

# The Daily startle®

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# Could You and Your Business Win Big in 2022 With Startle?

## Get set for a hugely successful, award-winning partnership

We have no crystal ball at Startle, but a partnership with us could see memorable nights at lavish awards ceremonies winning awards for the likes of 'Best Customer Experience' becoming a common occurrence.

Any such award would recognise all the hard work the future you put into giving customers a distinctive in-store experience. All the more impressive against the hugely challenging backdrop of the recent pandemic.

You'll need an acceptance speech. What could it be? Maybe something like this (just remember to include a small mention for your music + tech + science partner, Startle, naturally):

"There's no doubt that recent times have made it harder to attract customers into physical retail and hospitality businesses. More than ever, we needed to maximise our brand distinctiveness, increase footfall and fine-tune our customer experience. Startle made it easy for us to harness the power of our entire atmosphere across our estate. Our atmosphere was expertly curated by Startle, backed by cutting-edge tech and behavioural science, transforming our in-store atmosphere into something

truly magical. But they went above and beyond this, integrating our music and atmosphere with other technology touch-points to truly raise the roof on our in-store customer experience, taking us from great to world-class."

Wow, that's quite a large Startle mention, thank you. No doubt the award judging panel would be clear in why they selected you as the winners:

"What this business has achieved across the last year is little short of astounding. No business in the retail sector has adapted better during an unimaginably challenging time to keep their customer's needs well looked after and more. Guided by Startle, this business has unlocked music's power to influence behaviour and emotions and, by combining it with engaging tech and behavioural science, has created next-level customer experiences with positive commercial results that the judges unanimously decided had to be acknowledged."

If you have developed a taste for getting awards (and time travel), then talk to Adam (below) on re-shaping the future. We're already feeling more optimistic about your future. How about you?

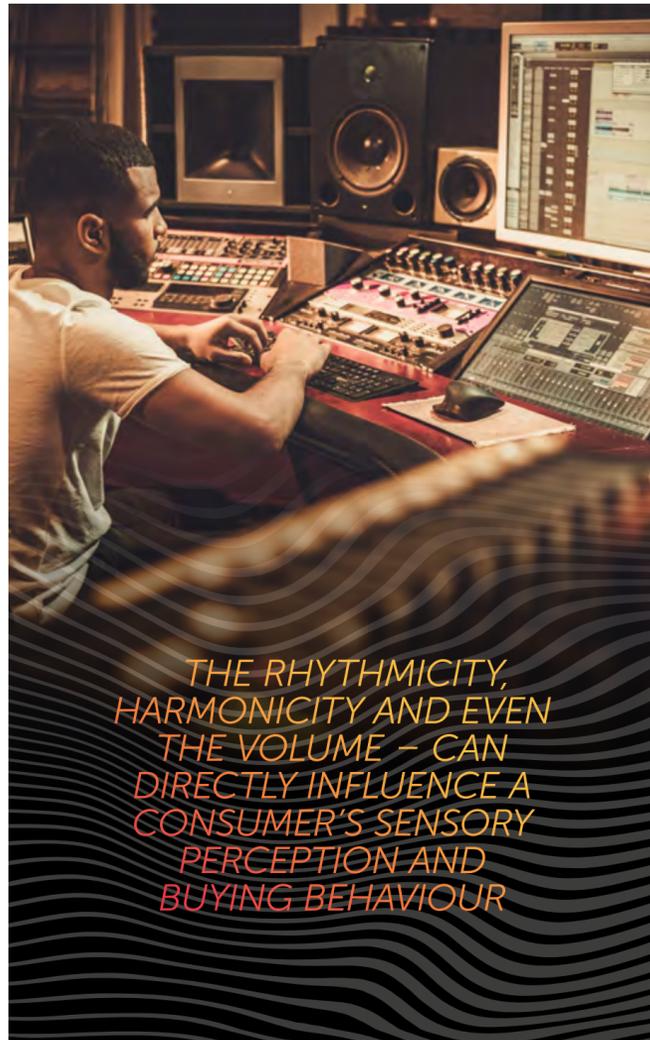


## Call Me Maybe

Hey, we've just met you and this is crazy.  
But here's our number +44 (0)203 397 7676  
So, call us maybe?

Adam Scott  
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THE RHYTHMICITY, HARMONICITY AND EVEN THE VOLUME – CAN DIRECTLY INFLUENCE A CONSUMER'S SENSORY PERCEPTION AND BUYING BEHAVIOUR

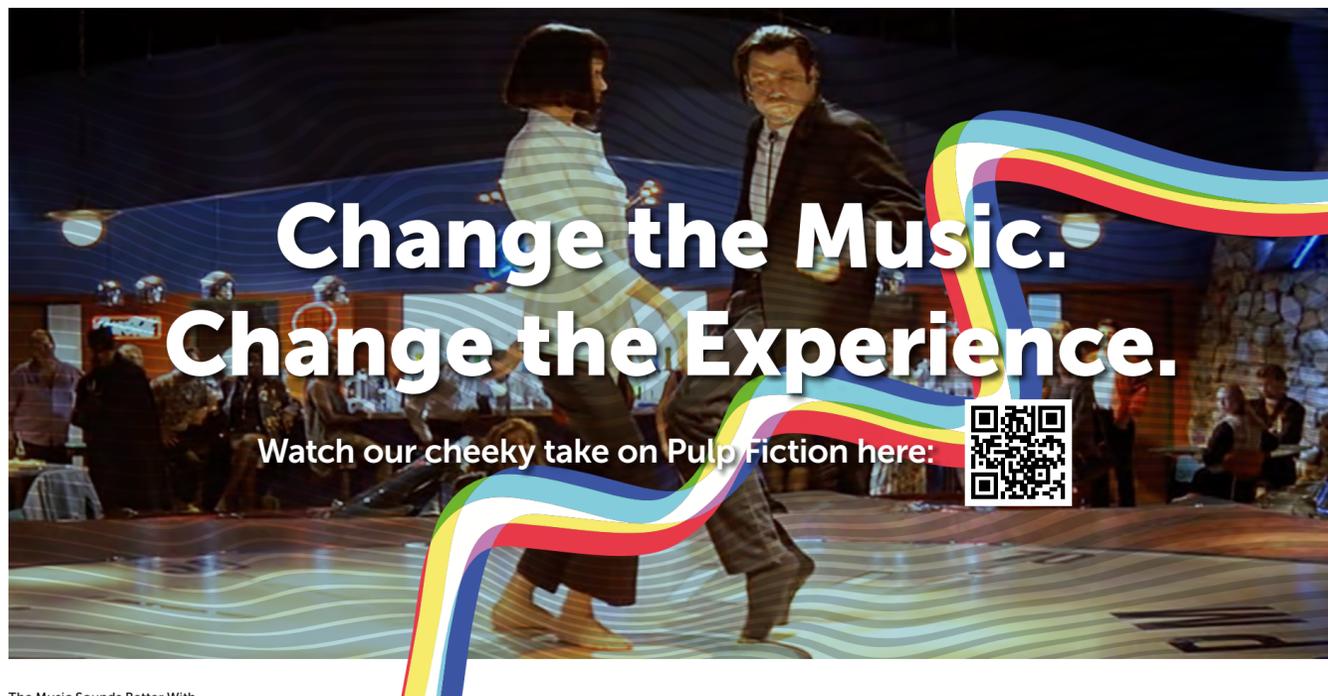
# 'Cause we are living in a material World

Given the serious challenges faced by the retail industry, any competitive advantages you can get your hands on to increase footfall are vital. Startle's experts are equipped with tools, built with advanced commercially-sound and science-backed data, to understand neuro responses to particular tracks and sentiment of lyrics.

What does this boil down to? The music played in-store - the rhythmicity, harmonicity and even the volume – can directly influence a consumer's sensory perception

and buying behaviour. For example, a study by Milliman concluded that playing slower tempo music can result in higher daily profits as consumers spend more time browsing, whilst playing music that matches a brand saw a 9.1% uplift in sales compared to when randomly selected popular music was played.

Embracing the combined power of music and technology to shape behaviour is a smart and strategic way to engage your customers, improve customer experience and stand out from the competition.



Change the Music.  
Change the Experience.

Watch our cheeky take on Pulp Fiction here:



# The view of our CEO Adam Castleton on Retail...

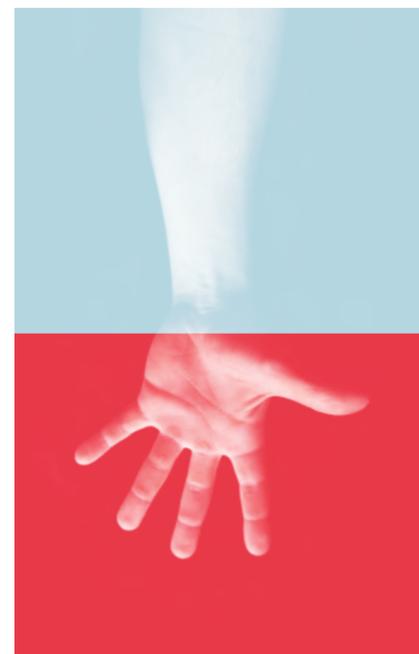


Retail certainly has its own unique challenges in these times – queuing saps the fun out of everyone, and Covid-secure guidelines broaden the convenience gap between bricks and clicks. But retail remains absolutely vital to the high street - look at Amazon moving to bricks and mortar with their pioneering Amazon Fresh stores. We love nothing more than the magic of a good in-store experience, and for all

that we are in unprecedented times, fundamentally, the challenge is the same. My team and I get the biggest thrill from giving customers in store an experience that is more powerful than anything that can be achieved online alone. This can absolutely be achieved easily, and at scale, with focus in the right areas.

Music is a great way to influence human behaviour. I've witnessed this first hand myself, in a magic, personal moment

when taking my son for new shoes at Schuh (who happen to have our music solution in-store). My son Jesse danced to the music in his new shoes, and this, along with a number of child-friendly touch-points, made me think about the long-term impact from a brand perspective of these 'magic moments'. Isn't this the biggest feat a brand can achieve? Creating magical moments that linger long in the memory and are recalled well into the future.



## A behavioural bias to help get the tills ringing in retail

### THE PEAK-END RULE

A psychological heuristic in which an experience is evaluated and remembered based on the peak (most intense) point of the experience and/or the ending of the experience.

### HERE'S AN EXPERIMENT TO DEMONSTRATE IT

Participants were subjected to two different trials of an unpleasant experience;  
**A.** The subjects put a hand in 14°C water for 60 seconds.  
**B.** Participants put the other hand in 14°C water for 60 seconds, but kept their hand underwater for an extra 30 seconds, during which time

the temperature was raised slightly to 15°C.

Participants were asked to choose a trial to repeat. Curiously, participants were more willing to re-take the second trial. The researchers concluded that this supports the theory that people judge experience on how the event ends, in this case, warming their hand up a little.

### WHAT DOES THIS MEAN IN THE CONTEXT OF RETAIL AND HOSPITALITY?

Events, experiences, the buying process; all are remembered for their most stand out and final moments, be they positive or negative. A rude and inattentive

salesperson can ruin an afternoon-long retail therapy session, yet a restaurant bringing out a dessert with your name written in chocolate calligraphy can make up for forgettable food.

### AN ACTION YOU CAN TAKE NOW TO HARNESS THE POWER OF THIS HEURISTIC

The power of hearing a song you love in a store (peak) and getting to take home the 'gift' of the playlist (end) could be a powerful tool. Or how about changing the background music to something surprising in a particular zone so that every entry and exit into this zone feels like a new peak.

# A behavioural bias for improving retail dwell time

## MOOD

The impact of the consumer's mood on their capacity for noticing anything, be it adverts, in-store signage or staff going that extra mile.

## HERE'S AN EXPERIMENT TO DEMONSTRATE IT

Fred Bonner, Professor of Media and Advertising Research at the University of Amsterdam, asked 1,287 participants in his experiment to flick through a newspaper and then answer questions about which ads they remembered.

Dividing the data according to the reader's mood showed that those who were relaxed noticed 56% of ads, far more than the 36% noticed by those who were stressed. So, consumers who were in a relaxed state of mind were much more likely to notice ads.

## WHAT DOES THIS MEAN IN THE CONTEXT OF RETAIL?

The influence of mood highlights the importance of reaching, communicating and engaging with the right person at the right time. A consumer's emotions should always be taken into account, be that in-store or elsewhere, and how their emotions' impact on their behaviour.

## AN ACTION YOU CAN TAKE NOW TO HARNESS THE POWER OF MOOD

Music that is in sync with your customer mood can increase recall, dwell time, and reduce price sensitivity, amongst other great effects. Consider implementing the Iso-Principle; using music to take customers from a lower to a higher mood by intentionally matching music to their mood firstly, and then gradually changing the music which has the effect of changing the mood of the customer.



# Heard it *through the grapevine*



Given the serious challenges faced by the hospitality industry, any competitive advantages you can get your hands on to enhance the atmosphere are vital. Our experts are equipped with up-to-date scientific research alongside data-rich and musically-intelligent tools to understand the likely neuro responses to particular tracks and the sentiment of lyrics. This combination of human-expertise, data and science take our curators from great to 'superhuman' ensuring that our music curation has the highest possible degree of success in influencing customer behaviour.

The music played in a restaurant

or bar – the tempo, genre and volume – can directly influence a diner's sensory perception and buying behaviour. For example, a study by Milliman concluded that restaurant diners exposed to slow music spent an average of 11 minutes longer at their table than those who were exposed to fast music. The genre of music playing can even affect the likelihood of customers buying more expensive drinks.

Startle's technology can sync music to the lighting and volume controls, dimming the lights and making the music louder when the evening comes, helping to increase sales. Embracing the combined power of music and technology to shape behaviour is a smart and strategic way to engage your customers, improve customer experience and stand out from the competition.

| IN THE BOOTH WEBINAR |

## In the Booth with DJ Danny Dove

Join us as we discover how music  
can make or break a night out

Enjoy the webinar here:



# A behavioural bias for hospitality that plays on the senses



**PRIMING**

Occurring at a very subconscious level, our behaviour can be tweaked by subtle exposure to words, smells, sounds and sights that we are not consciously aware of and cannot later recall.

**HERE'S AN EXPERIMENT TO DEMONSTRATE IT**

A wine shop carried out an experiment to investigate the effect of in-store ambience on sales of specific wines, French and German music was played on alternating days. On days when French music was played, French wines outsold German wines by a ratio of 5:1. On days when German music was played, German

wine outsold French wine by 2:1.

**WHAT DOES THIS MEAN IN THE CONTEXT OF HOSPITALITY?**

There are probably very few other industries where pretty much all the senses can play a part in contributing to a great customer experience and making sales. From the smell, sight and taste of great food to eye-catching spectacular fashion displays and the music played in-store, all are powerful tools that drive sales and real-world commercial objectives.

**AN ACTION YOU CAN TAKE NOW TO HARNESS THE POWER OF THIS HEURISTIC**

Setting the right ambience in a store or restaurant is hugely important. For example, scented candles that evoke memories of Greece may lead to increased sales of the Moussaka main course. Having the music and lighting working in tandem to create pitch-perfect atmospheres as evening falls can result in customers dwelling longer and thus potentially spending more.

# The view of our CEO Adam Castleton on hospitality



**"IF YOU RUN A RESTAURANT THERE IS NO HEALTHY DISTINCTION TO BE MADE BETWEEN THE VALUE YOU CREATE BY COOKING THE FOOD, AND THE VALUE YOU CREATE BY SWEEPING THE FLOOR"**

It's been wonderful to see customers returning to bars and restaurants after a long period of time filled with various lockdowns and restrictions, with a real desire to support businesses and meet others in social spaces designed to be safe. Customers were clearly starting to miss the buzz of a busy bar - I certainly know my team and I were!

The challenge for brands is to deliver the great experience customers expect, so that they keep coming back. We've yet to understand the full impact the last year or so has had on customer attitudes but what we do know is that providing experiences people want to leave the house for is key.

Restaurateurs have to strike the perfect balance for a consistent and optimised atmosphere. This isn't always easy for busy operators,

but there are things we can do to make this more achievable, such as monitoring footfall throughout service and automatically adjusting the playlists and volumes levels, or integrating with the weather to promote products based on real-time context. We can also integrate with your lighting to make sure that the ambience is perfectly tuned to the time of day and brightness. It's these kinds of easy-to-achieve integrations that take an experience from great to world-class.

As Ludwig von Mises from the Austrian School of Economics said, "If you run a restaurant there is no healthy distinction to be made between the value you create by cooking the food, and the value you create by sweeping the floor".

Though of course we'd swap out sweeping the floor for properly profiled music and atmospheric!



# A behavioural bias *perfect* for presentation

**EXPECTANCY THEORY**

Expectancy Theory concerns how our expectations of a product or service influence how we feel about what we experience or the perceived performance of a product.

**HERE'S AN EXPERIMENT TO DEMONSTRATE IT**

A 2006 experiment centred on giving customers at a cafeteria a free sample of a brownie if they answered two questions: 1) How much would they be prepared to

pay for the brownie and 2) how do they rate the taste?

175 brownies were given out, each one the same size, made from the same recipe, and with the same powdered sugar coating, but (unbeknown to the customers) a third of them were presented on a napkin, another third on a paper plate, and a final third on a china plate.

The brownies served on a napkin were rated 'OK', those on a paper plate were rated 'good' and those on a china plate 'excellent'.

**WHAT DOES THIS MEAN IN THE CONTEXT OF RETAIL AND HOSPITALITY?**

Quite simply, presentation is just as important as the product. Expectations can generate as much value as the actual product, a value which can be generated from the crockery used by a restaurant, or the time and cost put into the visual merchandising in store of a luxury fashion brand.

**AN ACTION YOU CAN TAKE NOW TO HARNESS THE POWER OF THIS BIAS**

Sell a concept, an expectation and lifestyle choice that goes beyond merely selling a functioning product. For example, Startle put NFC stickers on shoes for a famous high street footwear retail brand, which triggered lifestyle videos on a nearby screen when you picked them up.



## Startle's 5-Day weather forecast Playlists in tune with real-time contexts

MONDAY



**Ain't No Sunshine**

- Bill Withers

TUESDAY



**November Rain**

- Guns N' Roses

WEDNESDAY



**Here Comes the Sun**

- The Beatles

THURSDAY



**Walking On Sunshine**

- Katrina & The Waves

FRIDAY



**Here Comes the Rain Again**

- Eurythmics

# The proof is in the pudding

startle®

A selection of tips and tests you can put into practice to start exploring the world of behavioural science and improve both the customer experience and your business's performance.

**Wine served and poured from a heavier bottle** is perceived as having a more intense smell and as being of higher quality.

**Playing classical music** can lead to higher spending than both no music and pop music.

**Slow music encourages** people to take their time - a useful tactic for when you want to increase dwell-time and spend.

**Customers say queuing is less frustrating** when accompanied by music and digital displays, as they reduce the pain of unknown waits; with the likelihood of longer lines in a socially distanced world, music + tech is a simple way to deliver a more satisfying experience.

**'Reciprocation' – Humans are adapted to nurture positive social relationships**, so when accepting gifts, we are compelled to return the favour. For example, when restaurant diners received a single

after-dinner mint, tips increased by 3%, but when the waiter offered one mint, paused, turned back and said: 'for you, nice people, I'll give another', tips saw a whopping 23% increase. So, it is not just what you give, but how you give it.



## NAME THAT TUNE!

Can you guess the famous song titles from the emojis below?  
Answers at the bottom of the page. Sorry about Adam's head. He wouldn't budge.

- 1) 🐍 ➡️ 🍼
- 2) 🤜 ☁️ 🙌 ☁️ 🚪
- 3) 1 👧 🌍
- 4) 🚀 🧑
- 5) ❌ 😭 🇲🇩

1) Genie in a Bottle – Christina Aguilera 2) Knockin' on Heaven's Door – Guns N' Roses 3) Only Girl in the World – Rihanna 4) Rocket Man – Elton John 5) Don't Cry – Madonna

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