

MOOD:MEDIA™

# THE EXPERIENTIAL MEDIA MARKETING HANDBOOK

How to harness the power of experiential media  
to **maximize the in-store customer experience**



# THE EXPERIENTIAL MEDIA MARKETING HANDBOOK

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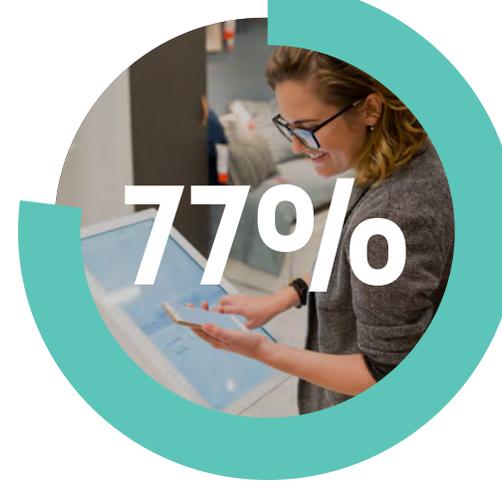
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# What is Experiential Media?

Experiential Media involves creating an inspiring, immersive and engaging in-store experience that emotionally connects with customers and makes a lasting impression. It uses the senses as a canvas to paint a well-defined picture of your brand and its products.

From digital signage solutions like interactive digital displays that inspire, inform and empower customers, to audio visual media like branded background music that reflects the personality traits that your brand and your consumers share, to in-store scents that trigger strong emotions and memories, or even in-store events that let consumers taste and touch your offerings, it's about creating a scalable mix of media tools that helps to influence customer loyalty and buying behavior. When you want to create a shopping journey that feels more personal, engaging and rewarding (for both the consumer and your bottomline), experiential media solutions will get you there, faster.

**Successful brands create connections that are meaningful and help establish differentiation.**



In 2019, Forbes reported that **77% of marketers were using some form of experiential media** as a vital part of their marketing strategy. Further, a study by Eventbrite revealed that Millennials are more likely to make a purchase when there are interactive media experiences included in the buying journey.

REI, an outdoor equipment and recreation retailer, is a great example of a brand that incorporates experiential media strategies into its Customer Experience. In addition to branded music playlists to set the overall mood and customized digital signage to educate and inform, the brand has hosted overnight camping events in-store to allow customers to physically interact with products in a highly sensorial way.

Similarly, high-end luxury automotive brands like Ferrari use sensorial content and technology in their showrooms to create highly immersive experiences. From stunning digital screens featuring lifestyle content, and configuration rooms where customers can create their own vehicle using a configuration tablet, to a variety of curated music playlists that vary by zones within the dealership, interactive product walls and customized scent, Ferrari uses Experiential Media to bring its brand to life.

By incorporating Experiential Media solutions as part of your in-store Customer Experience, you can create:

- + An opportunity for customers to make a deeper connection with your brand.
- + An impactful way to bring your brand's mission and values to life.
- + Space for customers to learn something new.
- + A new definition of the "store" or physical space concept that goes far beyond a mere transaction.

# Experiential Media & the **In-Store Customer Experience**

At the advent of the Age of Technology, it was often predicted that the internet would omit the need for the physical store. But even brands like Amazon and Warby Parker, both of which originated online, have recognized the need for a physical retail presence. People often want to experience a brand, its employees and products in real-time before making a purchase. Though the impact of technology has irreversibly changed retail operations, it also influences the role of your physical store. Consumers want an in-store shopping experience to be more than just a transaction and instead a true “experience.”

**“How you make a customer feel from the second they step into your space matters - from the sound, look, scent and the overall sensory experience. It will guide the decision on whether the customer stays (increased dwell time), buys, and ultimately returns.”**

**- Jaime Bettencourt**

SVP, North America & Global Services  
Sales, Mood Media



**78%** of consumers globally cite “an enjoyable store atmosphere” as a key factor in choosing brick-and-mortar over ecommerce



**90%** say they're more likely to revisit a business that leverages music, visuals and scent.

Apparel and furniture brands often experience the gap that exists when selling products online only. Studies by Mood Media show that the ability to touch, try and physically interact with products is a key reason a consumer chooses to purchase in-store rather than online, and those components are a key part of an elevated Customer Experience. The ability to physically touch and try a piece of clothing, or testing the plushness of a pillow, or even the softness of the cushions on a sofa can only happen in-store. Those interactions are more likely to translate into purchases, now and into the future. One interaction can be a catalyst for many.

**Studies have shown that the process of shopping releases dopamine, which is associated with activities that bring pleasure.**

The return on investment for Experiential Media solutions can be exponential, as just over 8 in 10 consumers globally say they would recommend a store if they found the digital signage, music and scent elements to be enjoyable. Think of these recommendations, or this word-of-mouth, as the original form of social media. Shoppers want to share experiences that are memorable, remarkable and relevant to their values...and the values of your brand.

**“The immediacy, relevancy and intimacy that form our individual consumer experiences are now shaping the expectation of the in-store experience.**

**It must be immediate, it must be relevant and it must be for me.”**

- Danny Turner, Global SVP, Creative Programming, Mood Media

And let's not forget one of the most important elements that consumers value in a physical shopping environment: your employees. The people that are there to offer insight and information, and even a helping hand, make a significant impact on how customers experience your brand. Experiential Media is not just for your customer-facing marketing strategy; it can also support employee training and retention efforts, as well.

As you consider how Experiential Media can impact your store, start with these questions:

- + What brand values do we want to bring to life in-store?
- + How would you describe your brand's “mood” or “personality”?
- + How might sight, sound and scent solutions bring life to those values and personalities?
- + What advantages does a physical shopping experience provide your customers, and how can you dial up those advantages by using Experiential Media?

# The Science of Experiential Media

Galvanic Skin Response (GSR) and Eye Tracking (ET) technologies are two methods that have been used to measure the emotional impact of in-store Experiential Media. GSR is a measure of the peripheral nervous system which shows if we are activated and energized by what we see, hear or smell, while ET measures visual attention to understand what is drawing the eye, in what order, and the level of visual focus.

A recent Mood Media study entitled “Quantifying the Impact of Sensory Marketing” included GSR and ET measurements within a sports retail environment. By turning Experiential Media elements on and off to gauge differing consumer reactions, the study found that consumers were 28% more emotionally elevated when scent marketing was in place. Eye Tracking showed that shoppers’ awareness of screens increased by 5% when moving content was activated (vs. static imagery). And GSR levels showed that consumers were **17% more emotionally sensitive - but in a negative way - when shopping in a silent environment**. When probed, those shoppers described themselves as awkwardly aware of their own presence when not stimulated by their surroundings. As a result, they felt less comfortable exploring the store, and dwell times were reduced.



# The Tools of Experiential Media

## Digital Signage

In a 2022 study on in-store trends, Mood Media found that engaging digital signage content has the highest impact on consumers' purchasing decisions, with 26% saying it encourages them to buy something. A further 23% would return to the store, and 22% say they would stay longer. Digital Signage, video walls and interactive screens are some of the most effective tools for seasonal campaigns and offers, promotions and inspirational messages. Digital displays help to bring your brand story to life in a way that will get the attention of customers and immerse them in a dynamic visual experience.

Digital signage can also be used to support back-of-house employee communications and support training and professional development. It can be an effective internal communications channel for corporate messaging, training videos, team wins, or even celebratory announcements like birthdays and work anniversaries. The list is yours to continue.

With digital signage you can create wayfinding content to guide customers more easily through their purchasing journey, digital menu boards for greater menu management and efficiency, interactive screens for seamless check-in/checkout processes, or a variety of content offerings that provide greater product information or entertainment.



26%

26% of consumers say digital signage encourages them to buy something

23%

23% of consumers would return to the store using digital signage

22%

22% of consumers say they would stay longer in a store with digital signage



## The Tools of Experiential Media

# Overhead Music & Messaging

Have you considered the importance of overhead music and messaging and the role it plays in the customer and employee experience? Music allows you to connect emotionally with your customers and show that you share their same likes and values. Numerous studies have shown that in-store music increases dwell time which increases basket size which leads to increased sales.

A study by Mood Media revealed that **83% of US shoppers say they like hearing music when shopping in a physical store.** That number rockets to **91% among those 18-24.** However, it's not simply about playing any kind of music, it's about playing the right music that's fitting for both the brand and the consumer. 57% of customers stated they will disengage from shopping with a brand that uses "unfitting" music or music that's played too loudly.

For some brands, messaging can be incorporated into your music playlists to inform shoppers while also entertaining them. Use this medium to answer frequently asked questions, inform customers about popular products or specials and more.

## The Tools of Experiential Media

# Scent Solutions

The sense of smell plays a major role in the human experience of memory and emotions. In fact, studies show that we are 100 times more likely to recall a memory based on smell than something we've touched, seen or heard. Then, there are the mood-lifting aspects of experiencing a pleasant scent. Scent marketing research reveals that customers experience a 40% improvement in mood when using scent marketing. Like music, scent marketing can cause customers to stay longer in your store and purchase more products than expected. One study found that Samsung shoppers underestimated actual shopping time by 26% and visited three times more product categories when exposed to relevant, themed fragrances.

A global hotel chain consistently uses its own branded scent to ensure its guests recognize it in any of its lobbies around the world. They want their frequent guests to instantly feel "at home," and they know that scent creates a familial sense that immediately connects with guests and de-stresses them from their hectic travels.

A sporting goods retailer, INTERSPORT, saw a **28% lift in sales** in their soccer zones when they added the scent of fresh-cut grass into the store area.

Depending on the size of the space or the number of different zones within a property, scent marketing uses electronic oil-based diffusers via wall-mounted oil cartridge systems or HVAC distribution systems.





## The Tools of Experiential Media Systems

Employing an audio visual system that ties all of your experiential media tools together is essential to the success of your strategy. An audio visual system will transform your brick and mortar store into a space that can accommodate, facilitate and bring your ideas to life. It supports end-to-end, centralized management that can be customized to control one or multiple locations.

Mood Media provides commercial grade systems to support your needs that are scalable as you grow. And via its CMS platform, called Mood Harmony™, the brand experience platform, users can seamlessly manage all audio and visual content across multiple locations. From content design and installation to managing the technology integrations needed, your management systems play a major role in the day to day operation and distribution of in-store media.

# Applications of Experiential Media by Industry



## Retail

A global retailer of fine jewelry used Mood to match and enhance their brand's personality to their customers. Using Digital Signage, music and sound systems they were able to elevate the connectivity, communications and overall experience of their brand both to their customers and employees.

### Other uses include:

- + Interactive tablet stations for product offerings and information
- + Professionally-designed track-by-track music programming
- + Dynamic product motion graphics and videography



"Research shows that consumers are seeking three key things when shopping brick-and-mortar today: Teach me something new; make it an enhanced and enjoyable experience that's worth getting off the sofa and into the store; and empower me with hands-on technology that allows me to control my purchase journey. Brands that do all three are brands that will win in the marketplace."

- Scott Moore  
Global CMO, Mood Media



## Automotive

Many brands in the automotive industry use a variety of Mood's Experiential Media solutions, including music, messaging, digital signage, scent and systems. In some cases, Mood creates custom, short-form, branded content that is exclusive to brands within the automotive industry. A US automotive dealer partnered with Mood to add Music and Scent solutions to support their success.

### Other uses include:

- + On-hold messaging
- + Service menu boards
- + Custom AV solutions
- + Video walls
- + Interactive displays



## Healthcare

Experiential Media can be used to enhance and improve the patient experience. With anxiety-reducing music and custom scents that relax the mind, healthcare facilities of any size are leveraging Mood's solutions to create a more appropriate atmosphere for their patients and visitors. Digital signage displays deliver custom messaging and family-friendly programming that keep patients and their families entertained and informed as they wait. They're also used to display patient queues prominently to make appointments seamless.

### Other uses include:

- + Displaying health tips
- + Sound masking for patient confidentiality
- + AV systems



## Financial

Financial institutions are using digital displays to answer frequently asked questions, custom on-hold messaging to manage call traffic and installing conference room audio visual solutions to improve meetings and events. HFS Federal Credit Union used Mood to manage their on-hold messaging to drive awareness of their social media pages, highlight community involvement and promote their financial services. Mood created a custom upbeat acoustic guitar track that accompanies their on-hold messaging as well as custom overhead music at their physical locations. Mood studies have shown that clients and employees actually feel more comfortable having confidential conversations when there is background music.

### Other uses include:

- + Digital Signage
- + Paging systems
- + Sound masking
- + Custom background music



## Fitness

Music and digital displays completely transform the atmosphere of fitness facilities. With custom content solutions and background music you can bring your fitness brand to life while keeping members entertained. Work alongside professional music designers to create branded playlists that keep members moving and employees engaged. Use overhead messaging to stay connected to your team members throughout the facility.

### Other uses include:

- + Promo boards
- + Video walls
- + Interactive kiosks



## Grocery

Incorporating experiential media elements like digital signage displays, overhead and messaging can bridge the gap on product information, seasonal promotion and current sales. Mood conducted a 60-day case study with Earth Fare, a supermarket located in Charlotte, NC. After installing digital menu boards in their cafe area, the brand saw a 10% increase in on-site cafe food sales.

### Other uses include:

- + Product promotions on digital endcaps & smart shelving
- + Corporate branding messages throughout store
- + Seasonal/event promotions
- + Employee engagement/training/ entertainment



## Hospitality

Gift your guests with an atmosphere that can be called a home away from home. From well-known major hospitality brands to boutique and independent hoteliers, the role of experiential media in this industry is endless. Scent solutions create an inviting aroma that relaxes and invigorates the senses. This industry also uses digital displays to inform guests on local weather, news and even recommendations for dining and entertainment.

### Other uses include:

- + Custom background music playlists
- + Conference & event room AV systems
- + Digital menu boards for on-site restaurants & food bars
- + Virtual concierge
- + Wayfinding solutions
- + Interactive kiosks for check-in/check-out



## QSR

The quick-service restaurant industry relies on timeliness and efficiency to keep their businesses thriving. Digital kiosks that support contactless ordering have transformed the way that customers interact with employees in-store. There's also the eco-friendly flexibility of using digital menu boards with vivid video-quality images that you can manage quickly and by daypart. Family-friendly, commercial-free TV keeps customers entertained while they enjoy their meal. And at a time when Drive-Thru often represents 75% of total sales, things like updated headset systems to ensure crystal clear communication is key to a positive customer - and employee - experience.

### Other uses include:

- + Kitchen communication monitors
- + AV systems
- + On-site music
- + Drive-thru systems
- + Back-of-house training and retention of employees



## Salon & Spa

A popular pet spa, Pet Paradise, used Mood solutions to transform how they deliver their services to pet owners. They used digital displays to do away with print menus of their services and as a channel for offers, promotions, reminders and more. They also included background music to keep visitors and employees in a positive mood. Another client, One Ocean Resorts, outfitted its luxurious locations with AV systems and scent solutions for public areas and their full-service spa.

### Other uses include:

- + On-hold messaging
- + Professional sound masking
- + Professionally-curated playlists

Today's consumers are informed and in charge, and they increasingly demand better experiences from brands who want their business. Those brands who think through all elements that define a Customer Experience, who leverage Experiential Media across the shopping/guest journey in innovative ways, and who ensure all experiential elements are working in tandem with one another are brands that will be rewarded.

For more insights on the power of experiential media, visit our Resources page [us.moodmedia.com/resources](https://us.moodmedia.com/resources). Or contact us anytime at [us.moodmedia.com/contact-us](https://us.moodmedia.com/contact-us) if you'd like to speak one-on-one with a Mood brand consultant to learn how experiential media can maximize your Customer Experience and transform your business.

## About Mood Media

Mood Media is the world's leading experiential media company that maximizes the Customer Experience and provides value for businesses and brands worldwide. Our fully-integrated solutions leverage advanced digital technology, curated and original creative content, and design expertise to make every shopping and guest experience more personal and more engaging.