

Coca Cola London Eye – Outdoor Digital Totems

At 135 metres high, the Coca-Cola London Eye is the world’s tallest cantilevered observation wheel. With millions of people visiting the site each year, the Coca-Cola London Eye management team thought it was the right time to upgrade their existing digital infrastructure.

Project summary

Esprit Digital were approached to design and build a world-class outdoor solution to match the iconic status of the UK’s most popular paid-for visitor attraction. Following a 3-week design review process, Esprit were given the go-ahead to manufacture 6 Double-Sided Digital Totems. Incorporating the LG 47” 2000nit sunlight readable panels with 9.4mm toughened glass, these eye-catching units will display site messaging and company promotions to all guests and South Bank passers-by for the next 5-10 years.

Customer Satisfaction

Simon Casey, Coca-Cola London Eye’s Show Services Manager

said: “The new Totems will form a fundamental part of our marketing offer as well as an important communication tool for our guests. It was a pleasure working with Esprit who understood the brief perfectly. We pushed them to really customise the technology, and nothing was too much of a challenge. Esprit incorporated these into the chosen design and executed the build and installation program flawlessly.”

James Wilder, Esprit Digital’s Head of Special Projects

said: “Working with Simon and the Coca-Cola London Eye team on this landmark install has been a rare privilege. They had an idea of what they wanted to achieve, and the result has been really well received by both their staff and guests – I am sure there will be further digital implementations in and around the site over the next year”.

