

# Business

## Turn that racket down!

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### How do we do business in this changing environment?

The current economic environment is causing us all to ask questions about the way we do business.

- Is our strategy fit for the current environment?
- Are we effective and efficient?
- Do we do things right first time?

BJC Europe helps companies develop their strategy and operating environment to ensure that they are:

- Quick to achieve results
- Fit for purpose
- Easy to operate
- Saving you money

If you believe that you need to make improvements to the way you work in response to today's business environment, contact us on 01285 643640 or e-mail [marketing@bjc-europe.com](mailto:marketing@bjc-europe.com)

Implementing Successful Business Change



Somebody asked me the other day why we don't often use music on our web-based videos. "You're a musician Dave", they said, "surely you of all people should be using music for your video productions". Well no, I shouldn't, and I'll tell you why.

I'm a musician in my spare time. I play the French Horn in several amateur orchestras, I used to sing regularly in choirs and taught myself to play the guitar (badly) so I could form a school-boy rock band when I was a teenager (Doc Martin and the Domos – since you ask – alas we split for solo careers in about 1981). In other words I love music – so why does it feature so rarely on the web-based videos which our company, BizView.tv produces?

Music has a central role in most of our lives and is often used to great effect in the media, particularly in feature films where many of our best contemporary composers now earn their living. However, I think its role in commerce should be severely limited. The problem with music is that it speaks to our souls and our hearts, and not our business brains. Because music is such a powerful force, it can take us to places and make us feel emotions that are way outside our ordinary lives – and for this we should be thankful – how dull life would be without music. But the trouble comes when we try to harness music to sell a product or deliver information. The musical message easily overpowers the written or spoken word and sets a mood or context which is often completely unrelated to the value or usefulness of the item or service on offer. In other words, it's a con!

Let me clarify – if you're in business and you've just managed to secure a meeting with a potential new client, you're going to go to that meeting well prepared and ready to present your case as best you can. What you're unlikely to do is take a medium sized orchestra in with you and have some classical favourites playing in the background to set the mood as you give your presentation. If you did, your potential client would think you were nuts and terminate the meeting pretty quickly. The point is that music, in that pythonesque scenario, would overwhelm the message because the complex emotional language of music is so much stronger than simple speech. In that

instance the customer would quite rightly think, if this product is so good why is the salesperson trying to con me by setting it to mood music?

Most commercial video on the net uses music. Why? Why is selling or marketing on the web different from that face to face meeting? Most people who go to a website want straightforward information – just like the guy in the meeting. If you have a video made, describing your product or service and you decide to add music, consider these 3 things:

- 1 Does the viewer need that music in order to fully appreciate how good your product or service is?
- 2 Does the music help to establish the legitimacy of your company?
- 3 Is the music in fact an attempt to fool the viewer into liking the product or service, by putting them in a more receptive mood?

In most cases the answer to these 3 questions is No, No and Yes. If that's the case then the music, in my view, should not be there – it is at best inappropriate and at worst dishonest.

Web viewers aren't stupid – they can spot a dodgy sales pitch a mile off, and music is a dead giveaway. Give them the information, don't waste their time and emotional brain power by trying to con them with music, however nice it may be.

The mistake that many web-based video productions make is assuming that, because music works so beautifully on film and television (and yes in commercials too), that by copying this formula to the web the same dramatic results will occur to their sales figures. It seldom works. If somebody wants entertainment on the web they can use the BBC iPlayer or YouTube. If they come to your business website – they are not there to be entertained, they are there to learn about your product or service and unless your product or service is music related, then using it is annoying and disingenuous. Video can and does work brilliantly on the web – but don't confuse corporate messages with award winning drama – they are different beasts entirely and music, most of the time, is entirely inappropriate for the business website video. That's why I leave my music at home when I come to work.