

MOD Pizza:

Managing rapid growth with a cohesive brand strategy

In 2010, MOD Pizza was operating 3 locations in the Seattle area. With a cohesive vision and rock-solid business plan for the future, the founders knew that brand continuity would be the key to their success. Custom Channels partnered with MOD to create a one-of-a-kind music experience for all of their locations. Fast forward to present day and all 500+ locations are listening to that unique MOD sound.



How Does Music Grow with a Brand?

Creating playlists and custom music solutions for 3 locations in Seattle is a very different task from programming music heard in 500+ locations across the US. When finding a provider, MOD Pizza knew that the music would evolve and grow with the brand and were in search of a partner that could continuously update and manage the MOD sound.

Managing New Store Opening Logistics

Along with managing music, MOD Pizza knew that costly or time-consuming installations could negatively impact their growth. They needed a responsive, plug-and-play partner that could meet the demands and budget of their aggressive growth strategy.

SOLUTION

MOD partnered with Custom Channels to create MOD Radio—a music solution that is continuously updated and used in all of their locations. In order to meet their needs, MOD has a dedicated fulfillment coordinator and music programmer that are readily available. Beyond the music, hardware, and scalability of service, MOD found the most value in a partnership with a team of dedicated people passionate about music and customer service. That means no waiting on-hold, no lengthy rollouts, just real people delivering real results.

