

Costa Coffee chooses MediaCom as planning and buying agency across UK & Ireland

CONTENT DATA DIGITAL NEW BUSINESS

06 JAN 2020

Costa Coffee has named MediaCom as its new media planning and buying partner, to help build the company's position as one of Britain's best loved brands.

Winning the business from incumbent agency, Zenith, MediaCom was chosen for its [creative data-led](#) approach to the brief, with the digital strategy focused on finding new and industry-leading ways to create deeper relationships with [Costa Coffee](#)'s customers.

With over 2,600 coffee shops across the UK & Ireland, and a further 1,300 internationally Costa Coffee has been recognised as the nation's favourite coffee shop. Costa Express, the UK's leading innovator in barista quality, machine crafted coffee, is one of the fastest growing self-serve brands with 8,500+ machines globally. The brand has been awarded

“Best Coffee Shop Chain” across the UK & Ireland (source: Allegra Strategies, 2018), and its registered charity The Costa Foundation has changed the lives of 75,000 children.

“We’re incredibly proud to be working alongside one of the country’s most successful and well-known brands; and helping Costa Coffee connect with their audience is an opportunity we’re thrilled to have,” said [Kate Rowlinson](#), CEO, MediaCom UK. “Consumers are more distracted and divided across media channels than ever. But data led creativity allows us to understand exactly what will resonate with the audience. We put digital front-and-centre throughout our pitch, and we’re delighted that Costa Coffee chose us to deliver our strategic data-driven work.”

A spokesperson at Costa Coffee said; “MediaCom is the perfect partner to help us continue building connections with people across the UK. Digital channels are at the heart of most media strategies these days, but the way that MediaCom took our brief and transformed it into an imaginative, creative data approach showed us they were the right agency to take our media to the next level.”

For New Business enquiries please contact [Andrew Davison](#),
andrew.davison@mediacom.com

CONTENT DATA DIGITAL NEW BUSINESS