



About

In an increasingly competitive retail market place, the need to influence consumers to purchase is a necessity for most retail businesses. Crosby Retail Radio cost effectively delivers a unique custom branded in-store radio station into your retail stores which is constantly and actively, yet unobtrusively, advertising your latest offers, products and promotions to potential customers.

How does it work?

Crosby supply a complete end-to-end managed service designed to meet your business need and brand image, from production of jingles and advertisement spots, to programming, service delivery and ongoing hardware maintenance.

We supply a small Crosby Retail Radio unit into each store which feeds into your in-store PA system and also interfaces the Internet to connect directly to the central Crosby Broadcast Centre streaming the live audio feed in real time directly into your store and your customers.

Costs




Costs begin from £1850+VAT for a basic system.

Crosby Retail Radio is a dynamic solution which can be customised to be as basic or advanced as your business needs. Please contact Crosby sales who will be happy to discuss your requirements and issue a free quotation.

Benefits

- Capitalise on a powerful untapped advertising medium within your store – use it to effectively promote your business.
- Actively push new and end of line product ranges, services, promotions, offers etc. while consumers are still in-store to take advantage of them.
- Create an excellent first impression – have your own professionally branded radio station playing the music which appeals to your target demographics.
- Improve customer experience – benefit from the calming and warming effect of music while they browse or are queuing.

Demo

- 1  Crosby supply a small box that connects to the internet
- 2  Box connects to Crosby
- 3  The music/adverts start playing

Please contact Crosby Sales to arrange for a live demonstration on how Retail Radio can benefit your business.