



CASE STUDY

Mood Media: the world's largest in-store media provider.

DRIVING OPERATIONAL EFFICIENCIES AND REDUCING TRAVEL RELATED EXPENDITURES

BACKGROUND

Corporate Travel Management Solutions (ctms) was mandated to manage Mood Media Corporation's global corporate travel program in 2007. With an average corporate travel spend of \$4 million annually; Mood Media identified the need to reduce travel costs while decreasing the time travelers spent booking their own business travel across their entire operation.

THE CHALLENGE

With approximately 130-170 travelers located in 37 countries around the globe, Mood Media's travelers had typically been responsible for their own travel arrangements. Some offices had implemented travel policies, and in some cases, had hired a local Travel Management Company to manage their corporate travel needs.

In the event that a scheduling change had to be made, the traveler was responsible for making the changes to the applicable reservations, either when in the office or on the road.

With no uniformity or oversight in Mood Media's travel program, it was difficult to ensure travelers were maximizing cost savings opportunities while managing global travel expenses.

THE SOLUTION

ctms provided Mood Media with an intuitive, user friendly web based booking tool designed to streamline the booking process and complete transactions quickly and efficiently. Travelers can now login in, view their travel options based on their specific itinerary, and complete the booking with only a few simple steps.

Travelers also have the option of contacting their ctms dedicated travel consultant who can assist with more complex, multi segment bookings. ctms' dedicated travel consultants are committed to providing an exceptional level of customer service, while completing the booking quickly and accurately.

"I have had the same agent since we started working with ctms," said Lorne Abony, Chairman and CEO, Mood Media. "She knows me and my travel preferences. It makes booking my travel, or making changes very easy - and we value that."

THE RESULT

ctms worked with Mood Media to develop a travel policy which was mandated in each of their 42 offices. This meant that each and every person involved in the travel process was now accountable, from the individual traveler, the approving manager, and the travel program manager.

Within the first year of implementing this new travel policy, Mood Media was able to reduce its travel expenses by 25 percent. This was achieved by leveraging ctms' negotiated rates with airlines, hotels and car rental companies, reducing their average ticket price by 14 percent.

Employees no longer had to research travel rates, eliminating time spent booking employee travel, a process that had traditionally taken over 2 hours to complete a simple itinerary.

The travel management program also provides a high level of transparency, and "forced efficiencies," said Abony. "People are aware of the proper procedures and management is not able to manage our travel spend on a high level, something we were not able to do in the past."

Mood Media's travel is now managed by an experienced team of travel consultants who can provide personalized service and support around the clock for Mood Media's travelers around the globe.

"Mood Media is constantly focused on new opportunities for growth in the global market," added Abony, "ctms is our premier travel partner and we look forward to working with them as they continue to expand as well."

ABOUT MOOD MEDIA

Mood Media Corporation (TSX:MM/ LSE AIM:MM), named Canada's fastest growing company by PROFIT Magazine is a leading in-store media specialist that helps its clients communicate with consumers with a view to driving incremental sales at the point-of-purchase.

Mood Media Corporation's products and services reach 100 million people every day in a broad client base including more than 850 U.S. and international brands in diverse market sectors that include: retail, from fashion to financial services; hospitality, from hotels to health spas; and food retail, including restaurants, bars, quick-serve and fast casual dining. For further information about Mood Media, please visit www.moodmedia.com.

ABOUT CORPORATE TRAVEL MANAGEMENT SOLUTIONS

Corporate Travel Management Solutions (ctms) is an award winning travel management company with a reputation for dedication and personal service.

Established in 1990 and headquartered in Toronto Ontario, ctms offers a comprehensive range of integrated travel management services for business travel and events providing clients with the technology and service to manage their business travel with maximum efficiency.

With offices in Canada, US, UK, Russia, and Brazil, ctms has the resources to provide a wide array of travel management solutions for both small and large organizations. For more information, visit www.ctmstravel.com.