



mood media

# CUSTOMISE YOUR ATMOSPHERE WITH MOOD MEDIA AUDIO VISUAL SOLUTIONS



## Make your guests want to return again and again

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Mood Media has a long tradition of working with hospitality brands. With its multi sensorial services Mood Media offers its clients many experiences to remember. From music in a hotel lobby, a fragrance solution or a well designed bar sound system, Mood Media has the right solutions for you to enhance your business.

Creating the perfect ambience is a pre-condition for any hospitality environment. By stimulating the senses of your clientele you are able to connect with your customers in a way that will create long lasting and positive memories and make them want to return again and again.

# MOOD MEDIA AUDIO VISUAL SOLUTIONS

## HARD DAY'S NIGHT HOTEL, LIVERPOOL

Mood Media designed and installed a truly bespoke sound system for the plush Hard Days Night Hotel in Liverpool.

The system, comprising of Bose speakers and control systems and Mood Media's hard-drive music players allows local user source selection throughout the hotel, including the Wedding Suite, Brasserie Restaurant, Blakes Restaurant, Bar Four, reception and conference room areas.

Iain Wigglesworth, Market Sector Manager comments, *"This high quality Bose mid-ground sound system gives flexibility throughout the hotel and is a true testament to the talent within the Mood Media and BOSE project management teams"*.

Mood is thrilled to also have had the opportunity to create a customised sound for the hotel using the prominent Beatles theme as inspiration. Amongst the mix of Chill-out, Jazz and Nu Breaks are two bespoke channels worth mentioning. These were created by Deb Porritt, music programmer at Mood Media. She says, *"the first program is a Beatles Originals programme and includes all the hit singles from 'Love Me Do' in 1962 to 'Real Love', the first Beatles song for 25 years, finally released in 1996"*.

The second profile is a Beatles Covers programme, which contains a broad selection of Beatles tracks performed by a diverse range of artists; from soul singers to rock bands, acoustic soloists to electronic chill.

By playing music which is correctly targeted to your customers and even tailored to the time of day and the season, research has shown that you can encourage more customers to visit who will then stay longer and buy more and, crucially, will return again and again.

Audio branding is a key way of differentiating your business from your competitors. A musical identity quickly establishes itself in the minds of customers, and places a positive emphasis on the service experience.

Mood Media works with many hospitality venues, below are some mini cases from the Hotel sector.



**HILTON HOTELS:** Mood Media has installed music systems in to many of the Hilton Hotels across the UK and Europe. Our multi zone hard drive music systems allow the hotel to play music that has been tailored to suit the customer demographics in the restaurants, bar and reception areas. The profile is upbeat, accessible and vibrant. The sound systems are high quality Bose specification.



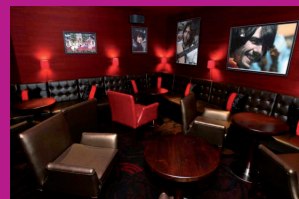
**NOVOTEL:** Mood Media has created two custom programmed music channels to play on our MP7000 hard drive music system. These channels are heard in every Novotel in the UK. The music channels automatically change at 17.00 from the daytime to the evening Novotel channel.



**MERCURE:** Mood Media installed in every UK Mercure hotel its multi zone MP7000 hard drive music system. The system allows the hotel to play music tailored to suit the customer demographics in the restaurants, bar and reception areas.



**PREMIER INN:** Mood Media has supplied and installed audio systems into 150+ Premier Inn Hotels throughout the United Kingdom. We continue to supply systems that range from a simple installation in the reception area, to multiple zone systems that supplies individual music profiles to the reception, bar and restaurant areas. Mood Media deliver programmed music via our multi zone hard drive players.



For more info go to [www.moodmedia.com](http://www.moodmedia.com)  
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