

Spitz adds CD compilation to designer brand

Bespoke audio branding, from DMX Music Africa's Profusion range now includes 60 Spitz outlets and its newly launched stand-alone Kurt Geiger stores.

"It's all about creating the ultimate shopping experience. Look, touch, smell and sound are all intrinsically linked," says marketing executive for Spitz, Anna Dodds. "We want our shoppers to walk away with a memory - the music plays a very important role in the consumer experience."

"We're excited about our bespoke CD compilation to complement the Kurt Geiger brand, where shoppers can look forward to a smooth combination of R&B and classic contemporary music from the 60s to today. Shoppers who love the designer-sounds of Kurt Geiger can purchase their own, fabulous compilation," says Craig Cesman, CEO of DMX Music Africa.

As one of the world's most successful in-store music platform, this top-of-the-range audio branding solution delivers tailor-made audio arrangement for retailers and is strategically targeted to reflect brand personality and tailored to a myriad of dynamics from shopper profile to season and even time of day.

"Profusion has been remarkably successful in South Africa with over 600 installations and growing. A national retailer with 90+ outlets has experienced phenomenal customer feedback and demand for take-home versions of its in-store music mix. As a result, the company has specially compiled, produced and released four different CD compilations for sale to their customers," adds Cesman.

Internationally, it is one of the most successful audio branding provider, with 100 000 business installations globally. With a capacity to hold over 1 000 hours of customised mixed music and messaging, it can be programmed to change music profiles throughout the day, depending on trading patterns and also provide various music styles in up to four zones simultaneously.

"Audio branding is an excellent option for retail environments where control and reliability is essential. Profusion is tamper proof, meaning that employees cannot interfere with the in-store atmospherics, thereby ensuring brand-wide consistency of experience.

"The sound is always fresh and there's an excellent line-up of music and messaging, if required, that plays as long as the shopping day.

"The longer shoppers stay in a store, the more likely they are to spend and also get to know one's brand. Good audio branding adds to a compelling environment conducive to shoppers' feelings of well-being," he concludes.

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