

Zone

Digital Agency

Who is Zone?

Award winning, digital agency specialising in building successful, strategic digital campaigns for a range of clients. This includes corporate names such as BT, Tesco, Coca-Cola, BUPA and Dr Pepper alongside charitable causes such as National Trust and RSPB.

- Based in London, Bristol and Cologne.
- Named as one of the 1000 companies to inspire Britain by the London Stock Exchange in 2017.
- Employ around 260 people in both the creative facility and customer service based roles, across their 3 offices.*

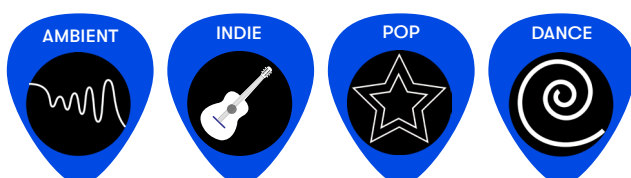


"I'd encourage people when appropriate to listen to music, I think it's a really great way to get people working collaborative together"

- Karen Byrne, Chief Operating Officer, Zone



Music played in Zone



How do Zone use music in their business?

"On the whole we are working in a really creative environment and there's lots of creative people here...having music which reflects the nature, where they are in a project, often helps. There are [also] times when something more calming is needed therefore the playlist around that is often far calmer"

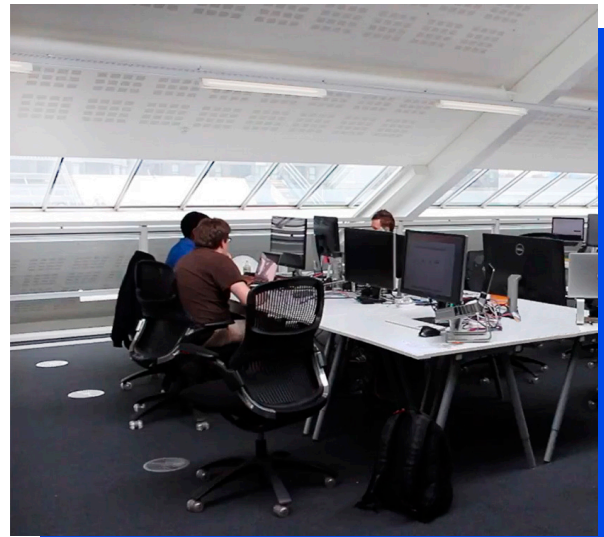
How does music benefit Zone?

CREATE AN UPBEAT AND POSITIVE ATMOSPHERE

MAKE STAFF FEEL MORE COMFORTABLE AND VALUED

ENHANCE THE WORKING ENVIRONMENT

ENCOURAGE PRODUCTIVITY AND COLLABORATION



How does music effect staff at Zone?

"I think there are many people in the business that music really is part and parcel of having in their life and they feel that it is really important that they can have the opportunity to listen to music at work. That said there are times when it's important that we provide quieter space and a time when music isn't appropriate and we feel it is really important to support that too"

"There are times when...there is the need to reinject and we can put something a little more fast tempo on and get that reignited back into the team when things are lacking"

"Playing music in the office definitely changes the atmosphere"

How do Zone choose the music that they play?

"Quite often music tends to get played louder and more often, I guess towards the end of the week, often during key festival times, particularly around Christmas and people's birthdays, music gets played significantly more... We don't use radio but we do use playlists and often there is a new playlist for a Friday; payday Friday has its own playlist..."

To view the full Zone case study, please visit pplprs.co.uk

Comments and quotes in this case study have been provided by Karen Byrne, Chief Operating Officer at Zone in relation to TheMusicLicence.
*Information from www.zonedigital.com/uk/



TheMusicLicence