

MOOD:MEDIA

# MARSHALL'S JEWELERS CASE STUDY

marshall's  
jewelers

# ABOUT MARSHALL'S JEWELERS

Family-owned and operated since 1954, Marshall's has been the premier jeweler of the southwestern Boston suburbs for more than 60 years. Specializing in engagement rings, custom-designed jewelry and jewelry repair, Marshall's is the trusted place for timeless treasures and a memorable buying experience.

## THE CHALLENGE

Marshall's owner Richard Goldberg worked with several different music providers over the years, but couldn't seem to find a service that offered the reliability and wide program selection that he needed to suit his diverse clientele. Additionally, Richard wanted to be sure that the music solution used in each of his locations was fully licensed, in order to avoid potential fines from Performing Rights Organizations.

## THE APPROACH

After working with Mood for five years for in-store Scent, Richard was thrilled when he learned about Mood's newest commercial Music offering, Mix Pro. This solution allows the user to create their own custom mixes and schedule playlists with a few simple clicks – two key features that perfectly fulfill Richard's needs. To top it off, music is regularly downloaded to the Mood Profusion iS device to ensure seamless playback at all times.

# THE RESULTS

For Richard, the decision to switch to Mood was a no-brainer. Knowing what types of customers are most likely to visit his stores on specific days of the week, Richard is able to use Mix Pro to play the perfect music at the perfect time. All music is fully licensed, and as a current Mood client, Richard is able to save by packaging Music with his current Scent service. In fact, Richard is so happy with his Music and Scent service that he plans on using Mood for Music, Scent and a Sound System in future locations.

**"I've worked with a number of in-store music providers over the years, and none have offered the exceptional level of service and wide selection of programs I receive by partnering with Mood. My Account Executive is a quick call away if I ever need her help, and the peace of mind of having access to fully-licensed music is simply invaluable. Also, working with one vendor that is local to my area for both in-store Music and Scent definitely makes life easier as a small-business owner."**

**– Richard Goldberg**  
Owner, Director of Romance  
Marshall's Jewelers