



teamitg

COSTA
COFFEE

Case Study: Project Hot Shakes Campaign

Project Managers: ARC UK - John Perrott, Chris Mansfield, Joanna Ryan

Project Value: £42k

Scope of works: 43 Costa stores requiring New Year Promotional Graphics for their new "Hot Shakes Campaign"

THE CHALLENGE

48 hours to survey

24 hours to create templates

72 hours to print

48 hours to install

Work to **ZERO** snag target

“ The team at ARC were extremely professional from the off. From start to finish the communication from John, Chris and Joanna was outstanding. ”

ARC®



ARC UK – Core Services employed by ITG

- Consultation services
- Site surveys
- Graphic manual templates
- High quality clear vinyl's printed full colour and white
- Installation



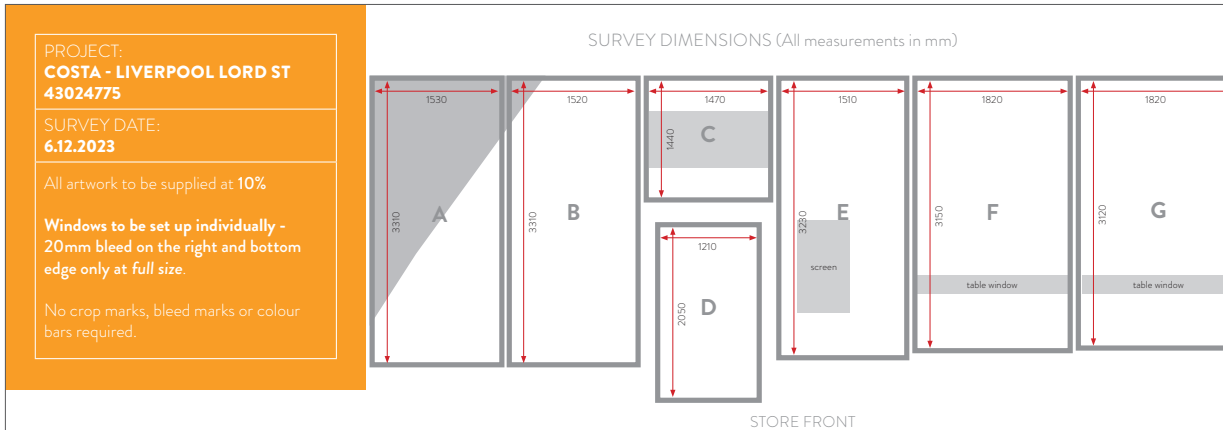
Scope:

We were approached at ARC by ITG to carry out a promotional window campaign (HOT SHAKES) for 43 Costa stores over the festive period.

The Project carried a very quick turnaround from initial brief to mobilising our Auditors to carry out 43 Site surveys, our Studio to create artwork templates, Production to print the graphics in readiness for the “go live” launch on January 2nd 2024.

Once all the artwork was approved and set to go into Production – Chris our PM on the project worked at pace, with our Production Team and Install Team to ensure the project was printed and installed in time for a fast approaching launch date of Jan 2nd 2024!

Material used – Optically Clear vinyl with a 2 layer print process with an enhanced white ink.



SITE PHOTO





Client:

ITG - Collette Parsons and Lisa Durham

“ We are extremely happy with the project that the team at ARC delivered for us. Following our last window campaign, we knew that ARC could manage our requirements and crazy timeframes.

We were also so pleased to be told that we would be the first job on ARC's new Fuji Acuity Large format press.

The team at ARC were extremely professional from the off. From start to finish the communication from John, Chris and Joanna was outstanding. Everyday we had calls to run through how production was going, and we were kept up to speed with the progress of the installs, which was so reassuring.

Even more good news came at the end of the project when we received our final pack showing all 43 stores with the graphics in situ with ZERO snags.

We (ITG) are confident that with the revenue generated by this campaign that Costa may decide to release the campaign to the wider estate during Q1 2024.

We are looking forward to working with John, Chris and the team at ARC UK on future projects, and would not hesitate to recommend ARC to anyone else at ITG. A real pleasure to deal with. ”



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