



**One
player
to rule
them
all!**

Always the right one **atmosphere and experience**

Music in the store, supermarket, hardware store or catering determines the atmosphere, promotes the length of stay and encourages customers to purchase!

Instore Media provides perfectly balanced music channels that increase customer loyalty. This makes it just as important as lighting, shopfitting and other design elements.

www.instore-media.nl



- Many studies show that music:
- ++ makes waiting at the checkout less annoying**
 - ++ let new customers come back earlier**
 - ++ contributes to the premium feeling**
 - ++ allows for a longer stay**
 - ++ distinctive works**
 - ++ improves the image!**

**Instore Media always has a package that meets your needs...
including full service from our team!**

Instore Media makes an inventory of which music suits you best target audience and thus creates a music channel where your customers to recognize and feel comfortable with.

In addition to your own music channel, you also have the option to communicate with customers through audio messages and to play commercials in between the music. Think for example to mentions of opening hours, special offers and local actions.



Music for every **mood**
**Choose from over 25
different genres**
or a custom made one
music channel based
of your identity.



Instore Media

Ad-inserts

The additional business model

**Activate the consumer at the place where it happens... the shop floor!
Adding audio messages and commercials creates even more more
attention for your brands, promotions, offers and checkout bargains!**

With ad-inserts you reach customers who have the shopping cart in hand!
Receive extra marketing budget from your suppliers for the promotion
of current promotions via your own music channel! With our traffic
manager are ad inserts easy to add and everything becomes
completely seamless played out between the music.

In addition to promotional ad-inserts, Instore Media can
sell provide general branding commercials, without this
at the expense of your agreements with suppliers.
Always a win-win situation!



Instore Media

Think global act local

**Use our special tool to get local audio messages per branch
and play commercials!**

Think of commercials with local opening hours, local promotions,
commercials from companies in the region and much more.
All affiliated affiliates keep the same music channel...

but with local implementation. Relevant and recognizable
for your customer! Create regions in advance by
bundling branches based on zip codes. As a result,
at the touch of a button, hear specific local content
and commercials in predefined regions, provinces,
municipalities and even separate branches.

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Instore Media

Let's do **Business!**

The playout system of Instore Media is unique because of its custom mademusic channels and the ability to listen to local audio messages and add commercials per branch.

Choose from over 25 genres or a custom-made music channel, including the possibility to generate additional revenue by playing audio messages and commercials. And that nationally, regionally or locally!

**Ask for the possibilities
without obligation!**

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