

Your Business Deserves More



Enhance Your Brand
With **Sound** Marketing



CustomChannels On-Premise

Sound Marketing For Music Conscious Brands



Consumers today are exposed to music everywhere they turn: on phones, iPods, websites, video games, TV shows, movies, commercials.... That's because savvy marketers know that the right music can engage consumers and create memorable experiences associated with their brand.

Custom Channels is a new kind of digital music service designed specifically for the unique needs of today's music-conscious brands. We combine decades of professional broadcast programming, marketing and audience development experience with the latest real-time digital delivery technologies.

Custom Channels gives you unified music and messaging across all of your locations – with your own branded radio station:

- Custom-crafted programming designed to reflect and enhance your brand's image
- Boutique, personalized service – like having your own music director
- Unlimited music library from all major and independent record labels
- Custom “between the songs” branding and messaging
- Real-time broadcast of your channel directly to your locations
- No satellite dishes, no CD player, no PC required
- Fully licensed - ASCAP, BMI, SESAC, SoundExchange



The receiver is easy to install and works with your existing sound system - no PC needed!



Ask us about Custom On-Premise Radio for:

- Restaurants and bars
- Fast casual dining
- Upscale grocery, gourmet food
- Wine bars, lounges
- Retail malls, shopping centers
- Clothing and apparel stores
- Hotels, resorts and spas
- Hair and beauty salons
- Health and fitness clubs
- Dental practices and medical offices
- Franchise brands

Select Custom Channels On-Premise Clients:



www.CustomChannels.net

CustomChannels On-Line

Broadcast Your Brand With Your Own Internet Station

Why pay other people to broadcast your message? Now you can broadcast directly to your customers with your own internet radio station launched from your website.

On-line radio listening continues to grow in listening. It's a powerful, immediate way to engage customers and connect to the hard-to-reach workplace audience.

Even if you use another music service for your in-store music, you can reach beyond your store's walls and stay connected to your customers with an internet channel from Custom Channels.



Custom Channels has been creating licensed, turn-key, internet radio stations for major broadcasters, retailers, web portals, music festivals and others since 1999. Having your own, branded on-line radio station is easier and less expensive than you might think.

Select Custom Channels On-Line Clients:



Mobilize the power of owning your own media with an on-line radio station:

- Fully branded with your music, your messages, your images and style - never generic or syndicated
- Connect with your customers anywhere the internet reaches with high engagement audio and video content
- Build web traffic, increase visits, and expand time-spent-on-site with your brand
- Drive sales with timely special offers
- Tap revenue generating vendor co-op and co-promotion opportunities
- Revenue generating "buy now" links - Amazon and iTunes
- Let your customers spread the word about your channel through social networking sites - Facebook, Twitter and others
- Go mobile – reach listeners on iPhones or other mobile devices

Reach your audience everywhere they go...



facebook

twitter

Ask us about Custom On-Line Radio for:

- Web portals and entertainment sites
- Retail and restaurant websites
- Broadcast radio /TV sites
- Newspapers and magazines
- Churches and houses of worship
- Music festivals, events and concert venues
- Hotels, resorts and spas
- Sports and lifestyle brands
- Employee relations and corporate communication

Years of **Experience** Cutting-Edge **Innovation**

Custom Channels helps clients harness the power of professional music programming to connect, engage, entertain and inform customers. As our name implies, we take pride in offering unique, highly personalized custom programming solutions to enhance and reflect your brand.

Custom Channels is another innovation of SBR Creative Media, renowned music, marketing and branding consultants to major broadcast radio stations since 1991. Our services combine over 30 years of professional broadcast programming, marketing and audience development experience with the latest real-time digital delivery technologies.

The Goods:

- Expert music + programming design
- Full-time content management
- Voiceover + image production
- Custom on-premise digital radio
- Custom on-line digital radio
- Custom website media players
- On-line + on-premise music licensing
- Virtually unlimited music library
- Boutique, personalized service



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