

case studies

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H & M

Creating the right atmosphere in the retail environment has been considered an art and, with the High Street offering greater choice for the consumer, keeping customers in-store is even more critical. Music specifically profiled to consumers creates a more desirable place to buy. In-store marketing to a captive audience provides a competitive opportunity to promote a variety of specific products.

H&M have a large presence throughout Europe in the fashion retail market and decided to use i-ceilings to relay music and in-store marketing. The initial reason for choosing to use i-ceilings was its invisibility, matching exactly with the existing Armstrong Ultima ceilings tiles.

The combination of both Pro Series and CS-1000 i-ceilings provided excellent speech intelligibility and background music reproduction, allowing profiled marketing to be clearly understood throughout the store. Using the product in specific areas, i-ceilings was able to create the perfect customer experience.



H & M

- Carre Senart, Paris

Business:

Fashion Retail

Product:

22 x Pro Series and 2 x CS-1000 i-ceilings Sound Panels, Ultima

www.iceilings.uk.com