

Case Study: M&S Window Takeover

Client: Inspired Thinking Group / Costa Coffee

Projects Managers ARC: John Perrott, Matt Tylee, Daniel Yates

Project Managers ITG:

Collette Parsons, Matt Jauncey

Project Title:

M&S Window Takeover

Scope of Works:

400 Costa Coffee shops to be wrapped in Contra Vision.

Marks and Spencer and Costa Coffee partnership was formed in September 2022 – Costa Coffee estate of over 2000 shops selected 8 shops to take over with Contra vision one way viewing graphics advertising Marks and Spencer sandwiches now available in Costa coffee shops. The uptake in revenue increased by 200%!!! Costa and Marks then selected 400 branches where they could essentially roll out the graphics across the estate.



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PROJECT:
**COSTA - COLCHESTER, ST
ANDREWS AVENUE DT 43048065**

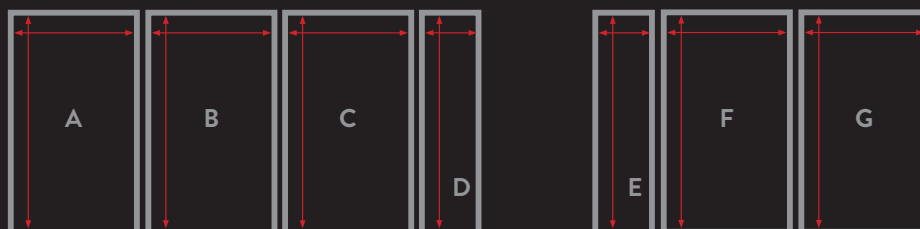
SURVEY DATE:
31.08.2022

All artwork to be supplied at 10%

Windows to be set up individually -
20mm bleed on the right and bottom
edge only at full size.

No crop marks, bleed marks or colour
bars required.

SURVEY DIMENSIONS (All measurements in mm)



STORE FRONT WINDOWS



Mullions 50mm

SITE
PHOTO

PROJECT: **COSTA - COLCHESTER, ST ANDREWS AVENUE RP, DT 43048065**

COSTA
COFFEE

teamitg

- Site Survey – UK wide 400 surveys captured in “My measures” and sent daily to ARC Studio.
- 400 surveys and manuals were created in 10 days all saved in Skysite.
- ITG in 1 week selected windows A,B,C, D etc and created artwork and supplied ARC store b store artwork saved up in Skysite.
- Average sqm per site was 11-15 sqm so we could gauge the volume of material required per branch.
- ARC – Planned the Production and Installation – ITG then produced the artwork in the order of the installation schedule.

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Client feedback:

“ John and the entire team at ARC were so good to deal with. We were recommended to work with ARC via our colleagues on the Holland and Barrett Project. The project was carried out at pace on time with communication and daily reporting of any issues and completed photos fed back to us at ITG ”

The project was completed over 10 days and installs were carried out in a 20 day window.

Over 8000 square metres of Contra Vision.

Summary

The Costa team at ITG are now talking to ARC UK about future Projects.

With the project now complete we have carried out a review of the project - 400 Stores completed on time - Snags 2%

Further stores are being reviewed to receive graphics for future promotions.