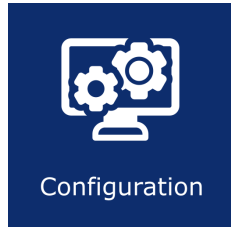


Costa DMB & ODMB Upgrade

Services Provided



Project Highlights



The Project

What was the problem

Costa Coffee initiated a national technology upgrade across its drive-thru estate to modernise its customer engagement. This involved replacing broken or outdated original signage with enhanced dual-screen digital menu boards (ODMBs) to deliver dynamic marketing, improved upselling capability, and a consistent brand experience.

What we did

We upgraded Costa's ODMB estate by replacing legacy enclosures with new dual-screen digital menu boards across the UK. Working within tight overnight windows, we delivered electrical, ground and data works while ensure H&S compliance and managing site-specific constraints. Our end-to-end service included project management, procurement, pre-configuration, tailored engineering schedules, and groundwork installations. Out-of-hours logistics and a live issue log enabled smooth delivery, supporting Costa's goal of improved brand consistency and dynamic, locally targeted digital content.

How did Costa benefit?

Enhanced Customer Experience ODMBs provide dynamic content updates, pricing adjustments by time of day, and real-time marketing, improving the drive-thru ordering journey.

No Trade Disruption every site completed during non-trading hours, ensuring the client's profitability wasn't impacted.

Why Costa chose Celestra

Costa chose Celestra for our proven track record delivering large-scale rollouts around live-trading environments whilst adhering to strict compliance standards. Our high installation standards, real-time reporting, and ability to flexibly work across multiple disciplines made us the ideal partner for this complex programme.

