

DID YOU HEAR THAT?

Find out how audio can provide
direction and focus for your store

Sound Your
Students Can Feel
Inside Front Cover

Change the World
One Sketch at a Time
Page 1



About 70% of retailers agreed that in-store music increases their sales.

Source: blogs.spectrio.com



NOISE CANCELLING FOR EVERYONE

Whether students are commuting on the subway, tuning out a roommate's TV, or escaping the distractions of an open office, Venue helps them create your their quiet space. The active noise canceling function filters out unwanted noise so all they hear is their music.

Color	DSC#	Vendor
Black	117585	S6HCW-L003
Moab/Red/Black	127271	S6HCW-M685
Vice/Gray/Crimson	117586	S6HCW-L568

ESRP \$235.22 | Cost \$138.78

Only Skullcandy headphones are custom-tuned to deliver music students can feel. From the lyrics in their soul to the bass in their bones.

#Feel Skullcandy



Active Noise Cancelation



Bluetooth® Wireless Technology



24 Hours of Battery Life with Rapid Charge



Find Your Headphone



Monitor Mode



Active Assistant

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People perceive a shorter wait time when they hear music they like.

Source: blogs.spectrio.com

Supplies for a Creative Lifestyle



ART CAN CHANGE THE WORLD

Every product your students buy funds education projects worldwide. By pursuing creativity, they can make a huge impact.



Wirebound Notebook

The soft touch velvet laminated cover ensures image quality over time and creates a water-resistant external coating. Thick chipboard on back for extra durability.

DSC# 127851 | VENDOR# WOL318
MIN 3 | ESRP \$15.72 | COST \$6.56



Drawing Mountains Faux Leather Sketchbook

Vegan leather cover with ribbon bookmark so they can always find their latest creative idea. Sheets are 120# recycled paper.

DSC# 137334 | VENDOR# AHBL310B
MIN 3 | ESRP \$20.96 | COST \$12.60

[Shop Now »](#)





HOW MUSIC CAN CHANGE THE RETAIL ENVIRONMENT

Empirical evidence shows the link between music in retail environments and increased sales, in both planned and impulse purchasing behaviors. Audio marketing sets the tone for your store. Attracting new customers into your store can be challenging, let alone making a steady flow of traffic. Music sets the

mood for the traffic in your store. Music with a slower tempo will encourage shoppers to mosey. A faster tempo will give the customer more direction and set their pace. You must be careful, however, when selecting the right type of music. If the tempo is too fast, customers are less likely to buy more. The cost of keeping existing customers happy is significantly lower than acquiring new customers. Using music to reinforce a positive experience can lead to increased loyalty to a brand.

INCREASE SALES

9 minutes

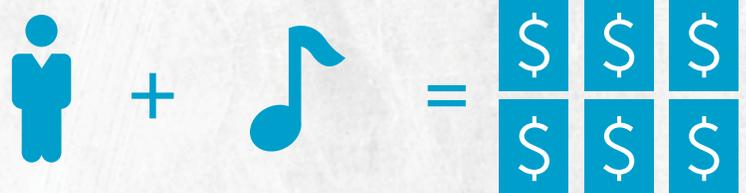
and \$15



Average increase per visit when grocery customers like music a lot.



gross sales increase due to in-store music.



BUY more, MAKE more

The right music moves shoppers to greater quantity and premium products.



39.2%

Sales increase in supermarkets per store due to slower music, longer dwell-time.



OPTIMIZE THE ENVIRONMENT



91%

of retail customers' shopping behavior is affected by music.



Store managers who see shoppers more relaxed, dwelling longer due to music.



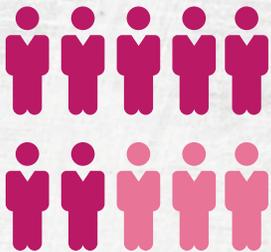
Customers who say music adds to atmosphere, influences purchase decision.



22 minutes

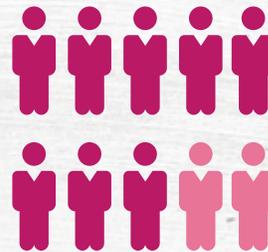
Average increase of shopping time as a result of perceived good music fit with store image.

DRIVE BRAND LOYALTY



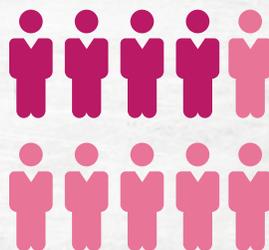
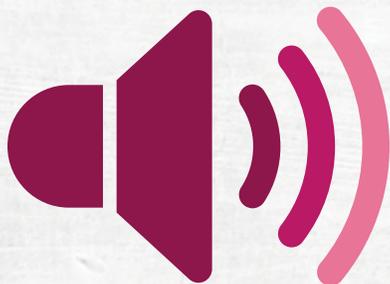
7 out of 10

customers preferred businesses with music.




8 out of 10

customers say music has a positive effect.



40%

choose where they go and how often they go back based on music.

Source: www.playnetwork.com

