



What if the expression of your brand was as easy to read as the look on your face?

That was the question posed by Muzak at GlobalShop 2008, the world's largest annual retail design event. For the third time, Muzak created a booth experience that won the hearts of top tastemakers. And for the first time, the world's most admired retailers experienced a new way to see – and hear – brand expression.

To explore and demonstrate the concept of brand expression, the Muzak booth experience was composed around two central elements – a visually arresting high-definition image gallery

and a constantly evolving custom music experience. Included in the image gallery were hundreds of larger-than-life portraits of people expressing one of four strong emotions – Angst, Desire, Elation and Pride – on 14 high-definition plasma screens.

“The initial group of photographs featured many of the nearly 1,300 Muzak team members who support our clients,” said Bob Finigan, vice president of product and marketing for Muzak.







“They all have their own unique personality, and a very personal way of expressing themselves. So does a brand.”

Sample Playlist

Emotion: *Elation*

Mew: *Special (radio mix)*

Misha: *Summersend*

New Order: *Regret*

New Young Pony Club: *The Bomb*

Pilot: *Magic*

Polyphonic Spree: *Younger Yesterday*

Postal Service: *Such Great Heights*

Rosebuds: *Get Up Get Out*

Röyksopp: *Only This Moment*

Elvis Costello: *Pump It Up*

Every few minutes, the image gallery was completely transformed as a new expression was featured.

And the contrast was heightened by a dramatic shift in the music experience. The sound of each emotion was defined in a custom music program created by Muzak's Audio Architecture team. Songs like "Mother" from Danzig and "Come Thru" from DMX gave voice to Angst, while songs like "Archangel" by Burial and "Wicked Game" by Chris Isaak captured Desire for the booth experience participants.

In addition to experiencing the image gallery and custom music program, GlobalShop attendees became active participants in the Muzak booth concept. The same photographer who shot Muzak's team member portraits was on hand to capture representatives from Ann Taylor, BCBG Max Azria, DSW and other top retailers as they expressed one or more of the four emotions.

"Most people wouldn't associate Muzak with visual merchandising or store design," said Bob Finigan. "But music has the most direct – and most powerful – impact on the retail customer experience. And when music is combined with in-store messaging, sound system and visual solutions that create complete and authentic brand experiences, the results are clear: memorable customer experiences that define the true expression of a brand."

To continue the GlobalShop experience long after the event, Muzak created an interactive Web site geared toward booth participants. The site, <http://expressions.muzak.com>, include the Angst, Desire, Elation and Pride custom music, as well as a searchable photo feature. Site visitors can search by name or company for their photo, browse photos of colleagues or send a link to a friend.



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As a leading provider of business music, Muzak creates experiences that reach more than 100 million people daily. Some of the biggest brands in business, from Ann Taylor to AT&T to McDonald's, work with Muzak to enhance their brand image in hundreds of thousands of client locations. Muzak creates a wide variety of core and custom music experiences for clients around the world. Muzak creates custom on-hold and in-store voice messages, and designs and installs professional sound systems, commercial television, drive-thru systems, digital signage, soundmasking systems and more through its national network of sales and service locations. For more information, visit www.muzak.com or call 800 331 3340.