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# EU Music 360 Finnish Living Lab 2

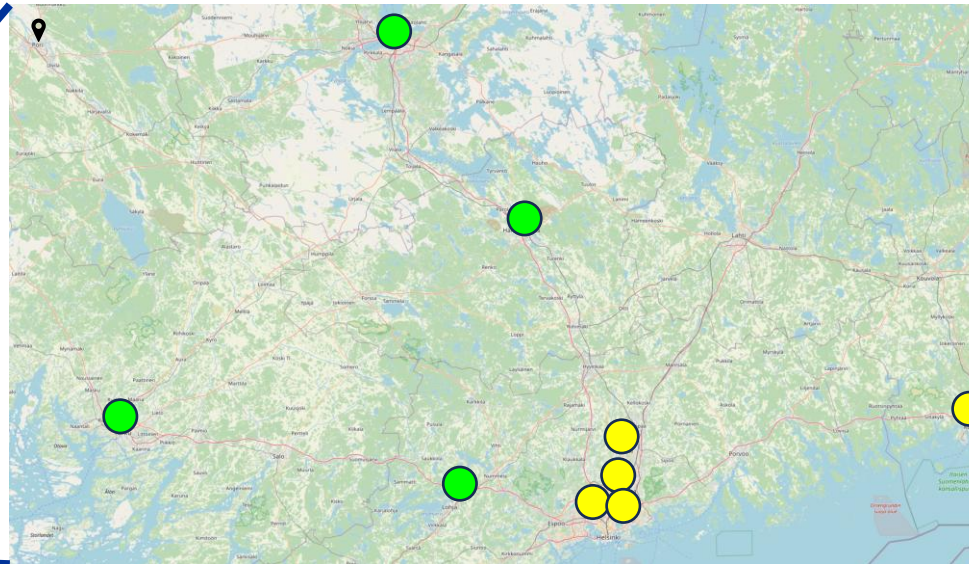
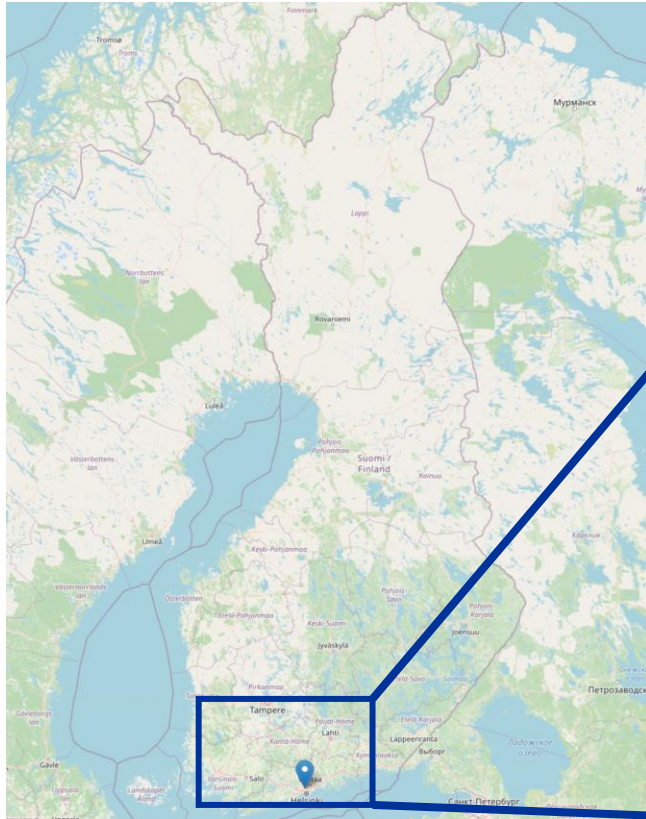
## STARK Suomi & GTM

Lauri Ogawa  
13.1.2026

# Finnish Living Lab 2 Done in Nov-Dec 2025

- The local partner is called **STARK Suomi**. They **sell construction and renovation products, services and materials for both consumers and professionals** in their rather large sales and storage venues.
- Research setup and independent variables:
  - a) **Familiar music**: Music represented by Teosto and Gramex (**licensed music**) – **4 store locations**
  - b) **Unfamiliar music**: **Copyright-free music** - **5 store locations**
- Dependent Variable:
  - a) **Customer responses** from the survey (from Feedbackly terminals)
  - b) **Staff responses** from the survey, (via email based on Feedbackly questionnaire)
- **Research timeline: 1 month between Nov-Dec (week 48-51; 24.11.-21.12.2025)**
- **Objective:**  
The goal was to explore how **licensed, familiar music** (Teosto & Gramex) versus **unfamiliar, copyright-free curated music** impacts **customer experience, staff atmosphere, brand perception, and upselling potential**

# Stark Suomi EU Music 360 Living Lab 2 Store Locations



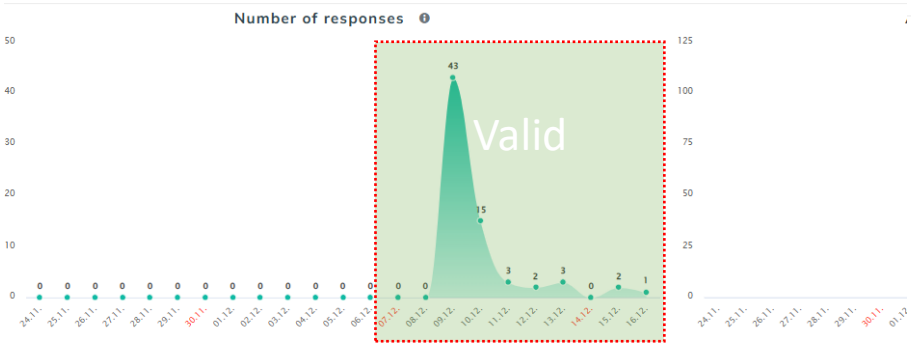
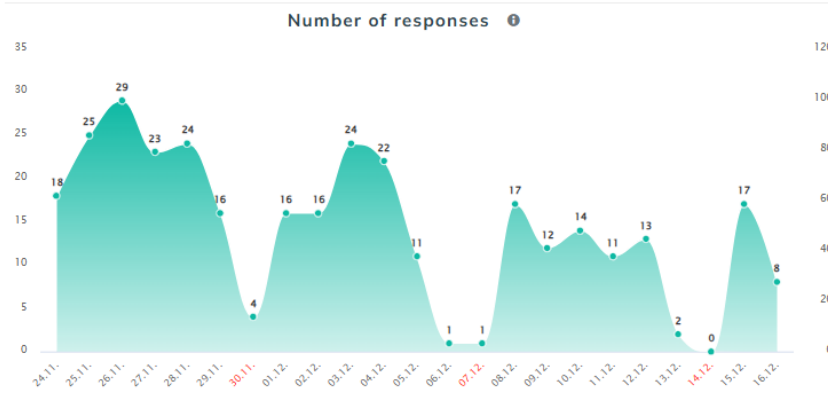
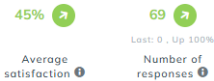
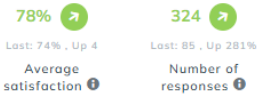
**Stark Helsinki Suutarila**  
**Stark Helsinki Konala**  
**Stark Vantaa Martinlaakso**  
**Stark Kotka**  
**Stark Tuusula**

**Stark Tampere Nekala**  
**Stark Turku Skanssi**  
**Stark Hämeenlinna**  
**Stark Lohja**  
**Stark Pori**

# Early stage results in numbers: 363 responses from Customers & 74 responses from Staff (55 completed)

## Summary

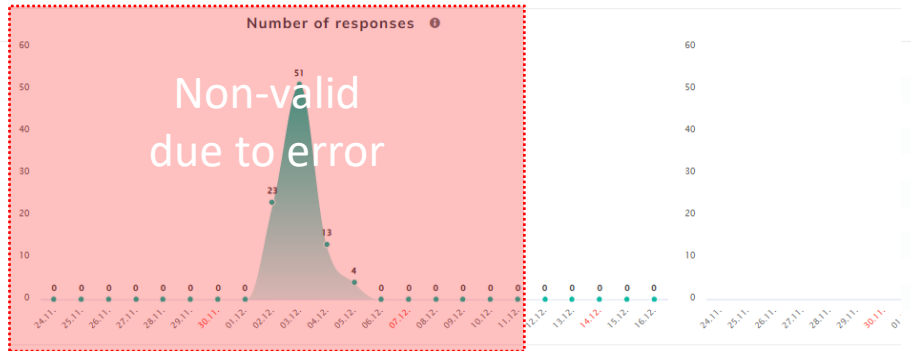
Time range: 24.11.2025 - 16.12.2025 Taking responses from the following surveys: : STARK myymälät asiakkaat ⓘ



## Touchpoint ranking ⓘ

Touchpoints that have received responses with the selected filters are ranked against each other here. Note that ranking number is based on which column is active and changes when you sort with another c

Rank	Name
1	Musiikkiluvat, Stark Vantaa Martinlaakso, pystylaite 9
2	Musiikkiluvat, Stark Turku Skanssi, pystylaite 7
3	Musiikkiluvat, Stark Hämeenlinna, pystylaite 4
4	Musiikkiluvat, Stark Tampere Nekala, pystylaite 6
5	Musiikkiluvat, Stark Lohja, pystylaite 3
6	Musiikkiluvat, Stark Pori, pystylaite 1
7	Musiikkiluvat, Stark Tuusula, pystylaite 2
8	Musiikkiluvat, Stark Kotka, pystylaite 5
9	Musiikkiluvat, Stark Helsinki Konala, pystylaite 8
10	Musiikkiluvat, Stark Helsinki Suutarila, pystylaite 10



# EU Music 360 Living Lab 2 with Stark Finland in Nov-Dec 2025

## Preliminary Key Findings

### 1. Familiar music = strong brand fit and pleasantness

- Customers rated licensed music as a better fit for Stark's brand (avg. ~6.95 vs. 5.82) and more enjoyable.
- Staff reported higher energy and a more positive work atmosphere with familiar music.
- Music choice emphasizes competitive edge factor

### 2. Bolder customer interaction?

- Hypothesis: *Better mood* → *bolder contact* → *higher additional sales*.
- Data confirms **better mood and energy** with familiar music.
- The “customer-centric behavior” scale showed higher scores under unfamiliar music, but due to severe validity issues (ceiling effect), this cannot be considered reliable evidence.
- Recommendation: Improve measurement and add behavioral observation.

### 3. Upselling and its drivers

- Customers' perceived extra spending did not differ significantly by music type.
- **Music fit** is the strongest positive predictor of extra spending ( $B \approx 0.118$ ,  $p < .001$ ).
- Staff friendliness also contributes positively.
- Customer mood alone does not drive extra purchases - what matters is that the music **feels right for the environment**.

# EU Music 360 Living Lab 2 with Stark Finland in Nov-Dec 2025

## Draft core content for Local Press Release & EU Music 360 Webinar

### Press Release: Familiar Music Adds Value to Stark's In-Store Experience

**Stark Finland and GT Musiikkiluvat conducted an EU Music 360 Living Lab study in November–December 2025 across nine Stark stores. The research explored how music choice impacts customer experience, staff atmosphere, and upselling potential.**

### Key Findings:

- Licensed, familiar music was perceived as significantly more pleasant and a better fit for Stark's brand compared to copyright-free music.
- Staff reported that familiar music boosted energy and created a more positive work atmosphere – an important foundation for more proactive customer interactions.
- Extra purchasing is not driven by good mood alone, but by music that feels right for the store environment. When perceived music fit improves, customers also report higher extra spending.

### What's Next?

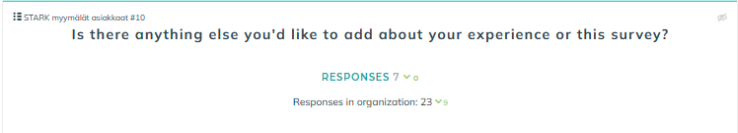
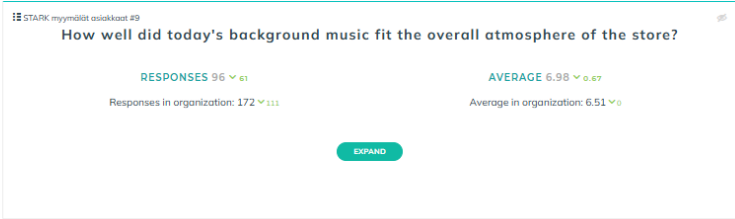
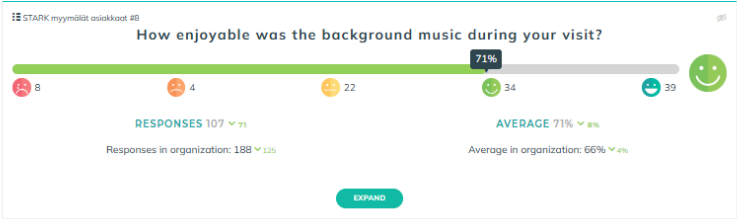
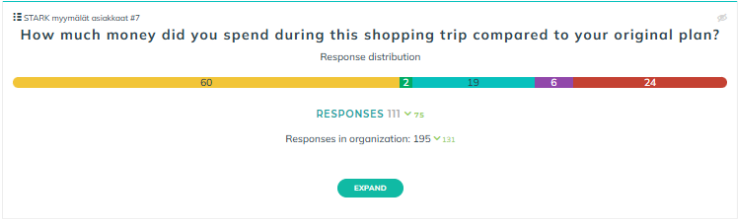
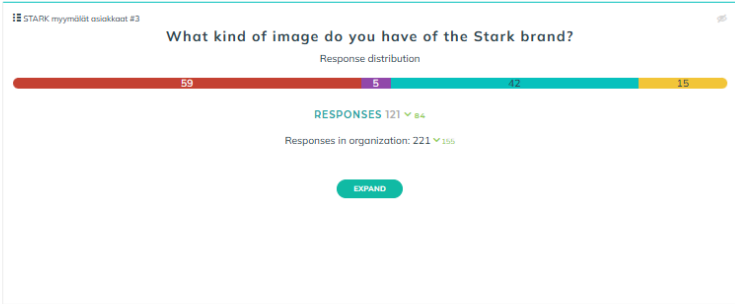
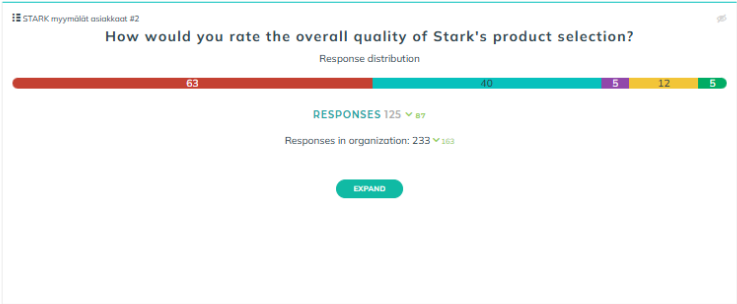
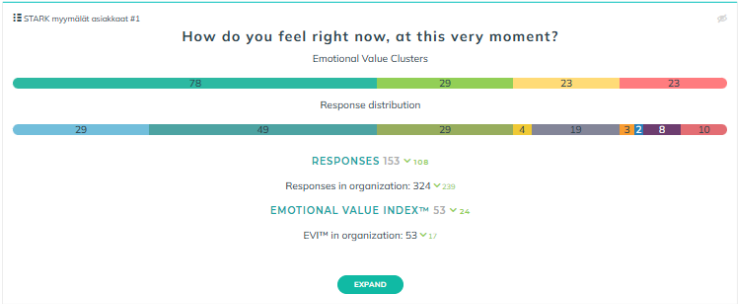
Stark and GT Musiikkiluvat will continue working together to develop metrics that track staff proactivity in customer interactions and link this to actual sales data. The goal is to ensure music supports Stark's brand and creates the best conditions for additional sales.

**“Fit is King – when music fits the environment, it creates value for both the customer and the business.”**



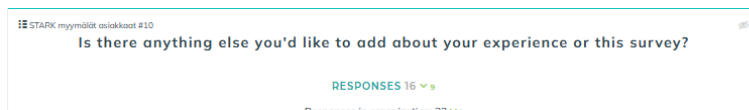
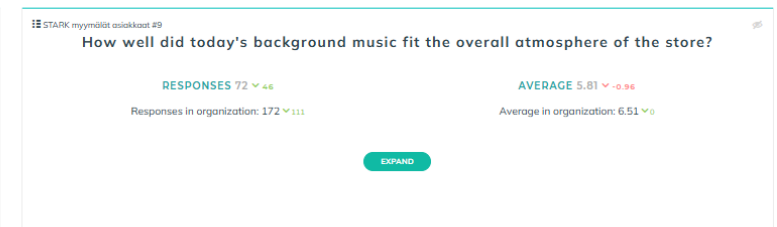
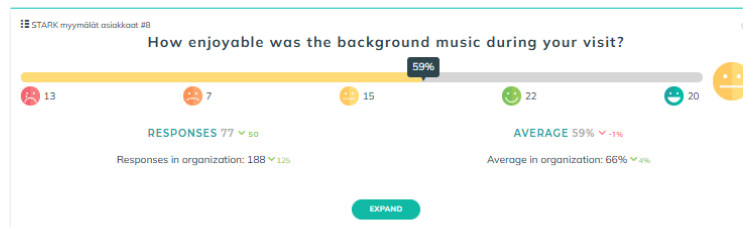
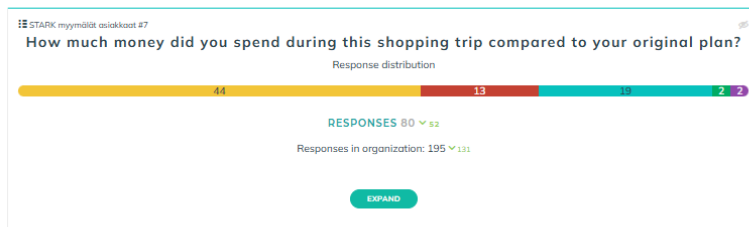
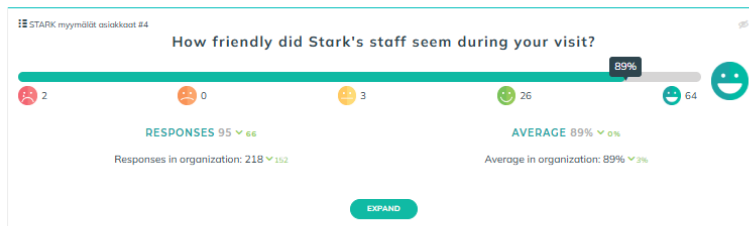
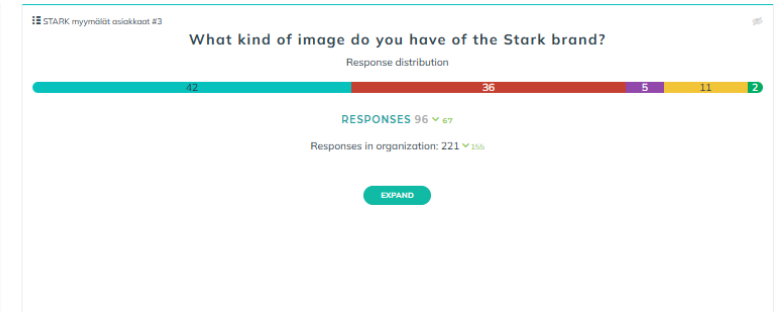
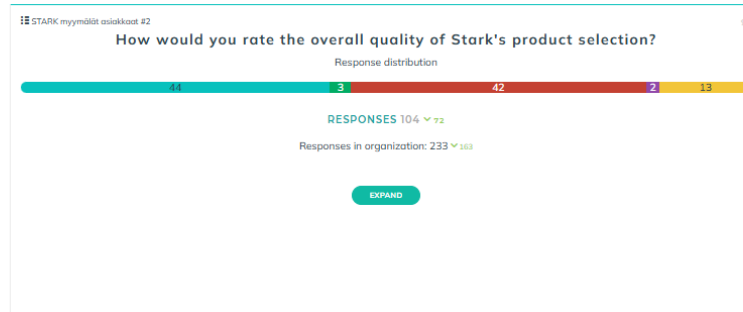
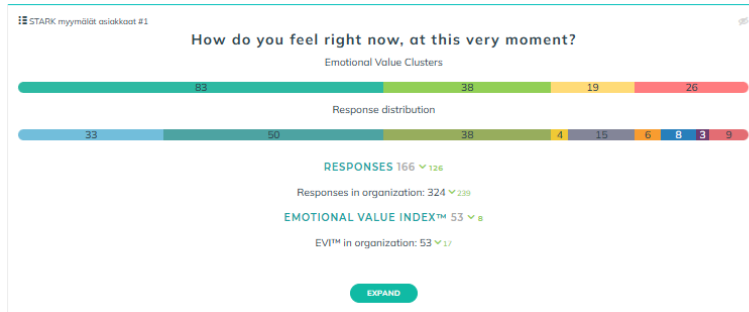
# Some early stage results: End Customers

## Customers & Familiar music: Music represented by Teosto and Gramex (licensed music)



# Some early stage results:

## Customers & Unfamiliar music: Copyright-free music - 5 store locations





# Some early stage results (super quick Copilot comparison analysis):

## End Customers Value More Familiar Music

### 1. Familiar Music (Teosto & Gramex, Licensed Music)

- **Enjoyment of background music:** Average score 77% (strong positive trend), indicating a clearly pleasant experience.
- **Fit with store atmosphere:** Average score 84%, very high alignment.
- **Brand image and customer experience:** Responses lean toward positive (green and yellow), suggesting that familiar music reinforces a quality brand perception.
- **Additional purchases:** Data shows a significant share of extra purchases (long red bar), which may correlate with improved mood and impulse buying.

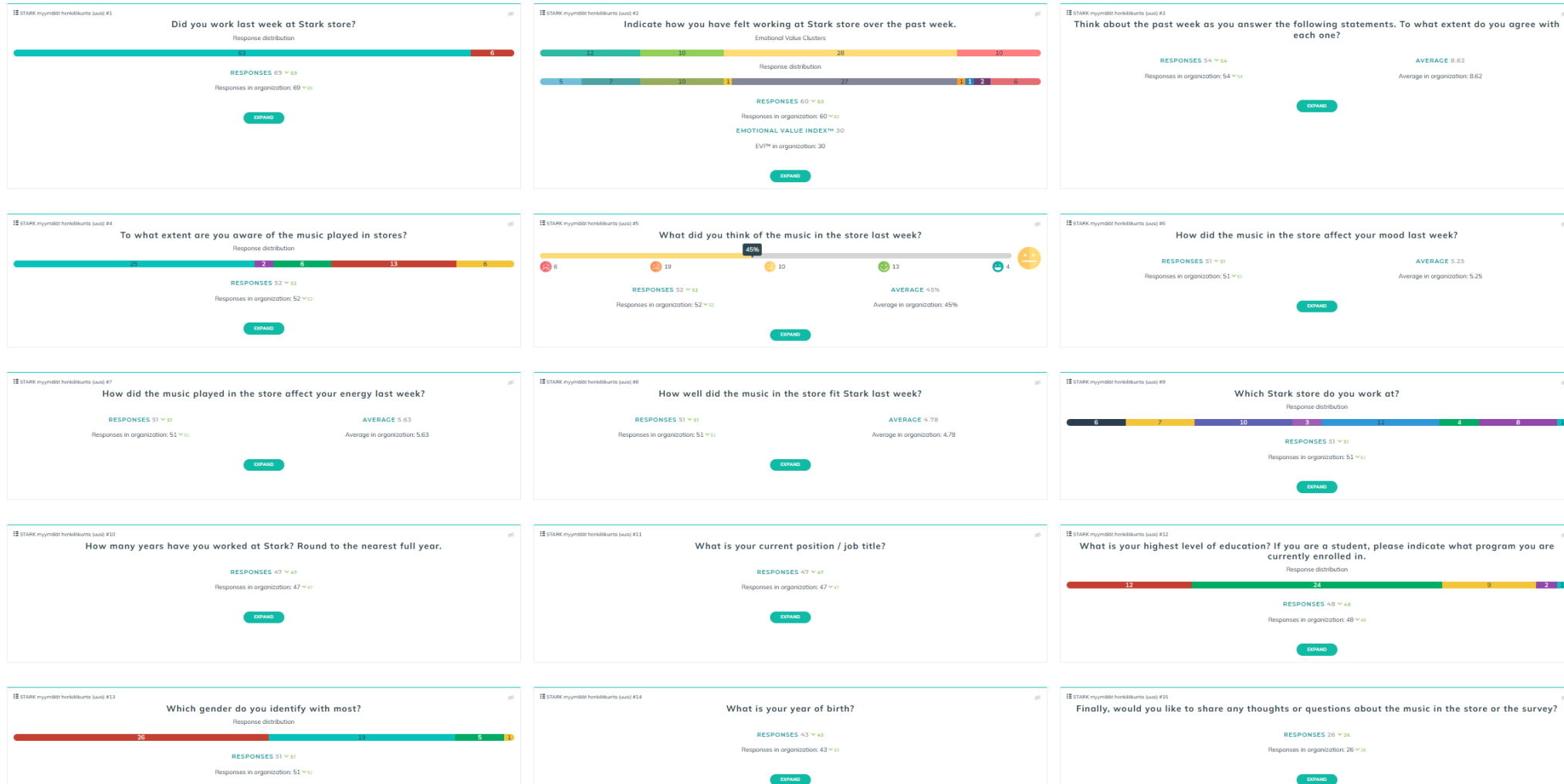
### 2. Unfamiliar Music (Copyright-Free, 5 Store Locations)

- **Enjoyment of background music:** Average score 59%, noticeably lower than familiar music.
- **Fit with store atmosphere:** Average score 65%, more neutral and less positive.
- **Brand image:** Responses are more scattered, with a higher share of neutral and negative ratings.
- **Additional purchases:** Still present (long red bar), but overall impact seems weaker compared to familiar music.

### Summary from the Customer Perspective

- **Familiar, licensed music** significantly enhances the shopping experience: it feels more enjoyable, fits the store's atmosphere better, and strengthens positive brand perception. This likely increases comfort and impulse buying.
- **Unfamiliar, copyright-free music** does not create the same emotional connection. The experience feels more neutral, which may weaken the premium brand impression and reduce positive effects on purchasing behavior.

# Some early stage results (super quick Copilot comparison analysis): Staff – data analysis still in progress - below include all store locations data





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