

Case Study: Costa Coffee Christmas Campaign

Client: Costa Coffee

Partners: ITG and ARC UK Team

Scope of Works:

Surveys, manuals, preparing artwork, print and install of 103 Stores in under a week

Key Milestones and Activities:

- Tender and Commercial Agreement
- Tender submitted via ITG to ARC Team
- Commercials agreed and tender successfully won

Preparation Phase

- 103 Store Surveys: Conducted over four days (see Appendix for details)
- Survey Manuals: Shared with Costa Coffee to assist in window asset choices
- Artwork Delivery: All required assets received by ARC

Production and Installation

Printing and Dispatch:

- ARC produced and dispatched 1,000 sqm (10,600 sq ft) of Contravision in record time
- Materials were delivered to installation teams two days prior to launch

Installation Teams:

- 10 teams of 2 were deployed to complete the installations across 103 stores
- Execution completed within a tight 72-hour window, ahead of the Christmas Nutcracker drink launch

Results:

- Completion Rate: 100% on time.



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FRONT OF STORE



SITE PHOTO

PROJECT
COSTA - BATH 43024085

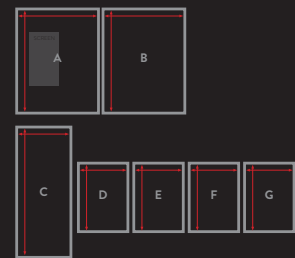
SURVEY DATE:
8.09.2022

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 WINDOWS FROM LEFT



SITE PHOTO

PROJECT: COSTA - GAINSBOROUGH 43034035

COSTA
COFFEE

teamitg

PROJECT: COSTA - BATH 43024085

COSTA
COFFEE

teamitg

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Delivering Excellence at Scale: High-Volume, Time-Sensitive Campaigns

This project is a testament to ARC UK's ability to execute **high-volume, time-sensitive campaigns** with precision and efficiency. Over the past two years, Costa, through ITG, has entrusted ARC UK with the successful delivery of **over 800 installation activations**.

A key factor in this success is ARC UK's continued investment in advanced technology, including the **Fuji Acuity**, which has transformed our ability to deliver projects at scale and pace. This cutting-edge equipment ensures exceptional speed and quality, enabling us to meet tight deadlines without compromising on excellence.

Client Feedback: A Testament to Teamwork, Excellence, and Commitment

“ John, Liam, and Chris were absolutely amazing, ensuring we were kept abreast of project milestones throughout. Their proactive communication and attention to detail gave us complete confidence every step of the way. We are truly grateful to the entire team at ARC UK for their unwavering commitment to ensuring this project was delivered in excellent shape. ”