

MUSIC TO YOUR EARS

UNBEATABLE MUSIC AND VIDEO PACKAGES

With an Imagesound audio or audio-visual package, you can be sure that you are getting the best possible selection of music and video from an increasing selection of artists.

Our packages are designed to compliment your business and enhance your brand in the eyes and ears of your customers. If, at any time, you wish to review your package, or would like a more tailored offering, feel free to contact the Imagesound team.



For more information on our music packages, or if you wish to upgrade your current package call today.

01246 572 990

TECHNOLOGY TO STIMULATE THE SENSES



AHD1/AVHD1 Range - high quality audio or audio-visual hard disc players that can be updated via network.



AHD2/AVHD2 Range - fully interactive advanced audio and audio-visual hard disc players.

Imagesound use the latest audio and visual players to help brands connect with their customers like never before. Imagesound engineers can turn screen networks into a powerful customer communication and entertainment tool, combining music and video to deliver a completely new customer experience. Using the latest hard disc players, capable of being updated via network, satellite or auto-load disc, customer content can be managed through Imagesound's proprietary software to switch and build profiles for single and multiple zones.

Whether it's the simplest background music system or state-of-the-art, multi-screen and full sound reinforcement, you'll find Imagesound's systems are quick and easy to install. Qualified engineers are available for call out 7 days a week and are backed by a 24/7 dedicated helpline.

Another engaging piece of communication by TDC Integrated 01 293 452860

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Plugged

THE LATEST NEWS FROM IMAGESOUND

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THE TILLS ARE RINGING



How can shops differentiate themselves from the din of well-worn 'Best of Christmas' compilations? There will be much riding on the generosity of shoppers this Christmas to bolster retailers' coffers as they look to bounce back from the recent financial gloom. So how can retail and leisure outlets lure shoppers to spend their festive budget with them?

The answer: create a unique, more welcoming sound that will increase dwell time, and in turn, maximise the opportunity for those customers to spend, spend, spend!

Imagesound, already help a growing number of the UK's most successful retailers do just that by creating unique, differentiated, music collections that deliver a positive retail experience in the ears and eyes of their clients' customers. Imagesound put music to work as a key element of a branded retail or leisure strategy, positively reinforcing their clients' brand values, while connecting with customers more effectively than ever before. ▶

"Maximise the opportunity for those customers to spend, spend, spend!"

Popular selections this Christmas

- | | |
|----------------|-------------------------------------------------------|
| Duke Ellington | Jingle Bells <i>(Robbie Hardkiss remix)</i> |
| Jack Johnson | Rudolph The Red Nosed Reindeer |
| James Brown | Merry Christmas, I Love You |
| Kay Starr | I've Got My Love To Keep Me Warm <i>(Stuhr remix)</i> |
| Water Babies | Under The Tree |



THE TILLS ARE RINGING

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Part of Imagesound's service is to create Remixed Christmas songs - re-interpreted by contemporary artists to give an alternative slant to the festivities, which works well in modern, stylish hotels and bars. Another slant is Imagesound's Alternative Christmas selection, which takes modern Christmas tracks by non-mainstream artists to produce a more credible Christmas sound – ideally suited for fashion retailers.

Of course, part of the service Imagesound provide is to create a bespoke music selection for customers. For the festive season this usually involves taking one of the above selections as a starting point and customising using hand picked tracks.

The choice derives from a wide selection of artists, so various High Street brands may have their own festive slant.

Michael Clark, joint Managing Director of Imagesound comments, "By getting to know our clients and their brand values, we can design unique music collections to compliment trading styles and patterns, whether that be for a single site, specialist outlet or chain. The run-up to Christmas is always a frantic time of last minute spending with an increased barrage of sounds, music can be very persuasive, creating a point of real retail differentiation on a highly competitive High Street."

A NEW LOOK FOR IMAGESOUND

After finalising a series of acquisitions over the last few years, Imagesound has re-launched with a bold new brand created by South East based agency TDG Integrated.



With recent acquisitions and a growing worldwide presence, Imagesound realised the need for a fresh new look that would carry the brand forward and reinforce the company's commitment to providing clients with the most effective way of communicating brand personality and engagement.

As well as creating a whole new corporate identity including stationery and brochures, the new look can be seen on Imagesound's recent press advertising and online with a new interactive website. TDG also created a dynamic presentation film that brought the new corporate logo to life in spectacular 3D graphics.

NEW APPOINTMENT

In addition to the new Imagesound corporate identity, the company has bolstered their management team with the appointment of Diane Whalley as 'Head of Business Development.'

A retailer by trade, Diane has previously worked for WH Smith, PC World and Makro, starting in store management and progressing to operations and buying. For the last four years Diane has worked in the Music, Media and Screen Marketplace and is an active member of POPAI UK, raising the profile of music and media in the sector. More recently, Diane worked for Headland Media, formerly TEAMtalk Broadcast.



Photography location courtesy of BANANA REPUBLIC



MUSIC FORECASTING

In January 2007 the Official Singles Chart broadened its horizons. As well as reflecting the sales of physical product, download sales were also included in the figures.

This had two very important outcomes; record companies no longer had to produce expensive physical product to launch an artist's career and any newcomer's material was going to have to compete in the same marketplace as the Beatles and Elvis Presley. Many saw this as a welcome step away from a chart controlled by the big record labels and the marketing men selling Joe Public the latest boy band or talent show winners. Others saw it as the death knell for music creation and a move towards a chart dominated by 'Dad Rock.'

In reality, neither of these has happened alone; rather there has been a combination of the two. An eagerly awaited album release will see three or four tracks entering the singles chart in the week of release, but soon these will fade to leave those tracks chosen and played as singles in their wake. A much-hyped major's release will still chart high but there is also place for two or three tracks from an artist with a long career and large fan base behind them. When the Arctic Monkeys first arrived on shop shelves and thereafter in the singles chart, there were already thousands of fans acquired online. Similar fan bases can now purchase their favourites releases

online and see them in the chart the following week, allowing the return of true independents to the chart listing. Also, a new release by an established artist may trigger a flurry of purchases of old favourites resulting in seven-year-old tracks appearing next to others only seven days old.

The move from physical product bought on the High Street to downloads bought online has also broadened the styles of music that is purchased, increased the availability of music and disseminated this knowledge across the online community.

Although still supremely important, radio is not the only portal through which people are exposed to music. A wider selection is being accessed and therefore, being created to supply this demand than ever before. Commercial clients are reflecting the evolving tastes of their customers, and so, are asking Imagesound to make a more stylistically diverse selection available to them. From the Retro-Soul of Amy Winehouse, Duffy and Sharon Jones to the Electronica of CSS, Ladyhawke and Black Kids, Imagesound's music provision continuously evolves to match market demand.

Kent Harris looks back at the last year in music and talks about the latest developments and new trends with in-store entertainment.

HIGH STREET SOUNDS

CAFFE NERO



With a music collection that spans 300 years, from Mozart to emerging artist Nayo, Caffe Nero's highly sophisticated music profile is right at the heart of its brand differentiation strategy. Caffe Nero give exposure to selected emerging 'acoustic orientated' performers through live in-store performances and featured in the daily music playlists provided by Imagesound. With exposure to 10's of thousands of customers each day, Caffe Nero is now a real alternative source of discovering new music.

JACK WILLS



Young, loud and confident that's what fashion brand Jack Wills music profile shouts. JW's core client is young, well-educated and quality driven. They take their casual wear and their music seriously. At JW both have credibility buzz, with the liberal use of guitar based indie tracks that have attitude. No long intros; a couple of bars and to the heart of the matter. Melody, lyrical content and delivery style are all-important in helping to deliver a direct, contemporary and distinct musical backdrop for the JW brand.

Each issue we take a look at Imagesound's music, video and creative media solutions in action on the High Street and beyond.