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# PRESTO!

# RETAIL, PHYSIO, BEAUTY & MORE

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

Proud Partner of



**OneMusic**  
ONE LICENCE

Selling clothes or computers... or offering a service such as hair cut & colour or a physiotherapy consultation?

**33,119 Aussie goods and service 'retail spaces' hold a music licence with OneMusic Australia.**

Eight in 10 people agree that musicians should be compensated for the commercial use of their music, and **87%** believe that musicians should be paid for their work just like anyone else.<sup>1</sup>



French music playing in a bottle shop<sup>2</sup>



40 bottles of French wine



12 bottles of German wine

German music playing in a bottle shop<sup>2</sup>



8 bottles of French wine



22 bottles of German wine

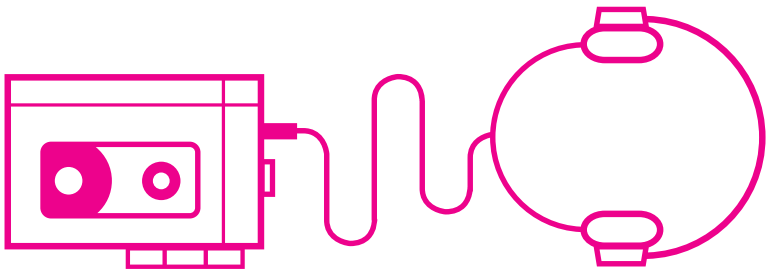
## Why we prefer music we know

It's pretty hard to get that 'kick' from royalty-free music.

**The more we like a song, the more our brains are flooded with thrills... and it all harks back to our teenage self!**

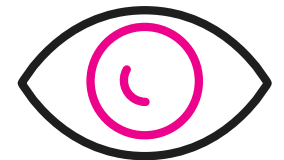
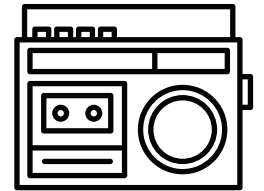
“Brain imaging studies show that our favorite songs stimulate the brain's pleasure circuit. The more we like a song, the more we get treated to some of the same neurotransmitters that cocaine chases after.”<sup>3</sup>

“But each time we hear the songs we love, **the joy they once brought** surges anew.”<sup>3</sup>



“Researchers have uncovered evidence that suggests our brains bind us to the music we heard as **teenagers** more tightly than anything we'll hear as adults... our brains may stay jammed on those songs we obsessed over during the high drama of adolescence.”<sup>3</sup>

If we have an extra association with the music such as *Eye of the Tiger* from the *Rocky* movie franchise, our motivation and stimulation goes sky high.<sup>4</sup>



IF YOU WANT TO

**...Make your physio clients do their exercises and be happy about it**

... play music

A 2018 study found that playing music in a physio practice made it easier for patients to do their exercises and relate to the physiotherapist. It also helped with building trust and rapport between physio and clients – plus the music helped with privacy by muffling conversations!<sup>5</sup>



**...Help your patients or customers relax – even dental customers**

... play music

With the right music patients can be more relaxed in the operating room, according to a Surgeon quoted in Time magazine. Less medication, quicker recovery times and shorter hospital stays all because music can decrease anxiety.

Research in 2011 also concluded that adult dental patients may benefit from a procedural music-listening program.<sup>6</sup>



## IF YOU WANT TO

### ... **Make your salon super inviting**

#### ... play music

Some **84%** of hairdressers in the UK say playing music makes the salon's atmosphere more welcoming or exciting and 60 per cent of UK hairdressers agree that playing music increases the likelihood of customers returning.<sup>7</sup>

### ...**Create an upmarket brand**

Play classical music - consumers have higher expectations of merchandise quality and service quality when classical music is played as opposed to top 40.<sup>8</sup>

Can you do without music?<sup>9</sup>

No! Music is the third most difficult thing for people to live without in their daily lives.

Behind the internet and mobile phones of course! But ahead of TV and movies!

## IF YOU WANT TO

### ...Make the world (or just people who come to your business) happier

Play happy music. People see happy faces when they are listening to happy music and sad faces when they are listening to sad music.<sup>10</sup>



### ...Stop them walking in one door and straight out the other

... play music



**90%** of people in the UK would select a shop playing music over one that was not.<sup>11</sup>

### ...Minimise their itchy feet while they wait in line

... play music

**78%** of shoppers agree that waiting in line is **less dull** if music is being played.<sup>12</sup>

**OR**

**Play music that gives them a feeling of nostalgia!**

‘A store with long lines of customers waiting may benefit by playing nostalgia-inducing background music’ They perceived their wait time to be **30% less!**<sup>13</sup>

"Music helps White Lily Couture create an atmosphere. As a bridal store emotion is an essential part of the experience. We have recently implemented playlists specific for the "Yes to the dress" moment when the bride has found the gown for her."

Quinton Evans, White Lily Couture, Brisbane.



## IF YOU WANT TO

### ...Appeal to the young'uns, get in tune!

**84%** of young shoppers in Australia would like to influence the music they are hearing in-store!<sup>12</sup>

### ...Give off a positive vibe... play good music

**78%** of people say when **good** music is played it makes them feel more positive towards the retailer<sup>14</sup>

### ...Avoid them storming off in a huff

**44%** of respondents said that playing the **wrong** music would make them leave a business.<sup>9</sup>

### ... Make them hang around... and spot the specials rack!

**62%** of people are actually more likely to stay longer in a store that plays **good** music.<sup>14</sup>



IF YOU WANT TO

**...Get your staff re-stocking shelves more efficiently**

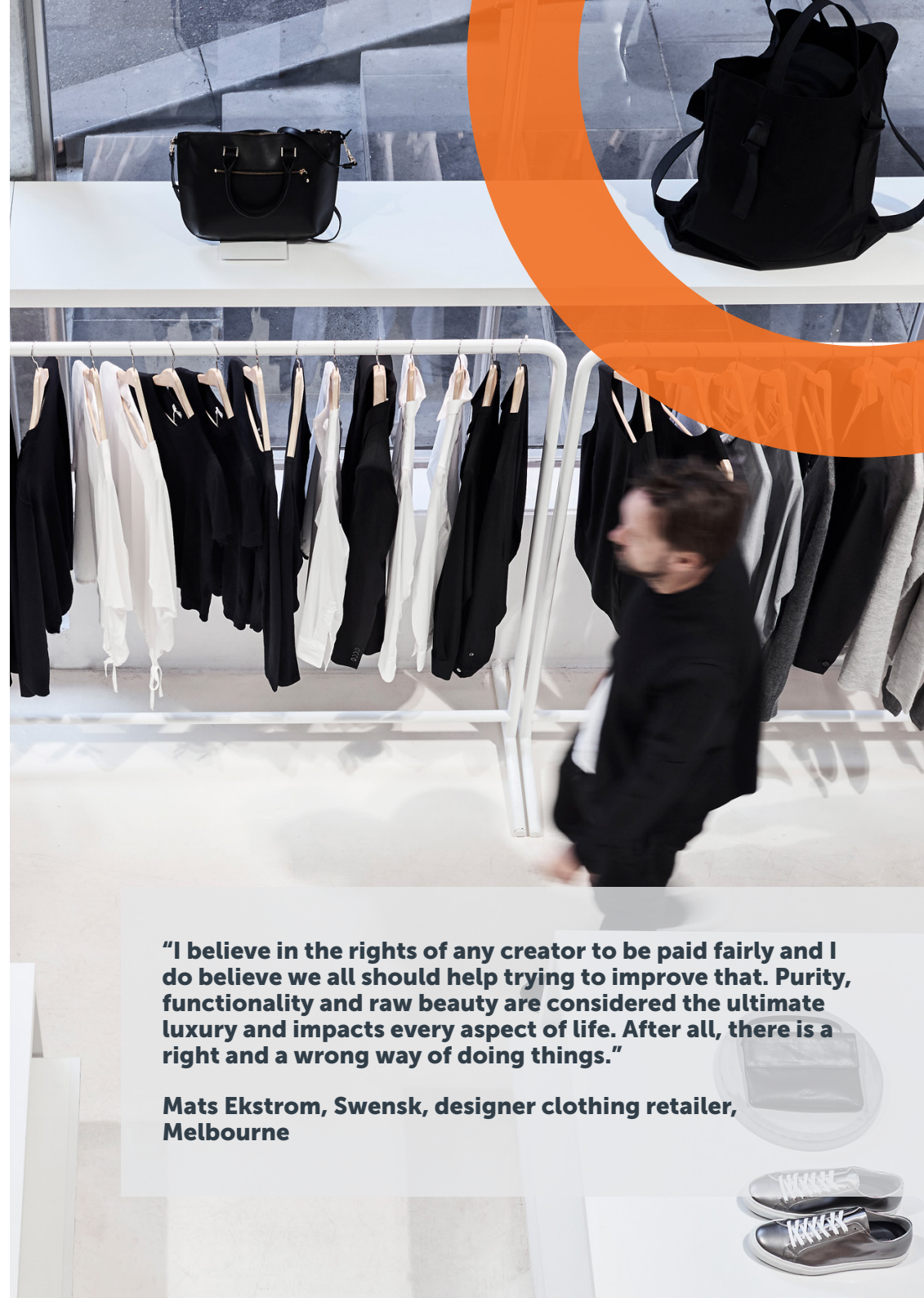
... play music

**81%** of people work faster when listening to music according to Research conducted in the UK by Mindlab International in September 2014.<sup>15</sup>

**AND**

**...If you want them to whistle while they work**

“Playing happy music significantly and positively influences cooperative behaviour, which can be relevant to employee behaviour and productivity.”<sup>16</sup>

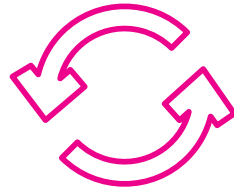


**“I believe in the rights of any creator to be paid fairly and I do believe we all should help trying to improve that. Purity, functionality and raw beauty are considered the ultimate luxury and impacts every aspect of life. After all, there is a right and a wrong way of doing things.”**

**Mats Ekstrom, Swensk, designer clothing retailer, Melbourne**







## IF YOU WANT TO

### ...Entice them come back

... play music

**31%** of all people return when music is played<sup>9</sup>

### ...Encourage them to tell their friends to come to your business

... play music

When music is played **21% recommend** the business to others **14%** also say they **buy more**.<sup>9</sup>

### ...Squeeze a bit more spend from them

**14%** of people actually acknowledge they buy more when music is played.<sup>9</sup>

But they don't even realise they actually buy much more than that!

**77% more!**<sup>17</sup>



## MUSIC FOR EVERY PRACTICE

### Spas, Clinics & Hair Salons

**2 in every 3 people** say that spas and hair salons benefit from music being played.<sup>18</sup>



- <sup>1</sup> Leger research conducted among 1,500 Canadians. (2015)
- <sup>2</sup> 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.
- <sup>3</sup> Stern, M.J (2014). Slate.
- <sup>4</sup> Karageorghis, C.I., and Terry, P.C. (1997). The psychophysical effects of music in sport and exercise: A review. *Journal of Sport Behavior*, 20, 54–68.
- <sup>5</sup> Williams, H (2018). Music therapy and physiotherapy: a powerful pair <https://healthtimes.com.au/hub/physiotherapy/8/practice/hw/music-therapy-and-physiotherapy-a-powerful-pair/3535/>
- <sup>6</sup> Maulina T, Djustiana N, Shahib MN. The Effect of Music Intervention on Dental Anxiety During Dental Extraction Procedure. *Open Dent J*. 2017;11:565-572. Published 2017 Oct <https://www.ncbi.nlm.nih.gov/pubmed/29238417> and Moola S, Pearson A, Hagger C. Effectiveness of music interventions on dental anxiety in paediatric and adult patients: a systematic review. *JBI Libr Syst Rev*. 2011;9(18):588-630. <https://pubmed.ncbi.nlm.nih.gov/27819961/>
- <sup>7</sup> VisionCritical research, April 2012 of 1,000 UK businesses. Entertainment Media Research, 2009 on 2,000 UK consumers and 2010 on 400 small retailers, hairdressers, offices and factories
- <sup>8</sup> Pavlygina R, Frolov M, Davydov V, Milovanova G, Sulimov A (1999) Recognition of visual images in a rich sensory environment: musical accompaniment. *Neurosci Behav Physiol*. 1999 Mar-Apr;29(2):197-204. 9
- <sup>9</sup> Heartbeats International (2011) Uncovering a Musical Myth: A Survey on Music’s Impact in Public Spaces. [http://www.soundlikebranding.com/myth/Uncovering\\_a\\_musical\\_myth.pdf](http://www.soundlikebranding.com/myth/Uncovering_a_musical_myth.pdf)
- <sup>10</sup> Jolij, J. & Meurs, M. (2011). Music alters visual perception. *PLoS ONE*, [http://dx.plos.org/\(...\)journal.pone.0018861](http://dx.plos.org/(...)journal.pone.0018861)
- <sup>11</sup> Research conducted by VisionCritical in April 2012 among 1,000 UK businesses and Entertainment Media Research in 2009 among 2,000 UK consumers. Via Musicworks for You
- <sup>12</sup> Mood Media (2017). The State of Brick & Mortar: 2017. <https://moodmedia.com.au/news/brick-mortar-press-release/>
- <sup>13</sup> Huang, X (2016) Feelings of Nostalgia Can Make Us More Patient. <https://hbr.org/2016/11/feelings-of-nostalgia-can-make-us-more-patient>
- <sup>14</sup> PRS For Music. (2017) Customer research reveals benefits of in-store music. <https://www.prsformusic.com/press/2017/new-research-suggests-playing-music-increases-retailers-net-promoter-scores>
- <sup>15</sup> Via Musicworks.
- <sup>16</sup> Kniffin, K. Schulze W. Wasink, B. Yan, J. (2016). The sound of cooperation: Musical influences of cooperative behaviour. *Journal of Organisational Behaviour*. 38: 3
- <sup>17</sup> Andersson, P. Gustafsson, A. Kristensson, P. Wastlund, E. (2012) Let the music play of not: The influence of background music on consumer behaviour. *Journal of Retailing and Consumer Services* 19 (2012) 553–560
- <sup>18</sup> The Value of Music to Consumers & Businesses 2015. Leger, Canada