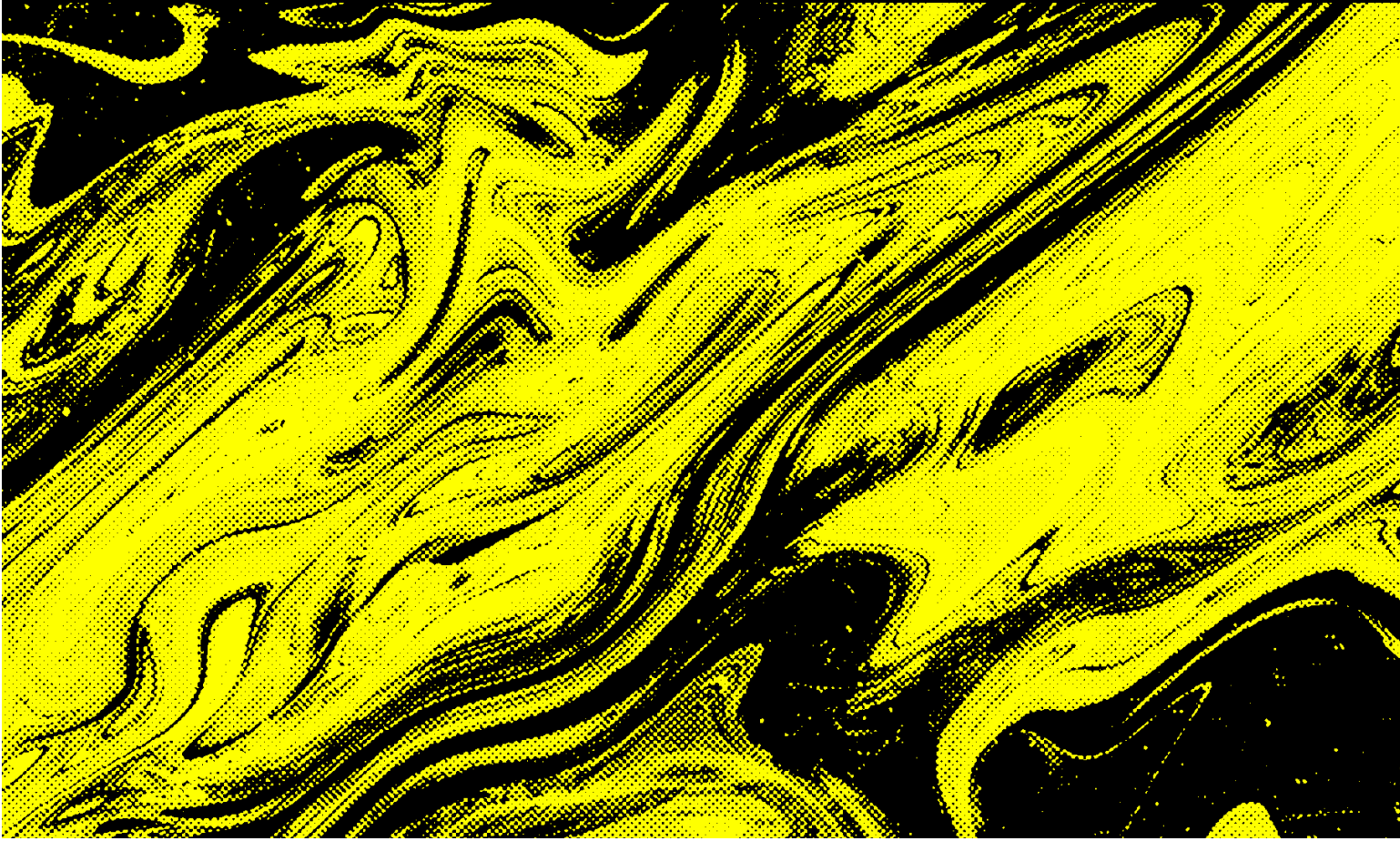




Music curation

01

MUSIC SOMMELIERS
FOR EXPERIENTIAL BRA





It's more than a feeling
More than a calling



Why music?

A universal human element

Across cultures, the influence of music on human experience is observably profound. It is why music is a proven choice in customer experience strategy, prioritized by many customer-centric brands for both local and global audiences.

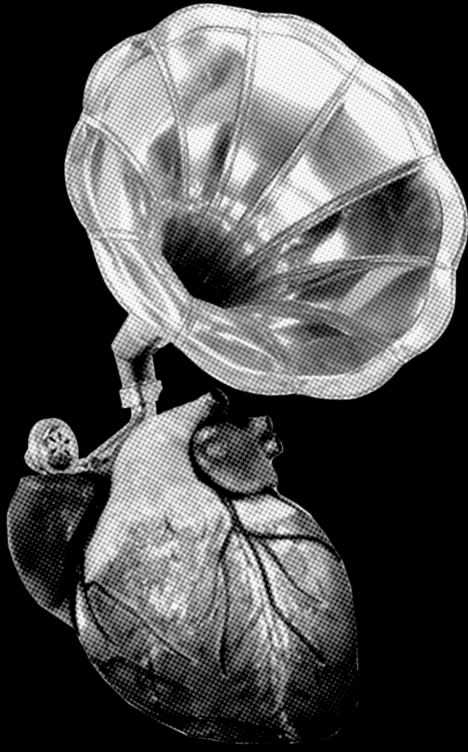
IT'S SOUND REASONING

With the right music curation, you will:

- differentiate your brand
- amplify its distinctive essence
- increase relevance amid noisy competition
- heighten sensory customer experience
- deepen human-brand connection
- ultimately, drive your business value

Every brand vibes to its unique rhythms.
Let's discover yours.





Why RX Music?

But first, let us introduce ourselves

Our team of intentionally diverse backgrounds is united by boundless enthusiasm for music, unwavering desire to create deeper connections and insatiable thirst for new sounds. Many of us are actively shaping the music world, whether as musicians, producers, performers, on-air personalities, DJs, VJs, artist managers and label veterans. You have by your side a world-class blend of creative, technical, business and legal professionals of music curation.

Driven by our mission to elevate human experience through music, our people pour hearts and souls into the work we do every day. Plus, we've been told it's fun to work with us.

Now that speaks volumes.



Why sommeliers?

From music curators To music sommeliers

Sommeliers are immensely knowledgeable and highly trained in their area of expertise. They possess honed intuition and heightened sensitivity for nuances from years of experience. They have a unique ability to pair sensory elements, to bring out desirable and distinctive flavours. These qualities are everything you will find in your RX Music team (minus the assumed snobbery).

It's how our work influences captivating guest experiences for retail stores, hotels, bars, restaurants, spas, and many other experiential spaces all over the world. Since 1999.





RX Music advantages

Multiplier effect of collaboration

We are an extension of your team, be it branding, marketing, customer experience, or a combination. Your preferred level of involvement is respected. From full hands-on to complete hands-off, we will work with anything in between. Internally, the collaborative approach is integral to our work. Your brand benefits from our whole team's diverse set of brains, skills, experiences, backgrounds, insights and ideas. The sum is definitely greater than its parts.





RX Music advantages

Best-of-both-worlds curation

Our human-led curation is augmented by data and accelerated by algorithms. While technology aids our process, it doesn't produce the end result. Your curation team handpicks every single track. Across genres, when it comes to music curation, nothing beats the singing hearts and the listening ears. Because what machines can't do is 'feel'.





RX Music advantages

Music imprint beyond the playlist

Our team's engagement and influence in the music industry and culture is beyond music curation.

The mutual love and knowledge of music are evidently woven into everything we produce, including passion exploratory projects such as RX Music Editorial—an online music magazine, and RX Music LIVE—artist performances and interviews hosted by Canadian television legend Master T, recorded at RX Music HQ. With ears on the ground, we stay attuned to any trends that emerge.





RX Music advantages

Label and artist relation

Having us as your music partner means you have direct access to licensed music from our global network of record labels. From the biggest to the most independent niche, we have reinforced strong partnerships to grow our repertoire. Additionally, we cultivate relationships directly with many artists, from established to up-and-coming, to further expand our library. We "dig in the crates" of everything music has to offer and stay on top of it, so you don't have to.





RX Music advantages

Legal and logistics management

We orchestrate the entire symphony of legal, administrative and technical logistics to bring music to your business. We source, license, program and schedule music, as well as handle granular custom configuration, manage at-scale delivery and provide 24/7 technical support. It truly means everything it takes to keep the right music playing uninterrupted, day in day out, anywhere in the world.



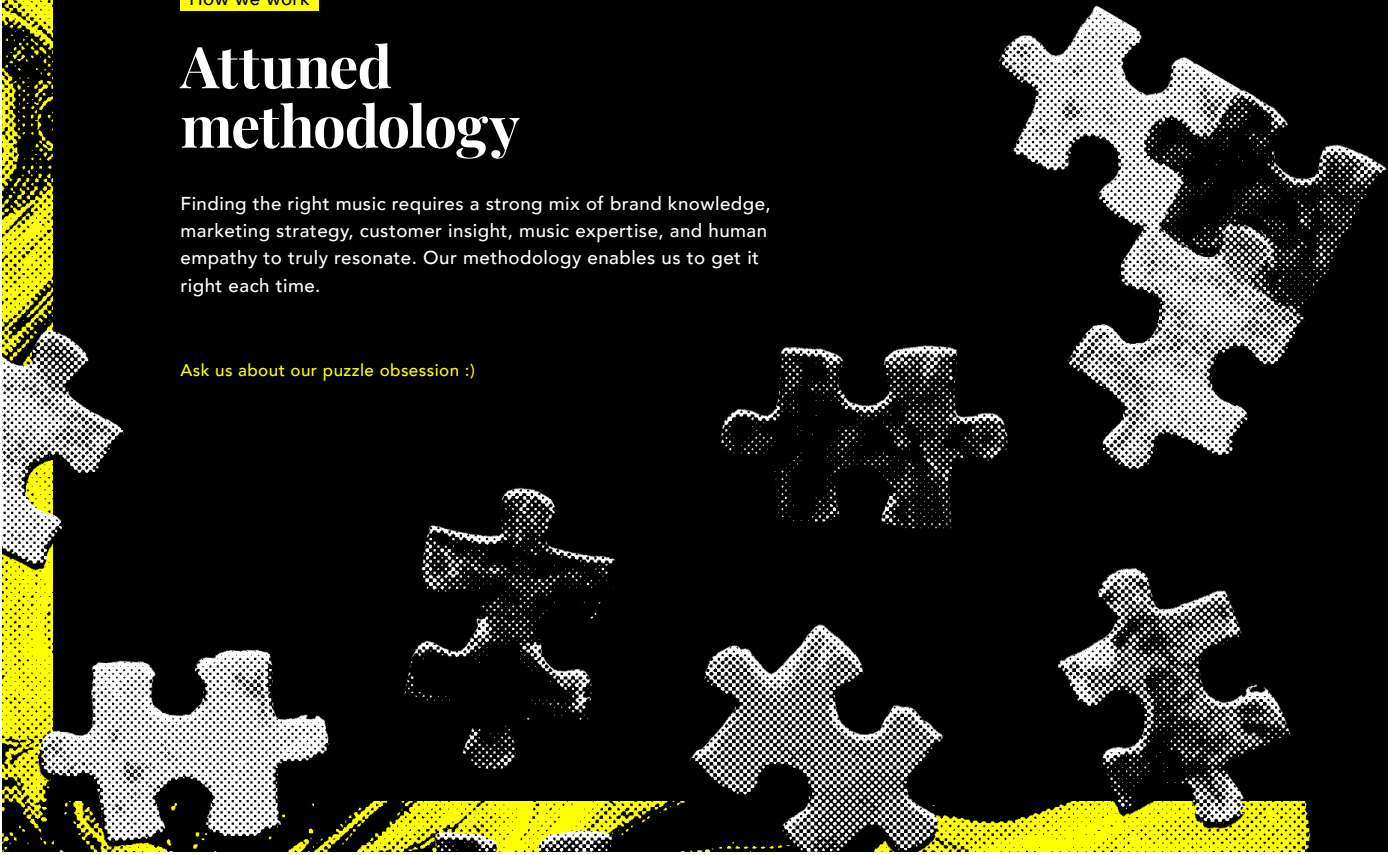


How we work

Attuned methodology

Finding the right music requires a strong mix of brand knowledge, marketing strategy, customer insight, music expertise, and human empathy to truly resonate. Our methodology enables us to get it right each time.

Ask us about our puzzle obsession :)





Methods & process

PHASE 1: UNDERSTAND YOUR BRAND DNA

This discovery phase begins with thoughtful questions getting to the heart of the matter. We study everything about your brand, business and audience. Our research is comprehensive, illuminating every aspect of your brand. This includes taking the time to understand your goals, existing brand and marketing strategy, customer insights, and other industry-specific requirements. Site visits are arranged as necessary.





Methods & process

PHASE 2: DEVELOP YOUR SOUND PROFILE

With a strong foundation of understanding, creative minds are stirred and engaged in an exploration of possibilities. Possibilities are followed by more questions and clarifying conversations to filter out unfit prospects. This is repeated until your signature sound profile is distilled with clarity. We get there with a strong combination of observation, intelligence, intuition and sensitivity, which our sommeliers have honed over the years, supported with clear insights from the first phase of understanding your brand.



Methods & process

PHASE 3: CURATE MUSIC PROGRAMMING

Your signature sound profile is just like your brand guideline. It defines the standards playing to every note of your brand. It informs and ensures every song selection is a result of in-depth strategic planning, awareness of what your brand represents, and attention to your customers. While the curation process is augmented by data and accelerated by algorithms, it is led by your music sommeliers who hand-pick every song. Because it's the painter who makes the painting great, not the tools used in the process.



Methods & process

PHASE 4: DELIVER ONGOING ADAPTATION

Your music needs to be as dynamic as your business. With on-going consultation, each bespoke program is continually fine-tuned to the mutable nuances of your brand, audience, culture, space, time of day, and special events. Your soundtracks stay fresh and on brand with these essential music programming features: advanced scheduling, smart dayparting, randomized rotation, update frequency, programmatic and manual track removal, and custom configuration. Your customers (and employees) will never experience a moment of "it's way too early for this" or "not this song again".



It's your turn, turn it up 'cause the heart is always listening

Countless studies have demonstrated that music can arouse senses, alter moods, sway hearts, and change minds. If you don't know, now you know.

Want to touch the heart of your audience? Give them music that strikes a chord. You've knocked on the right door. We are RX Music, and hitting the right notes is what we do best.

[Case studies →](#)



Contact us

For you, we're always here

QUESTIONS & INQUIRIES

We're always listening

+1.866.284.3269
sales@rxmusic.com

TECH SUPPORT

Anytime you need us

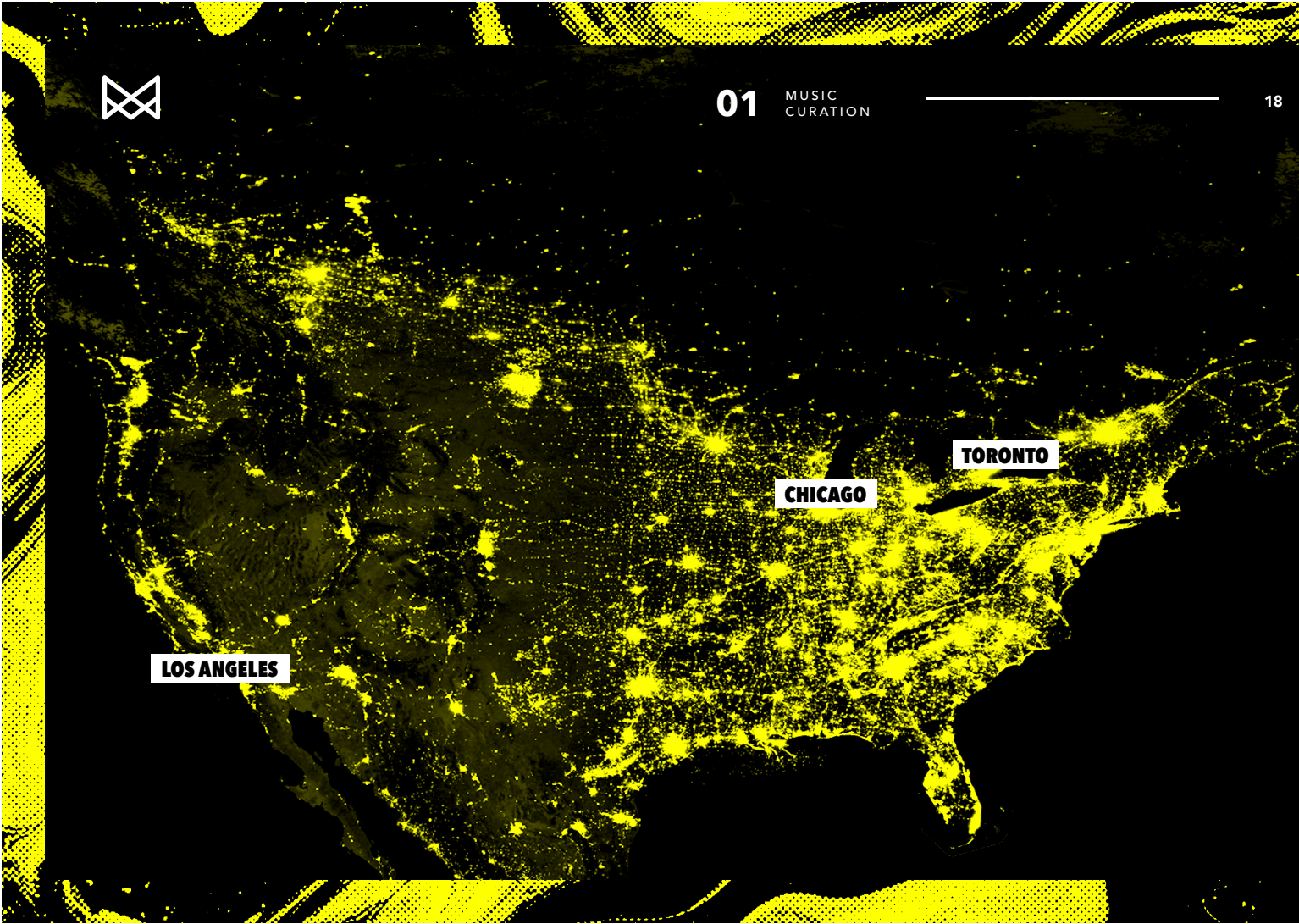
+1.866.726.1011
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PROGRAMMING CHANGES

Monday - Friday 9AM - 8PM EST

+1.866.773.6874
programming@rxmusic.com

**IT MEANS WHATEVER IT TAKES TO KEEP THE RIGHT MUSIC
PLAYING UNINTERRUPTED, DAY IN DAY OUT, ANYWHERE IN THE WORLD.**



LOS ANGELES

CHICAGO

TORONTO



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