

Floyd's 99 Barbershops: Balancing Employee Engagement and Brand Recognition

Floyd's 99 Barbershop had worked hard to cultivate a unique brand and a stand-out employee culture in dozens of shops across the US. As they looked to expand, they knew that they needed to keep employees engaged while cementing their image as the hip, Rock N' Roll barbers of North America.



How Much Choice is Too Much Choice?

Known for their company culture that encouraged employees to express themselves, Floyd's briefly allowed each barbershop to choose their own music. They quickly realized that leaving the music in the hands of individuals could create confusion around their music-centric brand image—but they knew they wanted to keep employees engaged.

Building a Brand Around Music

Floyd's founders had some contacts in the local music industry and were inspired to make music an integral part of their image. They knew in-store music was essential, but they didn't want to stop there. What other ways could they leverage the power of music?

SOLUTION

Custom Channels partnered with Floyd's to create Floyd's 99 Radio—a publicly available, online radio station that matched the music playing in the shops. In addition, Custom Channels developed a request system to allow employees to engage with music, make requests, and even record shout-outs to their colleagues and friends. This centralized solution is used in all 100+ locations and is heard by thousands of in-store and online listeners.

