



# COSTA

## Outdoor Digital Menu Board (ODMB) Upgrade



### WHAT WAS THE CHALLENGE?

Costa Coffee set out to modernise its drive-thru experience across the UK, launching a nationwide technology upgrade to better engage customers and drive incremental revenue. Many locations were operating with ageing or damaged signage that limited visibility, flexibility, and brand consistency.

The ambition was clear. Replace legacy infrastructure with dual-screen digital menu boards (ODMBs) that could deliver dynamic content, support upselling, and create a consistent, high-quality brand experience at every touchpoint, regardless of location.

### WHAT WE DELIVERED

Celestra led the end-to-end upgrade of Costa's ODMB estate, transforming drive-thru environments across the UK with new dual-screen digital menu boards.

Working within tightly controlled overnight installation windows, we ensured each site was upgraded without impacting daily operations. Our teams delivered a fully integrated service, covering:

- Electrical, groundwork and data installations
- Removal and replacement of legacy enclosures
- Pre-configuration to enable faster on-site deployment
- Structured engineering schedules tailored to individual site constraints
- Full project management, procurement and logistics coordination

We operated in live environments with complex, site-specific challenges. A live issue log, combined with real-time reporting and out-of-hours logistics, ensured problems were identified early and resolved quickly, keeping rollout momentum high and quality consistently delivered.

### THE OUTCOME FOR COSTA

#### A more engaging customer experience

The new ODMBs enable dynamic content updates, time-of-day pricing, and targeted promotions. This gives Costa greater control over messaging and unlocks new opportunities for upselling at the point of order.

#### Zero disruption to trade

Every installation was completed during non-trading hours, ensuring no loss of revenue or customer experience disruption during the upgrade programme.

#### Stronger brand consistency

A standardised digital estate now delivers a consistent, high-quality brand experience across all drive-thru locations, reinforcing Costa's brand at scale.

### SERVICES PROVIDED

Project Management

Warehousing and Logistics

Installation

Configuration

### PROJECT HIGHLIGHTS

- 92 Sites in Phase 1
- 62 sites in Phase 2
- Data, power & groundwork installations

### WHY COSTA CHOSE CELESTRA

Costa selected Celestra based on our proven ability to deliver complex, large-scale rollouts in live trading environments. Our approach combines rigorous compliance, high installation standards, and seamless coordination across multiple disciplines.

- Trusted delivery in operational, customer-facing environments
- Strong H&S and compliance track record
- Real-time visibility and reporting throughout the programme
- Flexible, multi-skilled teams capable of adapting to site-specific challenges

This combination made Celestra the ideal partner to successfully execute a programme of this scale, complexity and national reach.

