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music tips



Natalie Anne, customer of OneMusic

PRESTO!

HAIR & BEAUTY

Low cost, low effort ideas from around the world to get music really working for your business.

OneMusic
ONE LICENCE

Hair & Beauty Music checklist

1. SET YOUR ATMOSPHERE

- Understand who your clients are, and how they like to feel in your salon or barber shop.
- Ask them what kind of music they like – start the conversation and cue up their favourite new song
- Choose your theme. Do you want to create an ambient, relaxing space, or a fun and happening space?
- Ask your staff what music motivates them, to keep that pep in their step!

2. SET YOUR VOLUME

- Test your volume to find what's suitable for you, and your neighbours!
- Ensure music is loud enough to mask blow dryers and other noises
- Ask new clients to complete a form about service preferences so they can list anything that makes them feel uncomfortable when it comes to touch, sound and scent, and adjust accordingly for their appointment.

3. SPEAKERS AND DEVICES

- Determine how to cover ground with the size and shape of your shop. Small salons may only need one speaker, others require one in each corner of the room. If you have a multi-floor premises, determine if the other room requires a different playlist to match its atmosphere.
- What works best for you? CD, radio, streaming services? Would you be better off with a professional **Background Music Supplier?**
- Decide if you want to monitor your music playlists with Music Recognition Technology (an Audoo device). The device and installation is completely free of charge, and it helps APRA AMCOS (part of OneMusic) to better understand what music is being played for even more accurate payment of royalties. This data may also be of interest to you!

4. CREATE A CALENDAR FOR SPECIAL OCCASIONS

- Set up a calendar featuring holidays, festivals and events of interest to you/or that aligns with your business. This shakes up your day at work and adds a little extra something to your customer experience.

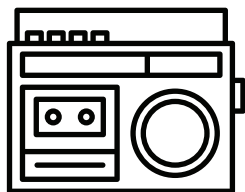
‘Splendour In The Grass’ week for example – featuring artists on the line-up in your choice of music for your business. If you get an influx of customers before events such as these, this is a great way to keep up the hype.
- Christmas Music - If you celebrate Christmas, there are so many songs to choose from that are not so typical. Create your own Christmas musical treat featuring artists you like doing their own renditions of classics, or find something new. Keep it with your vibe though – Christmas music can cover all genres!
- Birthdays. Lots of people treat themselves to a hair appointment on their birthday. Cue up a ‘birthday’ song for your client as a nice surprise.
- Select spooky music for Halloween, or ‘Moustache’ themed music (Think Queen’s Freddie Mercury, The Village People, Hall & Oates, etc. for ‘Movember’.) This would be a wonderful idea for barbers!

5. DISPLAY

- If you’re really into the music you play, you could display a sign or little whiteboard that says ‘Now playing’! with a list of what you’re into lately. If you play vinyl in your salon, you could simply display the record that’s spinning as a conversation piece.
- Display your OneMusic ‘Proud to Play’ sticker on your shopfront, to show people that you support music and creators.
- Love local artists and want to support them? Hang their posters/flyers on your shop door, or in a dedicated ‘community’ noticeboard.
- Prepare anonymous feedback cards on the music you are playing, have them in treatment rooms and at client stations.

Clever salons use music as a business tool.

Setting the right mood in your business space is imperative. Music is just as important as the lighting, interiors and the products you stock in your salon. It helps to keep your customers relaxed, and happy. The right music can even increase sales and revenue and keep people coming back. Silence isn't always golden, especially in a place where blow dryers are blasting!



What is your brand personality?

The music you use in your salon should reflect your brand:

- Are you an upscale salon with mature clients? Perhaps classical music works best for you.
- Are you a fun, youthful and colourful salon? Upbeat pop and club music might be your style.
- Some salons prefer to keep the music light and ambient so their customers can feel relaxed and pampered.

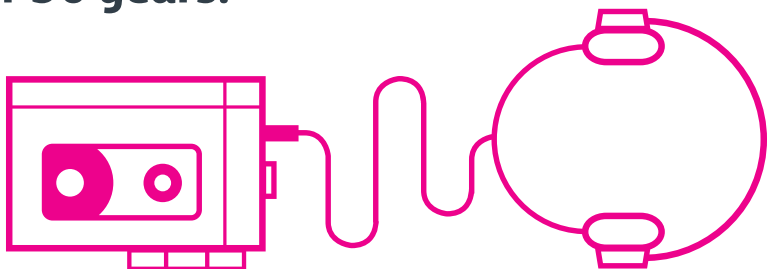
What do salon owners say about music?

“Music is what sets the tone and atmosphere for every customer that walks through our doors. All Musicians are creatives just like us and most of them are hardworking small businesses”.

Natalie Anne Hair, Salon owner, educator and Influencer.

“We’re keen to promote independent and lesser-known artists and styles. Music is so important on two levels. One is its sets a mood for my clients and two it keeps me in the best frame of mind and motivated”.

Fluff Hair, Mario Italiano, hairdresser for over 30 years.



“As a Beauty Salon music is used to create a relaxing and soothing environment for clients when they are present in the salon and receiving treatments. Client treatments most often double as “time out for self”. This means with a comfortable environment enhanced by relaxing background low level music clients will close their eyes and enjoy their time out. The ambience of the sound, lighting level, smells, and therapist treatment create the experience we aim to achieve”.

John Paul and Sonia, Belle La Vie Salon.

“Being creatives ourselves, for our guests in the industry and just in general, we believe proper recognition for one’s work is of the utmost importance, and we believe this is a great way to give them the recognition and royalties they deserve”.

Barney Martin, Luxury hair salon owner.

Listen up: The basics of retail store music systems and speakers

Sound waves behave completely differently in a carpeted clothing shop with a low, false ceiling compared to a concrete or timber floored in hair and beauty businesses with high, exposed ceilings and minimal furniture that moves about on wheels.

If the speakers and the music system was installed in your salon space before you moved in they may have been set up for a different retail use and fit out. Consider how they are working for *you* in *your* fit out.

Make tweaks to the type, number and direction of speakers and where the speakers are. You ultimately want music that spreads evenly, from top to bottom with no dead zones and good bass response.



The average volume of music, the reverberation and general noise can create an uncomfortable background sound that customers can't quite put their finger on. Customers may not complain, but they might not be comfortable or totally enjoying the experience either. You're looking for a significant overlap between the coverage of your speakers so that your clients hear the sound from more than one speaker at a time.

You could even play music softly on external speakers when the salon is closed for after hours walk-bys.

Research

84% of hairdressers in the UK say playing music makes the salon's atmosphere more welcoming or exciting. **60% of UK hairdressers** agree that playing music increases the likelihood of customers returning.¹



2 in every 3 people



say that spas and hair salons benefit from music being played²



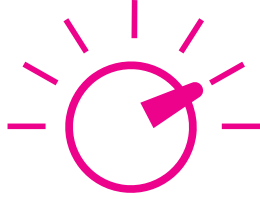
93% of people agree that music has a positive effect on their business.³

References

1. VisionCritical research, April 2012 of 1,000 UK businesses. Entertainment Media Research, 2009 on 2,000 UK consumers and 2010 on 400 small retailers, hairdressers, offices and factories.
2. The Value of Music to Consumers & Businesses 2015. Leger, Canada
3. PRS UK <https://pplprs.co.uk/themusiclicence/sectors/hair-beauty>



Practical stuff



Check volume with your clients, not your staff. Blow dryer technology is getting better and dryers' quieter all the time but even at 70-80 decibels they are still around the sound level of a blender or a lawn mower. Your salon staff exposed to this sound all day may not hear the music at the same volume as your clients.

Note that some of your clients may have sensory issues, and music and other sounds should be adjusted to suit their needs. You could provide a questionnaire for new clients to complete while they wait for a chair. It could include if they prefer conversation or not, what music they prefer and ask if they have any sensory issues. For example, perhaps they don't like being touched. That way you'll know to skip the scalp massage, and everyone is happy!

Don't let your staff take over the playlists. Music experimentation is good, but keep in mind the brand of your salon and the tastes of your clientele. Consistent and authentic salon branding is key - everything communicates who you are and the right, elegant music allows you to charge higher prices for a sustainable business. Staff can of course contribute to the curation of the playlist, but don't encourage them to take over one on a spur of the moment.

Consider setting up a quiet music zone and a normal music zone – perhaps set up the basin area or treatment rooms with low volume, low tempo music.

Consider noise management - hang acoustic foam panels on the walls to absorb sound



Fun Fact

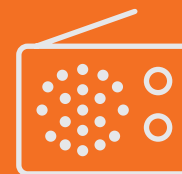
Beyoncé's first job was working at her mother's hair salon in Houston, Texas. She swept floors and cleaned the salon to earn tips!

What are other salons playing?

We provide special music recognition technology that collects data on what music-licensed hair salons and barbers are playing. A phone-sized device called '**Audoo**', plugs in and fingerprints songs played. This assists us in more accurate payment of royalties to music creators. Some interesting data we've collected already is:

- Hairdressers love Australian music. In each state, the number one played song was by an Aussie band or performer.
- Contemporary pop and dance music are the most played genres.
- They also love to kick it old school with classic rock and 90s R&B!

**Data is based from results in June 2023 from salons and barbers in NSW, VIC and QLD.*



What type of licence would your salon need? [Find out](#)



Aussie pop queen Samantha Jade worked as a makeup artist in between jobs as a songwriter and performer, and believes that music and beauty are both creative outlets that go hand in hand:

“Beauty and fashion actually plays a big part in the creative and songwriting process for me. Whenever I’m writing a song, I automatically see the video play out including the beauty and fashion aesthetic. Feeling good about my skin, health and appearance allows the performer in me to come alive.”

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APRA AMCOS trading as OneMusic Australia
16 Mountain Street, Ultimo NSW 2007
getallicence@onemusic.com.au | 1300 162 162
ABN 42 000 016 099