



MOOD: MEDIA

GOODWILL CASE STUDY

"If you're looking to give your location the professional feel that customers really want, then **Mood is definitely the way to go**. You'll get the most bang for your buck - and outstanding service to back it up."

- Kim Ryder
Vice President of Real Estate
Goodwill of Central and Northern Arizona

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ABOUT GOODWILL OF CENTRAL & NORTHERN ARIZONA

As one of the nation's leading retailers of secondhand apparel and home goods, Goodwill is a not-for-profit organization that uses its proceeds towards workforce development and fighting unemployment. With more than 90 locations, Goodwill's Central and Northern Arizona chapter is one of the largest Goodwill organizations in the U.S., helping thousands of Arizonans find jobs every year.

THE CHALLENGE

Before working with Mood, Goodwill of Central and Northern Arizona had issues with musty odors in their locations. They were also unhappy with the lack of variety from their existing music provider and were looking for a more affordable solution.

Furthermore, they needed a vendor that could provide these services to all of their 90+ locations. Fortunately, Mood had Goodwill covered with everything they were looking for - and so much more.

THE APPROACH

Leveraging years of experience serving franchise-based organizations, Mood knew exactly what Goodwill was looking for: a partner that could implement a brand standard program across each of their locations.

Equipped with a deep understanding of the unique needs of franchise-based organizations, Mood met with key decision makers at Goodwill of Central and Northern Arizona and formulated a comprehensive in-store media strategy that could be implemented at all of their locations. The objective was to enhance the in-store experience in a holistic way that could help Goodwill drive revenue and raise awareness for all of their programs and services.

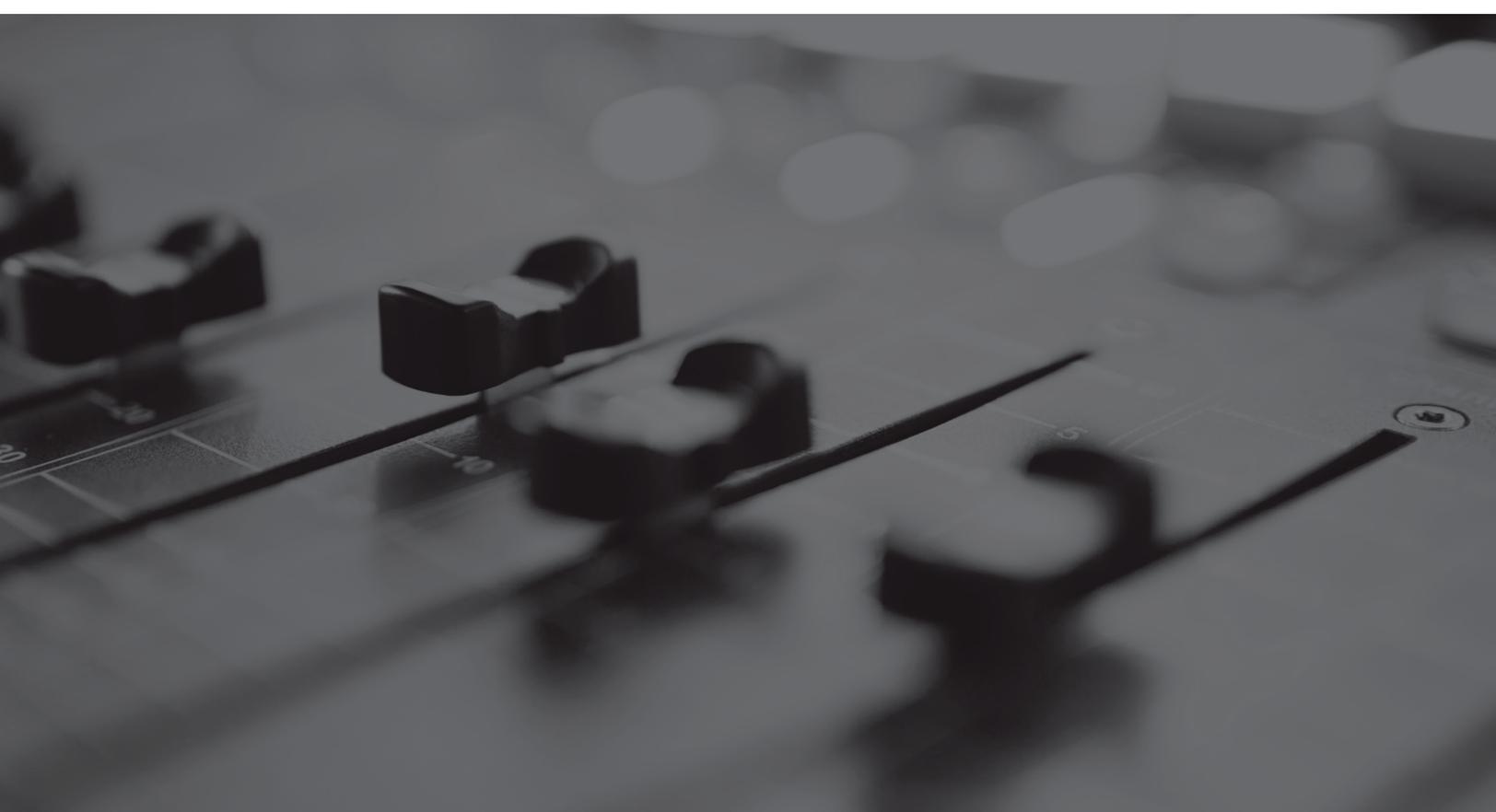
THE SOLUTION - MUSIC & MESSAGING

Goodwill's in-store media solution creates a powerful multi-sensory experience, incorporating music, scent, overhead messaging and commercial-grade sound systems to elevate the entire in-store experience.

Music and Messaging at Goodwill are delivered by one simple, secure and reliable device - the Mood ProFusion iS. Content is automatically updated on a periodic basis, and authorized personnel can centrally manage and schedule content for one or multiple locations using Mood's intuitive online portal.

Goodwill was also able to select 10 fully-licensed music programs for their stores to choose from. These programs are professionally designed for business use and cover a broad array of genres, including pop, rock, R&B and country.

Additionally, Goodwill has access to a dedicated Messaging Consultant at Mood, who is responsible for all of their messaging needs. Messages include information on programs and services offered by Goodwill, seasonal and promotional content, the Goodwill mission and other branded messages.





THE SOLUTION - MUSIC ON-HOLD

Music is integrated into the on-hold experience as well, reducing hang ups and perceived wait times.

THE SOLUTION - SCENT MARKETING

Musty odors from old donations are a thing of the past thanks to Mood's innovative scent marketing solution. Goodwill is able to choose from more than 1,600 fragrances, driven through safe, efficient and easy-to-use scent diffusion devices. Scents are deployed throughout the sales floor, bathrooms and backroom at each location, refreshing the in-store experience like never before.

THE SOLUTION - DIGITAL SIGNAGE

To help enhance communications with employees, Goodwill uses Mood digital signage in their backrooms and breakrooms. Content includes information on employee anniversaries, birthdays, job openings and much more.

THE SOLUTION - SOUND SYSTEMS

To complete the experience, Goodwill relies on Mood for affordable commercial-grade sound system equipment, repair and installation. All installations are completed by local Mood technicians.

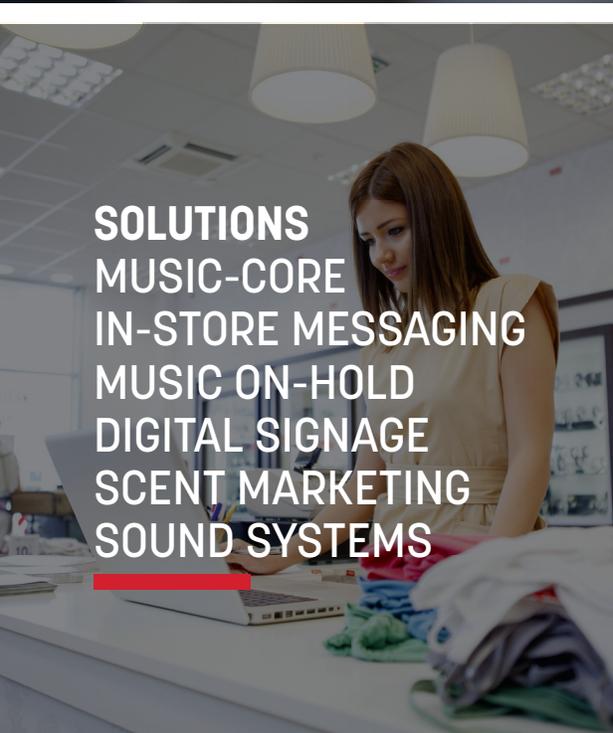
THE RESULTS

For Goodwill of Central and Northern Arizona, Mood truly is a one-stop-shop for all of their in-store media needs. According to Vice President of Real Estate Kim Ryder, Mood makes it a breeze to provide their customers and donors with an exceptional experience.

"When it comes to the customer experience at our 90+ stores, Mood really makes it so easy - and affordable. Customers and employees love the music, the messaging is super effective and Mood's scents always leave our locations feeling refreshed. We even use their digital signage to communicate with our staff."

- Kim Ryder

Vice President of Real Estate
Goodwill of Central & Northern Arizona



SOLUTIONS
MUSIC-CORE
IN-STORE MESSAGING
MUSIC ON-HOLD
DIGITAL SIGNAGE
SCENT MARKETING
SOUND SYSTEMS

MOOD+GOODWILL