

MOOD MEDIA HOSPITALITY SOLUTIONS

**BUILD TRUST.
DRIVE REVENUE.
INCREASE LOYALTY.
SIMPLIFY.**

**ELEVATE
THE GUEST
EXPERIENCE.**

EXECUTIVE OVERVIEW **HOSPITALITY**

Hospitality stands at a critical pivot point in the evolution of the Guest Experience. The need to address immediate operational challenges during the pandemic, while strategically planning for what the post-pandemic world may look like, requires an incredible level of alignment across your organization.

The stakes are high, and the decisions you make today are certain to have a lasting impact on your brand for years to come.

Mood Media's Centre of Excellence. has identified 4 primary areas of current focus for the hospitality industry:

- + **TRUST** Increase occupancy
- + **SPEND** Maximize spend per stay
- + **LOYALTY** Encourage repeat bookings
- + **SIMPLIFY** Increase staff productivity

The latter areas of focus are consistent with pre-COVID objectives. However, today they are more critical than ever and must be looked at through a new lens. This shift in perspective is essential to your success. **Those who make the shift will establish a strong competitive advantage and stand to improve market share.**

We're here to help. Serving more than 18,000 hospitality locations across the globe, Mood Media is the most trusted hotel media provider. We **create powerful emotional connections** with your guests and provide practical solutions to help you **mitigate risk, manage costs and grow revenue.**



LEVERAGE MOOD SOLUTIONS TO ACHIEVE CORE BUSINESS OBJECTIVES

TRUST

Establish guest confidence -
increase occupancy



- + CleanBase Solutions
- + Lobby Digital Signage
- + Window Digital Signage
- + On-Hold Music/Messaging

SIMPLIFY

Increase staff productivity
through easy-to-use systems



- + Directional Signage
- + Check-In Kiosks
- + Employee Communication
- + Dynamic Content Templates
- + CRM Integration



SPEND

Maximize spend per guest



- + Concierge Digital Signage
- + F&B/Spa Promo Boards
- + Pass Thru TV
- + Music

LOYALTY

Increase brand engagement
and boost rebookings



- + Loyalty Content
- + Pass Thru TV
- + Music
- + Scent

OVERHEAD MESSAGING

Leverage our on-premise media channels to communicate with guests throughout the property, and establish trust in your brand.



DIGITAL SIGNAGE

Inform and assure guests that measures are in place to create a safe environment with lobby digital signage and window digital signage.



HOSPITALITY SOLUTIONS TRUST

ESTABLISH GUEST CONFIDENCE - INCREASE OCCUPANCY

MUSIC

Capture the emotional power of music and amplify your brand across your property.



CLEANBASE SOLUTIONS

Mood offers a new suite of CleanBase Solutions including health kiosks, antimicrobial coating solutions, continuous LED lighting, UV germ mitigation, health monitoring systems and more.



MUSIC

Increase dwell time in restaurant and bar areas with the right music program.



HOSPITALITY SOLUTIONS SPEND

MAXIMIZE SPEND PER GUEST

DIGITAL SIGNAGE

Promote food and beverage offerings and spa packages with strategically placed promo boards.



ON-HOLD MESSAGING

Highlight upgrade offers and amenities through on-hold messaging.



SCENT

Ambient scent creates a familiar and memorable sensory experience.

LOYALTY CONTENT

Create greater awareness of your loyalty and rewards programs and emphasize the many benefits of rebooking at your property with digital signage content.

HOSPITALITY SOLUTIONS LOYALTY

INCREASE BRAND ENGAGEMENT AND BOOST REBOOKINGS

MUSIC

The right music sets the tone, appeals to your guests' lifestyles and create the energy and vibe of your brand personality.



DIRECTIONAL SIGNAGE & CHECK-IN KIOSKS

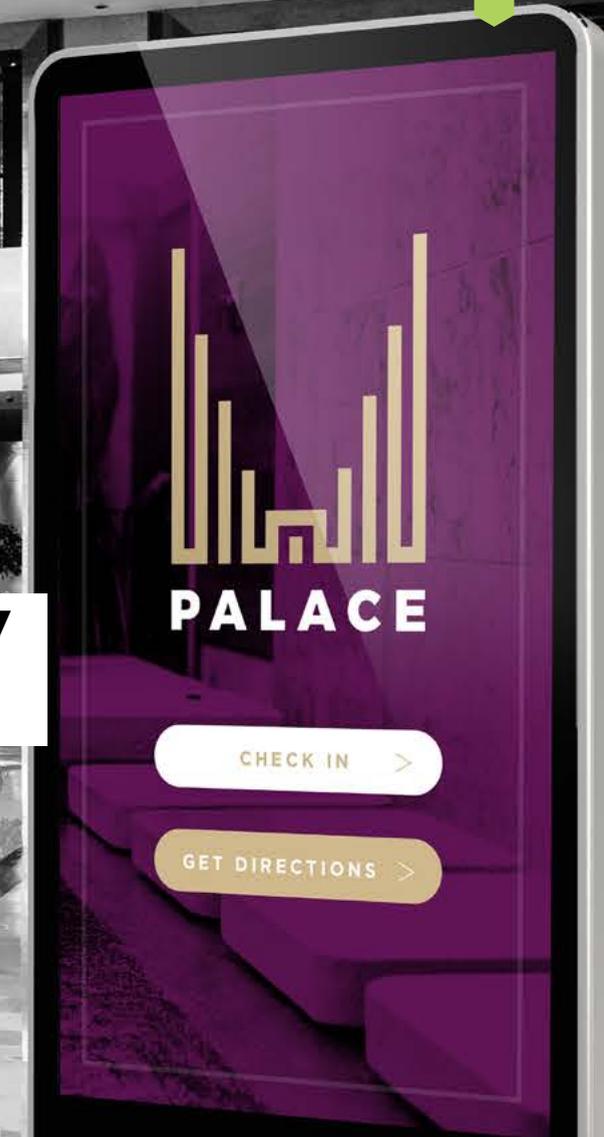
Check-in kiosks, digital directories and a virtual concierge take pressure off your staff and create a more personalised and efficient experience for your guests.

HOSPITALITY SOLUTIONS **SIMPLIFY**

INCREASE STAFF PRODUCTIVITY THROUGH EASY-TO-USE SYSTEMS

EMPLOYEE ON-DEMAND COMMUNICATION

Enable on-demand employee communications to connect and train staff more effectively.



GUEST EXPERIENCE STRATEGY

Collaborate with our Centre of Excellence to develop a cohesive winning strategy for all your media solutions. Enhance your brand image, build emotional connections with your guests, drive loyalty and sell more.

OUR PARTNERS

As the world's largest and most experienced AV systems provider, we have exclusive partnerships with industry leading manufacturers including Bose Professional, Klipsch, QSC, Crestron, Elo, ScentAir, Samsung, LG, Sonos, iHeartRadio, Dish and Pandora. These partnerships enable us design the perfect solution and pass on unmatched savings, helping you get maximum value for every dollar.



MOOD HARMONY™ YOUR BRAND EXPERIENCE PLATFORM

Take complete control of your media solutions with Harmony - the original Brand Experience Platform. Access our mobile-friendly CMS and easily manage your Digital Signage, Music, Messaging and more. Create, schedule and change content on the fly at a single property or across your entire network. Need support? We offer multiple levels of content management services to fit your specific needs.



80+ Years in
the business
music industry

Reaching more than
150 Million People in
106 countries daily

More Than **60,000**
Digital Signage
Players Deployed

1,000+ music gurus, digital signage ex-
perts, sound/tech engineers & support
professionals

Servicing over
500,000
client locations worldwide

Serving More Than **850**
National and Global Accounts

Serving
18,000 **HOSPITALITY**
LOCATIONS
worldwide

TOUCHING ALL **INDUSTRIES**

- + Hospitality
- + Restaurant
- + Automotive
- + Retail
- + Financial
- + Corporate

WHY MOOD?

STRATEGIC CONSULTATIVE APPROACH

Our strategic consultative approach enables us to develop customized solutions for each of our clients. We'll work to gain a deep understanding of your brand, target clientele and business goals - helping you implement a powerful guest experience that drives results.

GLOBAL PROJECT MANAGEMENT

Covering 100+ countries, Mood has the resources to provide professional project management and global support of your entire footprint.

DEDICATED ACCOUNT MANAGEMENT & SUPPORT

When you partner with Mood, you'll have the dedicated, daily support of a team focused on helping you execute an effective guest experience strategy.

BRAND STANDARD CONSISTENCY

Mood is experienced in implementing brand standard programs across large footprints - consistently and efficiently. Our delivery platforms offer centralized content control and flexibility at the corporate, regional and location level.

SINGLE-SOURCE MEDIA PROVIDER

Mood makes it easy and affordable to enhance the entire guest experience, offering digital signage, music, A/V systems, scent marketing and more. Consolidate vendors, mitigate risk and leverage economies of scale.

RELIABLE, INNOVATIVE PLATFORMS

Our media platforms are supported by reliable and innovative web-based technology - providing you with intuitive enterprise-level control over what your guests see and hear in your properties.