

THE SOUND OF SUCCESS

Living Labs Research report about how music transforms shopping and hospitality across Europe by



THE RESEARCH: PROVING MUSIC'S BUSINESS IMPACT

To measure the impact of background music, researchers performed field experiments in five different countries across the EU. They measured the impact of background music on revenue, and also assessed aspects of social, cultural and therapeutic value.

Researchers explored how background music influenced:

- Customer behavior
- Employee morale
- Business performance

"Music was not just ambiance—it proved to be a strategic business asset"



KEY TAKEAWAYS BY COUNTRY

THE NETHERLANDS - Tempo = Performance

Study population 140 Retail Stores

➤ SLOW MUSIC RESULTS

- Sales increase among loyalty program members
- More thoughtful purchasing decisions

➤ FAST MUSIC RESULTS

- Higher job satisfaction reported by employees
- Better customer communication
- Improved mood during busy shifts
- Enhanced focus during long shifts

FINLAND- Brand alignment pays

Study on 4 Major Shopping Centers (Jumbo-Flamingo, Kaari)

➤ BRAND-ALIGNED PLAYLISTS

- 41% of customers spent more than planned
- Increased customer satisfaction
- Improved staff morale with curated playlists
- Cost-effective marketing tool proven

➤ SUCCESS FACTORS

- Curated playlists adjusted by time of day
- Seasonal music variations
- Mall identity-matching soundtracks

IRELAND - Hospitality amplifier

Bars & Restaurants study

➤ MUSIC POWERS

- Staff energy & focus boost
- Customers stay longer
- Higher spending per visit
- Live music = significant footfall increase
- More repeat visits
- Stronger community bonds

Venues with local playlist control saw better staff engagement and customer satisfaction.

SPAIN - Cultural connection

Study on Festivals & Supermarkets

➤ EMOTIONAL IMPACT

- Music evoked nostalgia, excitement, happiness
- Local language increased store connection
- Generational identity music resonated strongly
- Deeper emotional brand ties
- Enhanced shopping experience

Result: Stronger brand affinity (beyond direct sales impact)

"The recent music selection has been rather uninspiring, creating a noticeably sluggish atmosphere in the office."

- Store Employee

PAN-EUROPEAN - Summer & Seasonal Magic

Cross-border summer study

➤ SUMMER EFFECTS

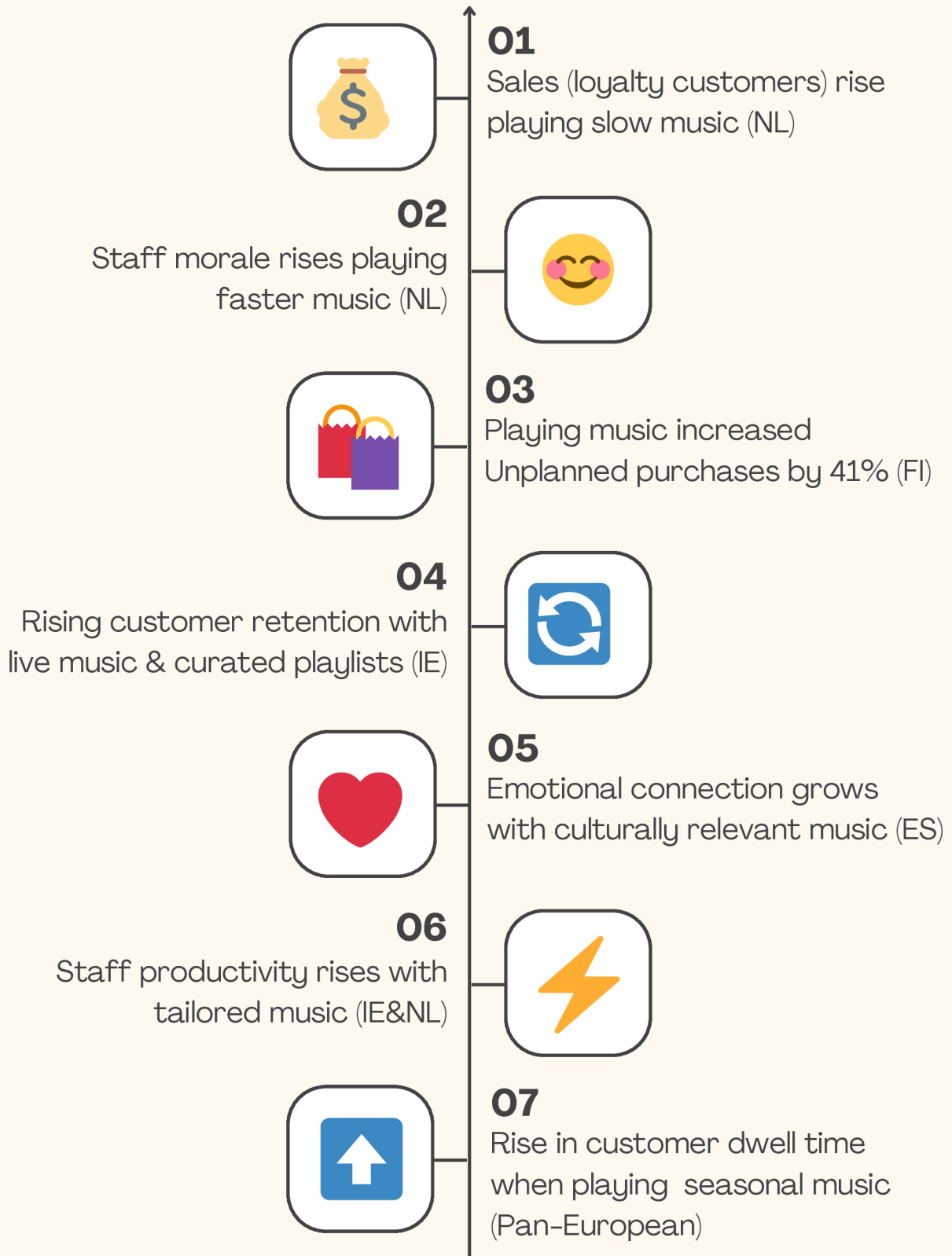
- Customers more relaxed & spontaneous
- Upbeat seasonal playlists (tropical, acoustic pop)
- Longer visits
- Higher spending
- Stronger emotional brand connections

"This week features beautiful, ambient music with lounge vibes that creates a calm and relaxed atmosphere"

- Store Employee



QUANTIFIED IMPACT SUMMARY



YOUR CALL TO ACTION

Music is a powerful, underutilized tool in retail and hospitality. The Music360 Living Labs prove that with the right soundtrack, businesses can boost sales, improve staff performance, and create memorable customer experiences.

WHAT CAN YOU DO TODAY

STRATEGIC APPROACH

- Treat music as part of your brand strategy, not background noise
- Align playlists with your brand identity

PROFESSIONAL CURATION

- Invest in professional playlist curation
- Adjust music by time of day and season

STAFF TRAINING

- Train staff to understand music's customer impact
- Allow local playlist control where appropriate

MONITOR & ADJUST

- Track customer feedback
- Adjust music strategies based on results
- Test different tempos for different goals

Research conducted by Music360 Consortium

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