MOOD:MEDIA

JJ'S RED HOTS CASE STUDY

ABOUT
JJ'S RED HOTS

At JJ's Red Hots in Charlotte, NC, they believe "There is no greater joy than a kick ass hot dog…." That joy and attitude are reflected in every aspect of their Experience Design, taking the classic American staple of the hot dog to a new artistic level. The JJ's brand is rooted in timeless values like hard work and friendly service meant to jog your memory back to when things were done the right way – by hand.

THE CHALLENGE

JJ's founding partners engaged Mood to design a wholly unique music experience that would further distinguish the original concept by highlighting the distinctive music, cultural legacies and iconic roots that contributed significantly to the character of the brand. From the beginning, it was clear that music would play a central role in the restaurant's visual design, from their custom drum chandelier to classic blues and roots concerts, and frequent live music (yes, live music in a hot dog joint).

THE APPROACH

Mood music designer Blake Deming thought it only fitting that the custom music soundtrack reflect JJ's rich heritage, creating a soulful mix of Roots Rock, New Orleans Rhythm and Blues, Modern Blues, Classic Soul, Old Funk and Modern Album Rock, and Jam Band. As Blake puts it, "This program works because JJ's Red Hots knows where they come from. And there's no path forward without a firm standing in the past." To do justice to such an original music experience, the Mood team designed and installed a premier Klipsch system that pays careful attention to the unique architectural elements of the building.

THE
RESULTS

JJ's purposeful approach to every detail of the customer experience is paying significant dividends, as they were recently voted "Best Hot Dog in Charlotte" and are already planning to expand.

The word on the street is that you should pay them a visit – it's worth a trip and even travel. While you're there, take note of how music plays a central role. And remember, "Don't Dis' the Dog."

MOOD+JJ'S RED HOTS