

The Daily startle®

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HOSPITALITY

Combining the power of music and technology to improve experience

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A LOAD OF BS

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Could You and Your Business Win Big in 2023 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 + science + tech 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
Business Development Director
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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

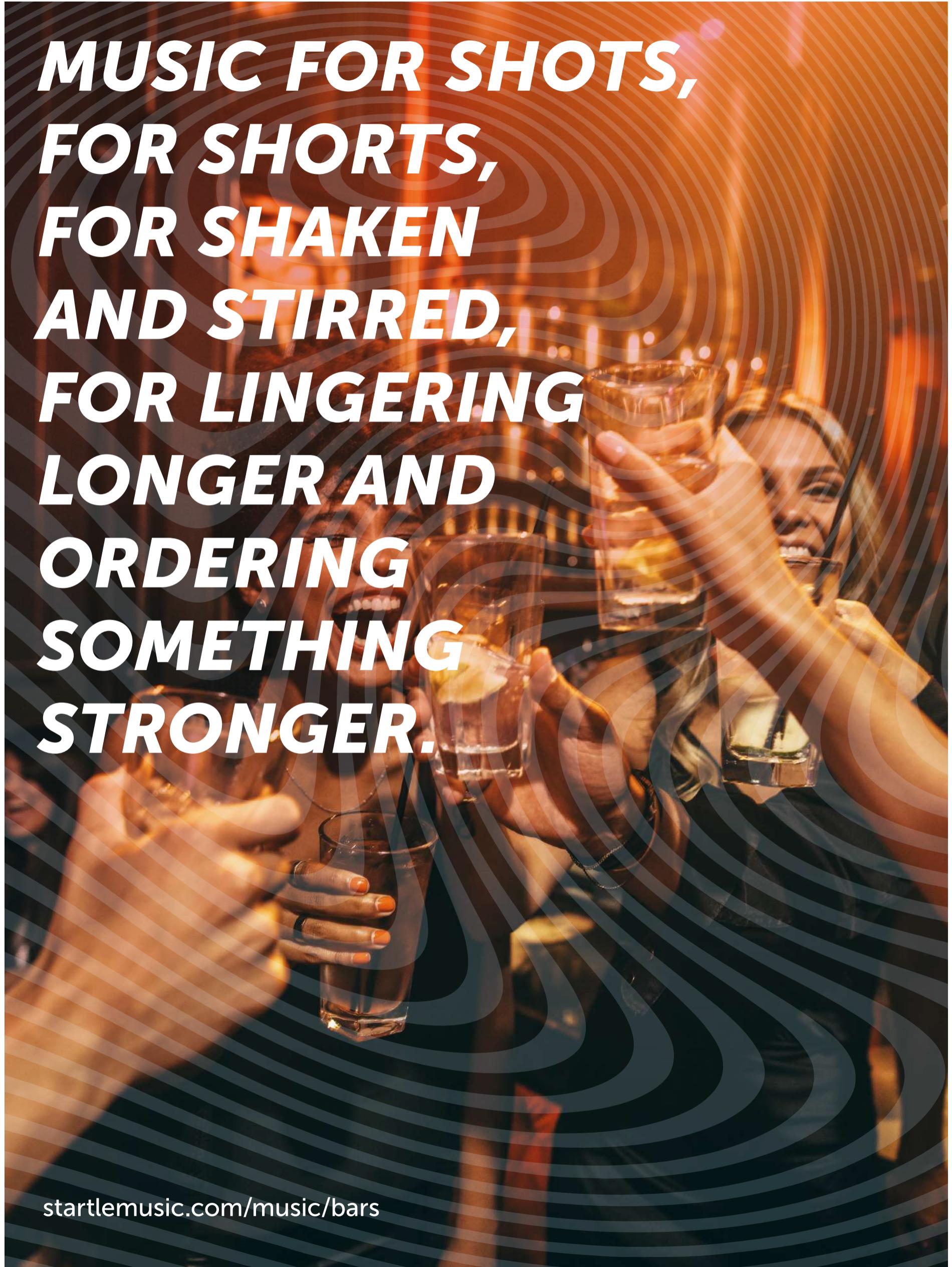
buying behaviour. For example, a study by Milliman concluded that restaurant diners exposed to slow music spent an average of 11 minutes longer at their table than those who were exposed to fast music. The genre of music playing can even affect the likelihood of customers buying more expensive drinks.

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.

Change the Music.
Change the Experience.

Watch our cheeky take on Pulp Fiction here:

**MUSIC FOR SHOTS,
FOR SHORTS,
FOR SHAKEN
AND STIRRED,
FOR LINGERING
LONGER AND
ORDERING
SOMETHING
STRONGER.**

A photograph showing several hands holding glasses filled with beer. The glasses are mostly clear with some having dark rims or bases. The background is blurred, suggesting a social gathering in a dimly lit bar or restaurant. The overall atmosphere is warm and convivial.

startlemusic.com/music/bars

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



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 atmospherics!



"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"



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 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.

startlemusic.com

**FREE
AIR GUITAR**

Please
Take One

Startle and Pizza Pilgrims: Putting Pizza Pilgrims in Sync with their Customers

FACING THE MUSIC

Music makes the world go 'round, especially at Pizza Pilgrims. As a playful brand, they wanted a collaboration with a music partner to provide the right levels of customisation and bring their creative ideas to life with a passion that equalled their own. Complex requirements for their venues meant they needed implementation solutions for pitch-perfect audio equipment.

A MATTER OF FINE TUNING

We initially gave them millions of tracks to enjoy and build their own playlists. With multi-site control from one account, they could easily and simultaneously entertain the crowds in all their venues, ensuring a consistent atmosphere.

But after a sustained period of effectively managing their music profiling in house, they realised that they needed more direction and expertise, which led to a phase two in our relationship with Pizza Pilgrims.

We ran a re-brand discovery workshop, which revealed that Pizza Pilgrims had a very specific vision of what they wanted - for their customers to hear a song that they have not heard for a while, a 'forgotten gem', and for that song to evoke a strong and memorable emotional response. We had to avoid the overplayed commercial songs (the kind of tracks that would also not distinguish the brand from its competitors).

They also wanted a huge variety of tracks to guard against repetition in the playlist to ensure staff morale and motivation was continually high, so they requested a mega playlist of 4000 curated tracks! What's more, Pizza Pilgrims' customers span a huge variety of demographics, so we looked at customer data to help finesse and power the playlist further. The data revealed that most ages consume multiple genres, with at least 10% of each age bracket consuming every single music genre (the only exception

being RnB/Hip Hop in regards to listeners aged 55+). This certified our initial idea of an eclectic playlist spanning multiple genres and eras. Pizza Pilgrims were not afraid to have a cheesy song sprinkled into the offering now and then, as a counterpoint to the forgotten gems, making those songs stand-out experience moments too.

HITTING THE RIGHT NOTE

Pizza Pilgrims co-founder, Thom Elliot, admits to spending endless hours jamming to our music library as he built their first beloved soundtrack, but with our new curated forgotten gems playlist, he now saves himself a lot of time and stress, whilst giving customers a truly stand out experience.

With reports of a faster, more reliable service and huge satisfaction with our 24/7 Relentless Support™, we are still working with Pizza Pilgrims on even more exciting opportunities.

CLIENT STORIES

The Fundamental Attribution Error

THE TENDENCY TO OVERESTIMATE THE IMPORTANCE OF PERSONALITY AND TO UNDERESTIMATE THE INFLUENCE OF CONTEXT AS THE KEY IN DRIVING HUMAN BEHAVIOUR.

HERE'S AN EXPERIMENT TO DEMONSTRATE IT

Lee Ross, Professor of Social Psychology at Stanford University, recruited 36 students to take part in a quiz. Half were randomly made questioners, with the rest being contestants. The questioners had just 15 minutes to think of 10 challenging questions on a topic of their choosing, then the contestants would answer them.

Most contestants, quite predictably, struggled to answer these super tough questions. All participants then had to rate each other's general knowledge. Contestants rated their questioners' knowledge as significantly higher than how high the questioners' rated the contestants' knowledge.

What had occurred was that both parties mistakenly attributed the other person's performance to their personality rather than the context of the situation.

WHAT DOES THIS MEAN IN THE CONTEXT OF HOSPITALITY?

You may think that your customers' buying habits are shaped entirely by their personality; choosing a garment as it is their favourite colour, selecting a dessert with chocolate as that is their favourite sweet thing, but they are often just as likely, if not more so, to be influenced by the context they are in. These can be a myriad of different things, like a guy choosing a healthy vegetarian dish from a menu to impress a first date even though it contains a vegetable he dislikes..

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

Avoid communicating when people are rushing. A brand will ideally advertise to an attentive audience. And crucially, all comms need to be as relevant and contextual as possible, such as a digital display board advertising a range of wellington boots on a rainy day..



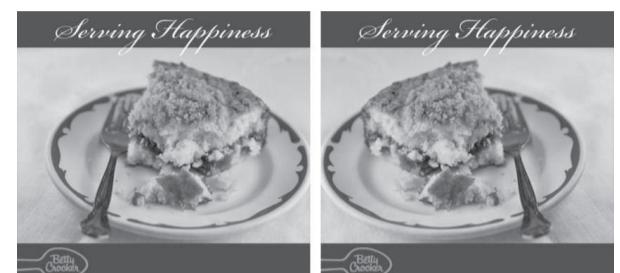
Perceptual Fluency

What we are familiar with requires less effort to process and is therefore valued more highly by the autopilot part of our brain. This subsequently influences judgments of the quality of the experience.



HERE'S AN EXPERIMENT TO DEMONSTRATE IT

The two images below were used in a test to see which image would generate the highest purchase intent. The images are exceptionally similar, yet the result was that the image on the right had a 20% increase in purchase intention compared to the image on the left.



The only difference in the images is the positioning of the fork. Why did this image have a higher uplift in purchase intention? Simply because most people are right-handed, it fits better to what we normally perceive, and is thus easier for the autopilot to process.

WHAT DOES THIS MEAN IN THE CONTEXT OF HOSPITALITY?

If you can create the perfect atmosphere and replicate it at scale, you're effectively constantly embedding positive brand vibes with your customers and this can help build familiarity - which creates great cognitive ease for spending - and strong long-term brand perception.

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

This effect can especially help in categories where the perceived value of products and brands are very similar. The key to get this to work is to ensure the visual, perceptual link between marketing communications and the packaging and point of sale is consistent and in sync and optimised.

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

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, just above Adam.

- 1)
- 2)
- 3)
- 4)
- 5)

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

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?

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