



MOOD: MEDIA

JERSEY MIKE'S CASE STUDY

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- Tyler Eaton
Franchisee
Jersey Mike's of Jacksonville, FL

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ABOUT JERSEY MIKE'S

This nationally acclaimed sandwich franchise started back in 1956 as a quaint sub shop in the booming beach town of Point Pleasant, NJ. Appeasing the appetites of hungry vacationers with their signature giant subs, Jersey Mike's quickly became a Point Pleasant legend. In 1987, ownership decided it was time to bring that same great taste of the Jersey shore inland, and all year round. More locations were opened in the New Jersey tri-state area, and now Jersey Mike's has 1,134 locations and counting in 42 states – including franchisee Tyler Eaton's four locations in Jacksonville, FL.

THE CHALLENGE

While one bite of a Jersey Mike's sub typically turns first-timers into lifelong customers, Tyler has always known that an underwhelming customer experience at one of his locations can have guests quickly looking for other options. And after struggling with a local cable provider for several months, he decided it was time to start searching for another provider for a dining room television solution at his locations.

In addition to the subpar service he received, Tyler's previous solution often aired competitor commercials, and didn't offer the flexibility in programming he was looking for. To elevate the experience, Tyler looked to another local television provider: Mood.

THE APPROACH

A regular Jersey Mike's customer himself, Mood's Jacksonville-area Account Executive worked side-by-side with Tyler to understand exactly what he was looking for from his television service. Flexible programming, easy control, and the ability to include promotional material were Tyler's most pressing needs, and Mood TV was the perfect answer.

THE RESULTS

With Mood TV for QSR, Jersey Mike's of Jacksonville now has a private TV network that's specially tailored to the preferences of their clientele. Featuring short-form television programming inside of a fully-branded screen wrap, Mood TV allows Jersey Mike's to entertain their guests, promote their offerings and spread awareness for upcoming community events – all on the same screen. No more changing the channel, and more no competitor commercials.

Using Mood's intuitive online portal, each of the managers at Tyler's locations has the ability to quickly customize promotional content inside of the screen wraps with a few simple clicks. They like to include a wealth of relevant information for the communities they serve, from monthly promotions and student "meal deals," to fundraisers and pictures of volunteers at local charity events. With Mood TV, Tyler is able to yield maximum return on his investment in the customer experience, and he loves the peace of mind and great service he receives from his local Mood Account Executive.

"Mood is great. The Mood TV for QSR solution keeps my customers entertained with the specific programming they want to watch, and the different screen zones allow us to raise awareness for events in the community. To top it off, every week my Mood Account Executive is in here to check in. You just can't beat that level of service."

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