

# ShopTalker™ - Increases sales

Sound communicates feelings. The brain makes all decisions based on emotions. Shoptalker™ affects the customer right at the time of making a purchase.



# If they hear you, they can see you.

The competition for the customers attention at the department store is fierce. Studies show that we pay attention to as little as 1% of all products when we visit a store. Yet 80% of all buying decisions are made without a shopping list. Consequently it is important that your brand stands out.

ShopTalker™ is a small and handy audio player with a built-in speaker and motion sensor. The player detects a customer walking by and then plays a sound. It can be a audio logo, an appeal to the customer to buy something or some well chosen words, linked to the product or campaign.



SHOPTALKER!

BY DONADONI...







Since hearing is a sense designed to alert for attention the sound will make the customer react instinctively and cause him to turn towards the source of the sound. During that moment your product is in focus and thus have a greater chance of being selected. Your product is visible because it can be heard.

ShopTalker™ can be placed in the regular product displays to get your products to stand out, but it can of course also be attached to campaign displays or in “kiosks” to strengthen and clarify.

**You can fill it with a variety of sounds to vary your messages.**

Since the player can be powered by battery or AC/DC adapter you can easily select both the placing and the longevity of your campaign.

# Shoptalker™ increases sales



Average increase: 38%

Examples of products that increased:

- Laundry basket: +61%
- Crate & lid: +7%
- Shower curtains: +28%
- Decorative Pillow: +55%

ELGIGANTEN 

Average increase: 30%

Examples of products that increased:

- Batteries: +20%
- Carbonated water machine: +60%
- Telephone Subscriptions: +22%
- Memory card photo: +16%

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# ShopTalker™ - Sell with feeling

Sound is good at communicating feelings.

Sound takes a shortcut, bypassing our intellect, and stimulates our emotional center directly.

And feelings sell.

Birdsong, a summer meadow, violin music or children's laughter.

Emotions guide the choices we make more than you think.

Be smart. Sell with feelings.

- Shoptalker™ increases the chance that your product is visible.
- Shoptalker™ affects the customer right at the time of making a purchase.
- Shoptalker™ enhances the feeling of your campaign.



WRIGLEY'S



swedavia  
SWEDISH AIRPORTS



LG

LOKA



VASUMA Inc.



Reebok





# ShopTalker™ Micro



ShopTalker™ Micro is our campaign player. It's small, convenient, and cost effective. Can easily be shipped out as an audible part in campaigns and POS-material. We can, of course, with our expertise and experience help you to produce a suitable sound for your campaign or adapt the one you already have.

## **PRODUCT SPECIFICATION:**

**Size:** 90x60x27mm (HxWxD)

**Sound quality:** Mp3

Built in audio capacity 16 Mbit (2Mbyte) SPI Flash i.e. two minutes of sound capacity in 128 kbit/s mp3.

Sound can also be played back or exchanged via a microSD card. The players are equipped with an optional electronic pause in different lengths (0s, 45s, 90s ) to save batteries but also to play the right amount of sound in the store.

It can be powered by three AAA 1.5V batteries internally, these are not included.

Three AAA batteries will last for about 3200-3800 playbacks at five seconds of sound, about 10 days of campaign with the longest electronic pause set (90s). Factors such as cold temperatures can affect the number of playbacks. On/Off button on the side with two volume modes. 0.5W, 8 Ω speaker. PIR sensor range up to 4m.

## **OPTIONS:**

**AC/DC-adapter** (power from the electrical outlet) is optional if you want to make a permanent installation or a really long campaign.

**External Battery Pack** for 3xD -size batteries are also available. This external battery pack lasts up to 50,000 playbacks at 5 seconds of sound, about 132 days of campaign with the longest electronic pause set (90s). We recommend that you should use the external battery pack to get the best possible results from your campaign.

# ShopTalker™ Concept



ShopTalker™ Concept is our bigger player. It is slightly larger than ShopTalker™ Micro, sounds better and has more useful features. Can easily be used as a continuous feature of your POS materials, at trade fairs, events, public spaces and museums etc. With our expertise and experience, we can help you to develop suitable sound to your campaign or customize the ones you already have.

## PRODUCT SPECIFICATION:

**Size:** 122x84x40mm (HxWxD)

**Sound quality:** Mp3

Built-in 32 Mbps (4Mbyte) SPI Flash that is approximately four minute audio capacity at 128 kbit/s mp3. Sound can also be played back and / or exchanged via Micro SD card. Built-in rechargeable Li-Ion battery provides about 1,500 playbacks at five seconds of the sound. Factors such as cold temperatures can affect the number of playbacks.

We recommend using the included AC/DC adapter to power up the Shoptalker via the wall socket. On/Off button on the side and separate variable sound level.

**3.5 mm audio jack** with smart plug, ie, if you plug in an external speaker the internal will be disconnected. 2W, 8Ω speaker. The built-in PIR sensor range is up to about 6-7m. An optional wireless PIR sensor are included. It allows one to trigger the player even when the built-in sensor is obstructed. Good to have when you want to “hide” the speaker/player but still be able to trigger it, or if you want to attract customers to the cold surfaces in store using sound. With the help of the external PIR sensor, you can get a range of up to 50 m. between the player and the external sensor.

## OPTIONS:

**External Battery Pack** for 3xD-size batteries are optional. This external battery pack provides up to 50,000 playbacks at 5 seconds of sound.



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# Creativity

We who work at Donadoni have, amongst other, won the Silver Egg ("silverägg") with radio advertisement for Telia, radio advertisement of the year in Resumé for Pantbanken and radio spot of the year for Gallerix.

We do sound design and write music for TV commercials and film, and we have long experience of producing shop audio, including IKEA's in-store radio for more than 18 years and a large number of Shoptalker campaigns.

ShopTalker™ is a Donadoni AB registered trademark. More information at [www.donadoni.se](http://www.donadoni.se)

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