



Boost Your C-Store Profits with Pump-Side Music and Messaging

Convenience stores, or c-stores, are quickly becoming the modern-day staples of every town and city in America. As the name suggests, convenience stores can be one-stop shops for everyone's everyday needs. But, especially with the advent of pay-at-the pump machines, c-stores that are connected with gas services don't always get the walk-in traffic they need to stay afloat. As every c-store owner and manager knows, most of the profits made at c-stores are not from gas, but from the items sold inside! So, how can c-stores boost sales by bringing customers from pump-side to inside? **Through the power of pump-side music and messaging.**

Did you know that most c-store customers stay at the gas pump for a minimum of **six minutes?** There's no need to leave your customers – and their wallets – at the pump, when you can bring them inside with pump-side messaging. Pump-side messaging is as simple as it sounds: marketing messages that reinforce your brand and promote a variety of topics. These messages can highlight in-store sales, promote specific products such as drinks and snack foods or just welcome customers to your store.

In 2006, the U.S. had more than 140,000 convenience stores with sales of more than \$569 billion. Factors such as a fluctuating stock market, concerns over inflation and consumer confidence, coupled with volatile gas prices, have c-store retailers concerned about a drop in consumer spending inside their stores. Today, nearly 4,000 convenience stores use Muzak Voice C-Store to connect with their customers at the pump, reinforce their brand loyalty and, most importantly, increase their bottom line! With Voice C-Store, Muzak can provide an effective marketing tool to help move buyers from pump-side to inside, creating opportunities to maximize profits on items such as candy, beverages, snack foods and other high-margin items.

For more than 20 years, the c-store industry has trusted Muzak to provide creative and entertaining solutions to increase in-store traffic by advertising and promoting in-store items and services. So, how does Muzak Voice C-Store work? The power of music and messaging is simple and amazing. Muzak works with you to create a custom music experience that complements your brand. Then we add marketing messages that are created by our team of expert copywriters, voice talents and production engineers. It's as easy as that!

Muzak C-Store Messaging

To provide even more flexibility, we also offer three different types of C-Store programs – hands-free, regular contact and premium programs – that are flexible to accommodate your needs. Muzak Voice offers three programs designed for everyone from the single-station owner to the VP of Marketing for an entire chain of stores. Each solution has been



created to appeal to everyone from the owner-operator with limited time and budget, as well as the corporation that desires to be fully engaged in each and every message campaign.

These solution offerings are:

1. Hands Free Program
2. Regular Contact Program
3. Premium Program

1. Hands Free C-Store Messaging Program

This entry-level option delivers an effective, low-cost messaging campaign without sacrificing creativity, variety or quality – and is ideal for the owner/operator who would like to drive inside sales, but is focused on operating the business. Based on our 20-plus years of proven expertise, the Muzak C-Store team will select every month up to nine industry-specific “Catalog Messages”. Catalog Messages are specifically designed to be effective within the c-store industry and benefit you and your customers.

Advantages:

- Professionally written and produced messages
- Monthly updates to reflect broad seasonal products and trends
- Worry-free message selection by experienced consultants
- Low cost

Is Hands Free right for you?

Do you want to establish your music and messaging program, and then never have to worry about it again? If you’d prefer to set it and forget it, then Hands Free is your solution. If you need a little more flexibility, assistance or more custom messaging options, then we recommend the Regular Contact Program.

2. Regular Contact C-Store Messaging Program

This cost-effective option gives you full access to our Catalog Messages plus the option to create messages that are customized to your business. Partnered with a monthly reminder, the Regular Contact C-Store Program is a turnkey and comprehensive advertising tool.

How It Works:

Muzak Voice will send a contact letter to you each month, and you have until the 15th of each month to decide your messaging options for the following month. Those options include:

- Pick up to 8 new Catalog Messages from our C-Store Catalog
- Use up to 6 Catalog Messages AND create up to 2 custom messages or ID tags
- Change your custom messages or ID tags only
- Make no changes



If you don't respond to the contact letter, no changes will be made. There will be no automatic changes to any of your messages. A Muzak Voice Consultant is always on hand to assist with any message changes you do make.

Advantages:

- Access to a professionally written and updated catalog
- Professional writers and production for creation of custom messaging
- Ability to add up to 2 custom messages every month
- Partnership with a Muzak Voice Consultant

Is Regular Contact right for you?

If you need the option to advertise unique products or services, this might be the option for you. If you need even more flexibility, assistance, custom messaging options or the ability to change messages on a schedule than monthly, then we recommend the Premium C-Store Messaging Program.

3. Premium C-Store Messaging Program

This option delivers the most dynamic advertising experience and the highest level of client service from Muzak Voice. This is the only program available in any update schedule other than monthly.

How It Works:

Muzak Voice will send a contact letter to you each time you are due for an update. You can:

- Choose up to 8 Catalog Messages from the Muzak C-Store Catalog
- Create up to 8 custom messages with Muzak's expert copywriting, voice talent and production services
- Choose a combination of catalog and custom messages
- Make no changes

If you don't respond to the contact letter, the C-Store Team will attempt to contact you by phone to update your messages. There will be no automatic changes. A Muzak Voice Consultant will assist you with new message creation, changes, additions or deletions.

Advantages:

- A variety of update frequency options – monthly, or whatever works best for you
- Professional writers, voice talents and production for the creation of each message that is unique to your brand
- Partnership with a Muzak Voice Consultant
- Access to a professionally written and continually updated catalog of messages

Is Premium C-Store Messaging right for you?

C-Store owner/operators and groups that want to talk to their customers in a distinct brand voice and that need advertising flexibility find this option a wise investment.



Creative Resources

No matter which messaging program you choose, these creative resources are at your fingertips:

- 20 years of industry experience
- Professionally architected music programs
- Professional copywriting, voice talent and production
- A comprehensive message catalog that's updated regularly
- Muzak Voice Consultants to assist with implementation
- Seamless updates and trouble-shooting
- Flexible programs tailored to your customer base

Other Services

The Muzak C-Store Messaging program delivers value to the convenience store industry through several product offerings:

- Music
- Pump-Side (outside) and In-Store Messaging
- Sound Systems with expert design, equipment, technical support and consultation
- Drive-Thru Systems
- Paging Systems
- Intercom Systems
- Commercial Television

Bottom line: Muzak can help move your customers from pump-side to inside by creating message programs that are informative and persuasive along with custom music programs that complement your brand. Our programs provide on-site communications that bring new customers into your store, allow you to promote new products and services, reinforce your brand image and **SELL MORE!**

**Be more than convenient. Be the stop of choice.
Call today for more information at 866 MUZAK04 (866 689.2504).**