Economics and Management.

¹² MusicWorks and Mindlab.

¹³ Soundtrack Your Brand (Spotify)/Swedish Retail Institute. (2017) and SOCAN.

¹⁴ Stim and SAMI (2017) and Dzhandzhugazova, E.A., Blianova, E.A., Orlova, L.N., and Romanova M.M. (2016). The value of music in pubs. *Innovations in Hospitality Industry*. Summary of PRS for Music research conducted by CGA. (2011)

¹⁵ Lumeng J.C., and Hillman, K.H. (2007). Eating in larger groups increases food consumption. *Science Daily*.

¹⁶ Mandila, M., and Gerogiannis, V. (2012). The Effects of Music on Customer Behaviour and Satisfaction in the Region of Larissa - The Cases of Two Coffee Bars.

¹⁷ Beer, A and Greitemeyer, T. (2018). The effects of background music on tipping behaviour in a restaurant: A field study. *Psychology of Music*, Vol 47 (3) 444-450

¹⁸ Milliman, R.E. (1986) The Influence of Background Music on the Behavior of Restaurant Patrons. *Journal of Consumer Research*, Vol. 13, No. 2. pp. 286-289.

¹⁹ Mouaid D. Al-Quds College Dept. of Management and Business Administration. (2016). How Music Tempo Affects Productivity of People Doing Repetitive Tasks
Vol. 3 Issue 1.

²⁰ Vitera, T. and Keresztes, B.R., Stenden Hotel Management School The Netherlands. (2013). Music as an environmental factor in hospitality: what is the impact of background music on perceived atmosphere and sales in a school cafeteria?

²¹ Droit-Volet, S., Ramos, D., Bueno, J. and Bigand, E. (2013). Music, emotion, and time perception: the influence of subjective emotional valence and arousal? *Frontiers in Psychology*.

²² Baker, J. and Cameron, M. (1996). The Effects of the Service Environment on Affect and Consumer Perception of Waiting Time: An Integrative Review and Research Proposal. *Journal of the Academy of Marketing Science* 24(4): 338-349

²³ North, A. C. and Hargreaves, D. J. (1999). Can music move people? The effects of musical complexity and silence on waiting time. *Environment and Behaviour*, 31,136-149.

²⁴ AGT: Carlton, A. (2022) Plate That Funky Music. *Australian Gourmet Traveller*, May 2022 edition, pp. 84-87