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Your products will be Making

**WAVES**

Over the **soundwaves**

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## Reach Shoppers Directly; see an Instant Sales Spike

Riding the waves to market your products can be tough.

**SellOctave gives you the best advantage with optimal sound-exposure directly to consumers, exactly when they need to hear it.**

As more and more groceries and supermarkets make the switch to benefit from SellOctave's musical soundtrack, tens of thousands of consumers will hear your message while they shop.

## What is SellOctave?

SellOctave is the newest trend for supermarkets and other stores who provide pleasant musical entertainment for their shoppers. With a customized soundtrack that blends music, lyrics and announcements, consumers enjoy shopping in a relaxed atmosphere.

## What's in it for Vendors?

SellOctave gives vendors the opportunity to reach out directly to shoppers while they're at the store, by offering precious air-time over the sound-system. There is no better time and place to inform them of your products and announce any special promotions!



## Make a Sound Advertising Choice.

**It's a matter of being at the right place at the right time.**

Companies spend millions of dollars on advertising, trying to reach as many consumers as possible. They can never be sure they've targeted the right audience at the right time. Magazines get trampled and tossed away. New ads take the place of old ones, vying for attention amidst hundreds of competitive flyers. In the page-turning rush, ads are overlooked, ignored or their message soon forgotten.

**There is a newer and better way.** SellOctave will air your message over the sound-system of dozens of supermarkets and grocery stores. Your announcement will reach the consumer directly at a time when they are at leisure to listen, while shopping

at the store – exactly where you want them to be just then! They will eagerly reach for your product and place it in their shopping cart.

## Make a Sound Advertising Choice.

SellOctave will take care of posting your message, from helping you choose a presentation until adding sound-effects and musical background as desired. Our experts will work along with you to ensure that your positive, powerful message reaches shoppers with a compelling sales-pitch. Watch your sales climb higher as consumers are informed and reminded about what to look for, exactly when and where they need the information.

**Call SellOctave today and your products will start making Waves.**



## Sound's Great!

Multiple studies show that audio-announcements bring far better results than visual ads. Here's the scoop:

- **One** important study showed that brands averaged a sales-lift of more than double than the best returns on their visual advertising dollars.
- **Recent** data showed that one in two shoppers were influenced by an audio-ad to make a purchase, and 73% of people said that audio-ads significantly swayed their purchasing decisions.
- **Studies** show that younger shoppers are even more influenced by audio-ads when compared to visual ads. It is likely that this has to do with the shorter attention-span of the younger generation. In 2015, the average attention-span fell to 8 seconds (less than a goldfish!) due to content overload. Marketers and advertisers vie for that short attention. Sound is a powerful medium for captivating shoppers to deliver a memorable message that spur the consumer to action.

### **MAKE WAVES with SellOctave and keep your product going**

- **Reach** thousands of shoppers directly in various locations at once
- **Target** the specific audience you need to reach
- **Influence** purchasing decisions while shoppers are at the store
- **Your** message cannot be missed or ignored!
- **Relaxing** music puts your brand forward in a positive light
- **Hassle-free** advertising with the best returns for your investment
- **Studies** Prove auditory advertising to be more effective than visual ads.



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