

MOOD MEDIA

KRESS IGA SUPERMARKET CASE STUDY

ABOUT KRESS IGA SUPERMARKET

As the only full-service supermarket in downtown Seattle, Kress IGA prides itself on providing customers with a completely unique shopping experience. After securing a distinctive space formerly occupied by the S.H. Kress & Co. department store for 50 years until the 1970s, management scoured the area for unique vendors who could help them offer a special selection of local items unavailable anywhere else. In addition, they wanted to create the most welcoming and professional atmosphere possible, complete with music and quality sound.

THE OPPORTUNITY

With a desire to create the best possible in-store experience, Kress IGA approached Mood as the global leader for Experience Design. They were interested in selecting the perfect in-store music and installing a high quality sound system, but they were pleased to discover the extensive expertise that Mood offered in on-site messaging and were excited to leverage Mood's Voice solution as a key part of their communication strategy.

THE RESULTS

"As a company, we spend a lot of money on marketing to our customers. The (print) ads that we send out - a whole lot of them - we know go straight into the garbage. People don't look at them. But with Mood Voice Messaging, you're able to capture customers' attention when they are in the store. We know that we are reaching customers, and that offers tremendous value, particularly compared to some of the other channels we spend money on. It's a good program for us, and we're very happy with it."

TURNKEY SYSTEM & SUPPORT

"It's a great system. We're able to quickly and easily communicate with the Voice team and tell them what we want in our messages. Once produced, we're integrating those messages into our music through the overhead sound system. They are played whenever we specify for them to play, and it gives a very professional feel to the store."

A FLEXIBLE SOLUTION

"We always have special promotions going on - and we're able to highlight them each day. If we have certain things that are taking place between 7am and 10pm, we can easily set our messages to run during that time and then switch them out."

HIGHLY RECOMMENDED

"Would I recommend Mood Voice Messaging to somebody else? Absolutely. I would recommend Mood on the basis of its music alone, but I would also highly recommend the messaging program. It's very easy to use and it's very helpful in accomplishing our goals."

Tyler Myers
President/CEO The Myers Group