



MOOD: MEDIA

# CAMDEN CASE STUDY

## ABOUT CAMDEN

With more than 165 properties, Camden Property Trust is one of the largest publicly traded multifamily companies in the United States. Camden is focused on developing and managing a high-quality, geographically diverse portfolio of communities that provide a consistently excellent living and working environment, as evidenced by seven consecutive years on FORTUNE® Magazine's "100 Best Companies to Work For" list.

### THE OPPORTUNITY

In October 2012, after more than 10 years of partnering with Mood in select locations for music and sound system solutions, the Camden corporate team saw an opportunity to further enhance the quality of the Camden property experience and reduce cost and risk by moving to Mood as their single provider for music and sound solutions.

### THE SOLUTION

Mood partnered with Camden to identify brand standard music options for community managers to use in their welcome centers and gym/fitness areas. The consolidation

allowed Camden to ensure the quality and consistency of the experience in key common areas, while eliminating the need for Camden to pay direct licensing fees for locations currently using CDs or personal devices for music.

To ensure the highest quality and most efficient sound in every property, Mood conducted site surveys throughout the Camden footprint to assess sound quality and functionality. The Mood team worked with Camden to upgrade and replace systems as needed with a Bose sound system package specifically designed for the standard Camden configuration, providing top quality sound and commercial-grade equipment for maximum durability and reliability.

## THE RESULTS

Today, Mood continues to be the brand standard for music and sound system solutions for all Camden properties, in addition to providing Scent solutions in select locations.

**Mood recently completed a music platform upgrade for all Camden sites and continues to partner with Camden to identify opportunities to further upgrade the onsite property experience for guests and residents.**