

PRESS RELEASE DANISH CHAMBER OF COMMERCE

Testing Directional Sound in Retail Environments.

Strategic use of sound increase sales in retail significantly.

Recent studies show that strategic use of sound can affect customers and increase sales in retail. Danish Chamber of Commerce sees a huge untapped potential in this area.

Many years of massive focus on marketing through visual messages have resulted in the saturation point being reached in retail sales and the effect is decreasing. Therefore, retailers should turn their attention to sound as a marketing tool. Sound is the direct channel for consumer sub consciousness and controls 85 percent of purchasing decisions.

It underscores the latest results from a retail retailing conducted by Audiowise, which specializes in audio-visual marketing and sound design.

"Targeted and relevant sound design can create up to 96 percent increase in brand awareness and up to 250 percent increase in revenue. In addition, the residence time rises in front of a product with sound effects of up to 700 percent," says Johny Sårde, owner of Audiowise, and continues:

"Using sound in the marketing, we can see significant increases in both bottom line and retention time - and also increases in customer experience and positive attitude towards the store."

Retail is backwards

But retail in Denmark is hopelessly backward on sensory shopping, especially in using the huge potential sound and music has in "the moment of truth" such and how it creates a unique experience. Most stores play music in their stores. Supermarkets often spend a lot of money setting up speakers and paying code charges. But there is rarely a special strategy for which sound is being played in the store and whether it should be differentiated depending on where in the store the customer is or who the targets groups are.

"By creating better environments and atmosphere in the stores makes customers want to stay longer subconsciously and this creates a better shopping experience. And at the same time there is a high probability that the customer feels motivated to make purchases. Therefore, we encourage retailers to focus on this field - here's really a lot of lucrative possibilities," says Christian Sestoft, Marketing Manager in Danish Chamber of Commerce.

Cases:

1. Danish supermarket:

Find Back Klausman, Decoration and Interior Design Manager, fk@bilka.dk, tel. 2029 2352.

Purpose / task:

Audiowise's task was to test our unique 100 percent directional audio tool Sound POS and our sound design. The purpose was to see if this could increase the sale of a Spanish Faustino wine that was offered in Bilkas wine department.

Solution:

Audiowise created a tailor-made audio universe for the wine, including a voice over presenting the product and where it comes from. We used our AW Directional sound (Sound POS Solution) in front of the product. The sound can only be heard when standing straight in front of the product and activated by a sensor.

Track 1: Sound piece - Spanish guitar music

Track 2: Action-motivating action sounds and sound effects: the sound of wine opened and poured.

Track 3: Speak about Wine history and wine offerings

Tracks 1, 2, 3 are only audible when the sensor is activated by a customer located in front category

Result:

Audiowise increased sales of Spanish wine by + 140 percent compared with the sales index

Without sound effects. Retention increased by 220 %

2. Hamley's:

Mette Eriksen, Retail Operations Manager (Kids Retail of Denmark / Hamleys)

Meriksen@hamleys.dk, tel. 3150 6092.

Purpose / task:

Audiowise's task was to test our unique 100 percent directional audio tool Sound POS

And our sound design. The purpose was to see if this could increase the sale of HASBRO Start Wars

Fighter Pods, which was on offer in Hamley's.

Solution:

Audiowise created a tailor-made audio universe for the product category including a voice over. We used our Directional sound (Sound POS Solution) in front of the product. The sound can only be heard when standing straight In front of the product and activates a sensor.

Track 1: Soundtrack from Star Wars movie = strong sender retrieval

Track 2: Action-motivating action of sound effects from Star Wars.

Track 3: Speak about Offers on pod fighters

Tracks 1, 2, 3 are only audible when the sensor is activated by a customer located in front of the category

Result:

Audiowise increased sales of HASBRO Start Wars Fighter Pods with + 250 percent compared

With sales index without sound impact. Retention was increased by 700 percent

RESULTS via AW SOUND POS :

We transform customer traffic in to buying customers .

Audiowise Sound POS has increased In Store sales for our customers

up to + 250% and has increased customer retention times in stores with + 700% .

- Yogurt with +89 % (+60 % average in 3 categories over 6 weeks)
- Coca Cola ½ liter +42 % in supermarket - Increased retention by +600%
- Spanish wine in the supermarket with + 140% - Retention increased by +220%
- Star Wars toys with + 250% - Retention increased by 700 %
- Bananas in supermarket + 130%
- Mobile Accessories + 123%
- Christmas Beer increased sales by +184 %

Note: All tests and cases have shown significant sales increases and retention

For further information, please contact:

Christian Sestoft, Marketing Manager at Dansk Erhverv, tel. 2076 0730

Johny Sårde, owner of Audiowise, tel. 2298 4592

[Please visit our sound pos website here](#)