



**TouchTunes**

for Regional & National Chains

**SET THE TONE:**

# Leverage Music to Attract Next-Gen Diners

[touchtunes.com/chains](https://touchtunes.com/chains)



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# Setting the Tone

**Music isn't just background noise—it's a critical ingredient in the dining experience, shaping the atmosphere and influencing customer perception.**

In today's competitive landscape, where diners seek good food and a memorable experience, music plays a pivotal role in defining a restaurant's identity and can significantly impact its success.



# The Power of Music in Dining

## Music as a Mood Setter

Music sets the emotional tone for the dining experience, influencing customer moods and behaviors in profound ways. A well-chosen playlist can transform first-time visitors into regulars and enhance brand loyalty, playing a crucial role in the emotional landscape of a restaurant.

**Influence on Customer Behavior:** Research demonstrates the significant impact of music on dining behavior. A study by Broadcast Music Inc. and the National Research Group in 2020 revealed that 79% of patrons will stay longer in a venue if they enjoy the music. Additionally, 83% agree that good music creates a memorable experience.



## Enhancing Atmosphere and Experience

**Atmospheric Influence:** A dining establishment's atmosphere is critically influenced by its musical choices. Music can make or break the mood, directly affecting the customer experience. For younger generations, such as Millennials and Gen Z, who value unique and immersive experiences, the right playlist is essential to making their dining experience stand out.

**Emotional Connection:** Music has the unique power to evoke emotions and memories, which is especially effective in a social setting like dining. Playing tracks that resonate with the tastes of younger customers can create a solid emotional connection, making the dining experience more engaging.





Chapter

02

# Engaging Next-Generation Diners

Next-gen diners, primarily Millennials and Generation Z, comprise a significant portion of the consumer market. These groups are distinguished by their spending power and distinct preferences for dining experiences that are not just about the food but also about the ambiance and social interaction.

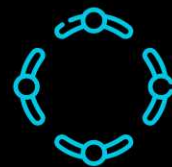
## Characteristics of Gen Z and Millennials:



Gen Z and Millennials together constitute 43% of the US population.



They value authenticity and experiences that resonate on a personal level.



Music, social interaction, and technology are integral to their dining choices.



## The Role of Music in Attracting Young Diners

Music plays a crucial role in attracting these younger diners who seek immersive experiences where food, social interaction, and ambiance blend seamlessly.

## Impact of Music on Social and Dining Behaviors

- **Social Interaction:** 84% of Gen Z and Millennials are more likely to stay longer at a bar or restaurant where they enjoy the music. This preference highlights the importance of music as a tool for extending the duration of their stay, thereby increasing potential spending.
- **Creating Memorable Experiences:** 53% of Millennials consider music very influential when deciding on a bar or sit-down restaurant, indicating that the choice of music can significantly affect their decision to visit or revisit a venue.

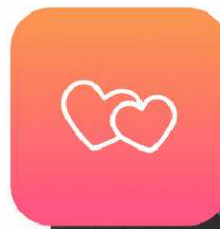
## Music as a Bridge to Memorable Experiences

Next-gen diners aren't just looking for a meal; they're seeking a unique experience that includes community and connection. Music can be the key to creating this experience, encouraging longer stays and increased spending.

## Creating a Community Feel

Establishments that offer a welcoming and engaging atmosphere through curated playlists can appeal more strongly to younger diners. Digital jukeboxes are particularly effective, especially when paired with a mobile app that allows guests to interact with the music selection. This interactivity makes patrons feel like part of the experience.

Digital jukeboxes enhanced by a mobile app with social interaction features can amplify this effect. If the app allows guests to vote for songs, create playlists, and even share their music choices on social media, it fosters community and engagement among younger patrons. This interactive experience encourages them to return and recommend the venue to others.



# Business Impacts of Strategic Music Placement



## Driving Customer Behavior Through Music

Music is not just a mood setter, but a powerful tool that can drive tangible results in customer behavior and the bottom line of dining establishments. The strategic placement of music can influence a variety of customer actions, from the pace at which they eat to the amount they spend, offering a significant opportunity for business growth.

### Influencing Dining Pace and Spending:

- Studies show that the tempo and genre of music can influence the pace at which guests eat and drink.
- A pleasant musical experience can lead to higher customer satisfaction, which in turn can influence spending behavior. Guests who enjoy the music are more likely to splurge on additional courses or higher-priced items.





# CASE STUDIES: Real World Results

To illustrate the effectiveness of music in driving business outcomes, let's consider some real-world data:

According to a 2020 Value of Music Research study by Broadcast Music Inc. and National Research Group, 58% of customers will buy more food or drinks to hear more of the music they enjoy.

Additionally, 61% of customers report going to a bar or restaurant just for the music, highlighting how crucial a well-curated music selection is to attracting patrons.

## Example from TouchTunes:

TouchTunes users engaged through an interactive music platform spend 70% more than non-users on food, drink, and entertainment on a night out. This statistic underscores the potential of integrating interactive music technologies to boost customer spending and engagement.

## Enhancing Customer Loyalty

Music can also foster customer loyalty. Venues that keep their playlists fresh and in tune with current trends can continually attract young diners looking for new experiences. This adaptability ensures customers are more likely to return, drawn by the venue's commitment to providing a vibrant and relevant musical atmosphere.





## Chapter

# 04

# Brand Identity and Music Strategy

## Aligning Music Choices with Brand Identity

Music is a powerful tool to reflect and reinforce the brand's identity and values. Instead of a set it and forget it strategy, curate music that aligns with your brand, communicates your personality, and resonates with customers who seek authenticity and alignment with their personal values.

### Expressing Brand Personality:

Music selections can express the brand's unique personality and vibe. For example, a hip, urban restaurant might choose contemporary indie music to appeal to a younger, trendier crowd. At the same time, a classic steakhouse might opt for jazz or blues to evoke a more traditional and sophisticated atmosphere.

### Differentiation from Competitors:

In a competitive market, distinct music choices can help a dining venue stand out. By offering a unique and engaging atmosphere through music, restaurants can appeal to younger diners who value novel and distinct dining experiences.



# Customizing Music Experiences to Enhance Brand Differentiation

## Creating Tailored Music Strategies:

Working with music companies like TouchTunes allows venues to develop a music strategy that is aligned with their brand image and target demographic. This approach ensures that the music is not just background noise but a central part of the dining experience.

Including customer interaction with the music selection process, such as voting for songs or requesting tracks via a mobile app, can enhance personal connection and engagement.

## Maintaining a Fresh Playlist:

Keeping the music fresh and updated is essential to maintaining customer interest and attracting return visits. Regular playlist updates can keep the atmosphere vibrant and in tune with current music trends, which is especially important for attracting and retaining younger patrons.



**TouchTunes provides an excellent example of how interactive music experiences can be tailored to reinforce a brand's identity. By allowing diners to engage with the music selection, venues can create a more personalized and memorable experience that supports brand loyalty and enhances customer satisfaction.**





# Interactive Music Experiences



## Enhancing Engagement Through Music Technology

In the era of digital connectivity, interactive music experiences have become a critical component of engaging diners, particularly the tech-savvy younger generations like Millennials and Gen Z. Integrating technology that allows customers to interact with the music selection not only enhances their personal connection but also increases their overall satisfaction and loyalty.

## Technologies to Enhance Music Interaction:

**Digital Jukeboxes:** Venues can install digital jukeboxes like those offered by TouchTunes, which allow customers to select and queue music from a vast library, providing a sense of control over their dining environment.

**Mobile Integration:** Through mobile apps, diners can interact with the music playlist, vote for the next song, or even integrate their personal playlists, making their music experience highly personalized and engaging.



### **Facilitating Social Interaction:**

Music can serve as a powerful social lubricant. By enabling guests to choose music, venues facilitate a communal atmosphere where diners can share their musical tastes, discuss their preferences, and create a more interactive dining experience.

Such social interactions not only enhance the immediate dining experience but also encourage guests to share their positive experiences on social media, serving as free marketing for the venue.

### **Encouraging Repeat Business:**

Interactive music experiences contribute to customer loyalty and encourage repeat visits. Younger generations are likely to return to places where they've had enjoyable and unique experiences.

Venues that adapt their music offerings to reflect current trends and customer feedback can continually attract diners looking for new and exciting experiences.

## **Benefits of Interactive Music Experiences**







EXAMPLES OF SUCCESSFUL IMPLEMENTATIONS: PLAYLIST

# TouchTunes Case Studies

TouchTunes has demonstrated that engaging customers through interactive music solutions can significantly increase spending. For example, venues with TouchTunes installations report that their customers spend up to 70% more on average than those at venues without such technology.

The interactive nature of the TouchTunes system also enhances the venue's atmosphere, making it more appealing to a demographic that values digital integration and social interaction.





# Implementing Your Music Strategy

## Steps to Crafting Your Music Strategy That Aligns with Your Brand:

### 1. Understand Your Brand Identity:

Clearly define what your brand stands for—its values, its unique selling proposition, and the type of atmosphere you want to create. This will guide your music choices.

### 2. Know Your Audience:

Understand your target audience's demographics, preferences, and behaviors. What genres of music do they prefer? What atmosphere do they seek in a dining experience?

### 3. Select Appropriate Music:

Choose music that aligns with your brand identity and audience's preferences. Depending on the vibe you want to create, this could range from relaxing background music to upbeat tracks.

### 4. Use Technology to Enhance Interaction:

Implement interactive music systems that allow customers to engage with music selection. This could involve digital jukeboxes, mobile apps, or live DJ sessions.





## Customizing Your Music Offerings

### Tailoring Music to Different Times of the Day:

Adjust your music playlist to suit different times of the day or other events. For example, softer, more ambient music might be appropriate for a weekday lunch, while livelier music could enhance a Friday evening's atmosphere.

### Regular Updates and Feedback Loops:

- Keep your playlists fresh and up-to-date by regularly adding new tracks that fit the current trends and removing ones that no longer perform well.
- Establish feedback mechanisms to gather input from your customers about their music preferences. This can help you fine-tune your strategy and ensure it continues to meet their expectations

## Implementing and Monitoring Your Strategy

### Launching Your Music Strategy:

- Once your music strategy is defined, implement it across your venues. Ensure all staff know the music policy and its importance to the brand experience.
- Use marketing to inform customers about your unique music offerings. Highlight how these enhance the dining experience at your venue.

### Monitoring and Adapting:

- Review the effectiveness of your music strategy regularly. Are customers staying longer? Are they spending more? Use sales data, customer feedback, and other metrics to assess the impact of your music choices.
- Be prepared to adapt your strategy based on this feedback to continually refine the dining experience and better serve your audience.





# TouchTunes

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## Conclusion

We've explored the powerful impact of music on the dining experience and its role in engaging younger diners. We have seen how music sets the emotional tone, influences customer behavior, and enhances brand identity.

Understanding the preferences of Millennials and Gen Z is crucial for restaurant owners and marketers. These generations value immersive experiences and seek authenticity in their interactions with brands. By aligning music choices with brand identity and using interactive music technologies, businesses can create unique and memorable experiences that resonate with this audience.

In conclusion, music is not just background noise—it is a powerful tool that can help restaurants attract and retain customers. By carefully crafting a music strategy that aligns with their brand and engages their audience, restaurants can create unforgettable dining experiences that keep customers returning for more.

**Thank you for exploring the world of music in dining with us. We hope this ebook has inspired you to think creatively about using music to enhance your dining experiences and drive business success.**

