

YOUR MESSAGE, YOUR PLACE



RETAIL RADIO

WHAT IS RETAIL RADIO?

Do you want to influence your customers' purchasing behaviour while they are in your store?

Retail Radio is the perfect audio merchandising solution that places the right message in the right place at the right time. Retail Radio will create your own In-Store Radio station where YOU control the type of music that will reflect your brand identity and the advertising messages you want your customers to respond to.

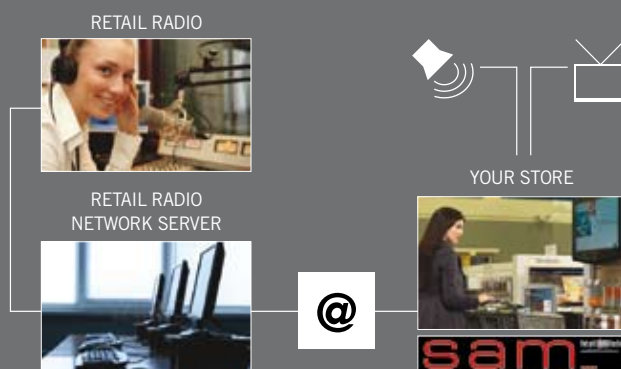
You spend a significant amount enticing people across the threshold but research shows that over 80% of purchasing decisions are actually made once the customer is in the store. By creating the right environment you encourage your customers to linger, which turns browsers into buyers. Retail Radio delivers the killer blow by talking directly to your customers at the point of decision. Your revenue will increase from add-on sales and impulse purchases.

Have you ever been in a store where commercial radio is playing and you hear a competitor's advertisement? Seize the opportunity to appeal directly to your customers and keep the competition out of your store!

"The ear leads the eye"....digital signage adds another dimension to In-Store Radio. Strategically placed screens deliver In-Store Radio with Pictures, an integrated audiovisual presentation which further enhances your in-store atmosphere.

With Retail Radio you have a seamless in-store experience, minimum input from Head Office and hands off in the branches. You choose what advertisements and messages you want us to schedule, when and for how long, balanced by exactly the style of music you want to hear in your store.

RETAIL RADIO SYSTEM OVERVIEW



SAM (Smart Audio Merchandiser) connects your store to the Retail Radio server overnight to download music and advertising content which is played in-store over your sound system or digital video screens.

WHY PUT RETAIL RADIO IN YOUR STORE?

- Music creates the right ambience and makes your customers feel welcome
- In-Store Radio broadcasts the songlist and messages you choose
- The extensive song list with no repetition maintains interest
- Creativity, frequency and length of message are your call
- Increasing the time spent in your store will increase the average sale
- Browsers will become buyers and make impulse purchases
- Your unique messages will reinforce brand recognition
- Promoting upcoming events ensures return visits
- The competition will not be talking to your customers
- Selling advertising space to suppliers will add a new revenue stream
- It is an easy way to communicate with your staff
- Adding digital signage creates audiovisual impact
- Because you will comply with your music licensing obligations

RETAIL RADIO FEATURES & BENEFITS

FEATURE	BENEFIT	RESULT
Your Own Virtual Radio Station	Creates your own autonomous In-Store Radio Station for audio merchandising and branding	In-Store Radio has the energy and feel of a broadcast Radio Station, without competitive messages
Advertising is programmed to a specific time (day/minute)	Allows targeting of advertising and promotions at different times of the day and week	Increased sales by linking audio merchandising with other promotional activity and store traffic patterns
Extensive library of music tracks to choose from	Avoids boredom from repetition of songs	Music which will be enjoyed by the customer and staff
Different types of music at different times of the day	Enhances the ambience appropriately to time of the day	Longer store visits, improved staff/customer interaction and increased sales
Next day updates of advertising and music; immediate changes by arrangement	Delivers a rapid response to changes in store and market conditions	A unique tactical tool for daily variety and instant response
Flexibility of programming by store type and region	Micro management of promotions by store type and region	The right message in the right place at the right time
Downloading over secure internet link outside trading hours	No interference with store operation or systems during trading hours; does not require dedicated telephone line	Hassle free and cost effective installation and operation
The option to add vSAM (Smart Audio Merchandiser plus Video) for digital signage	An integrated audiovisual merchandising solution	In-Store Radio with Pictures: a powerful tool which is easy to manage
Music licenses included in subscription (except for PPNZ Public Performance Tariff)	Reduces administrative burden	No risk of prosecution for infringement of performers' rights

RETAIL RADIO - MEASURABLE RESULTS*

SALES INCREASE EXAMPLES

Copy paper 220%
Phone cards 380%
Beer brand 112%
Vehicle registration 25%

CUSTOMER AWARENESS

Exit survey summary:
In-Store Radio awareness 85%
Purchase influence 12.5%
Product awareness 65%
Advertisement recall 27.5%

AVERAGE SALE INCREASES

National stationery store ran week on / week off tests. Average sales went from \$17 to \$23 = 35% average transaction volume increase with Retail Radio

CONVERSION RATIO

Stores with people-counters compared number of store visits with number of transactions which showed 28% increase for stores with retail radio installed

RETURN VISITS

Large scale retailer:
Ladies Night workshop advertisement pulled after 1 week of a 3 week campaign because the event was over subscribed



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