



MOOD: MEDIA

# SNAP FITNESS CASE STUDY

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- Katie Cunningham  
Owner

Snap Fitness of Long Beach, WA

# ABOUT SNAP FITNESS

Snap Fitness is one of the world's fastest growing franchise-based fitness centers, with more than 2,000 locations across 27 countries. They pride themselves on making it easy for members to get fit on their own terms, providing 24/7 access at most locations, backed by high-quality, yet simple equipment and personal training at all locations.

## THE PARTNERSHIP

Upon opening their Long Beach, WA location in 2014, Katie and Rob Cunningham sought a reliable and affordable music solution to help create a positive energy at their gym. At the suggestion of Snap Fitness corporate, they chose Mood Media, the world's leading music provider that also serves more than 200 Snap Fitness locations.



## THE CHALLENGE

For a variety of reasons, choosing Mood would turn out to be a strong decision that Rob and Katie would never regret. An enormous library of music, simple web-based controls and affordability are just the beginning of the benefits they enjoy by partnering with Mood. However, the most important benefit is the attentive and responsive service they receive.

This level of support especially came in handy when Rob and Katie began receiving daily phone calls from a performing rights agency that claimed that Snap Fitness owed licensing fees on their music.

Fortunately for the franchisees, Mood takes care of all licensing fees on their behalf. Katie immediately called her Mood Account Executive, who provided her with documentation proving that Snap Fitness was fully compliant with licensing requirements. After that, the phone calls from licensing agencies stopped for good.

## THE SOLUTIONS

Snap Fitness of Long Beach uses Mood Mix Pro, the world's #1 streaming music solution designed specifically for business. Users can quickly access a control site from any web-based device to create, save and manage their own mixes. An intuitive slider-based interface allows users to easily change the mixes, which can be scheduled to play at any time with a few simple clicks. Users can also like or block songs to further fine-tune the mixes.

Mix Pro features **the world's largest library of fully-licensed music**, including millions of tracks and more than 160 professionally-designed programs. Additionally, all tracks are screened for content and lyrics to ensure that they're appropriate for business use.

In order to ensure maximum reliability and seamless playback, Mood Mix Pro is backed by a simple, yet robust device, where content is downloaded to as it streams. As a result, music will continue to play from the device in the event of an internet disruption.





# THE RESULTS

For five years and counting Rob and Katie have been proud Mood clients. The vast selection of music provided by Mix Pro makes it easy for them to find music that appeals to the wide age range of their member base. Whether they're playing Classic 50's, the latest hits or a genre in between, Snap Fitness can rest assured that their music is fully licensed for business use.

Finally, their dedicated Account Executive is always just a phone call away, providing them with fast and friendly support whenever they need it.

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