

Case Study: Bluewater – Lightboxes

Scope of Works:

Our brief, how could we help Landsec commercialise this space better? Rather than using traditional PVC banners that the centre had sold to Brands for years ARC designed, produced and installed custom build 5m x 3m backlit lightboxes. These lightboxes hit every sustainable goal and form part of the ESG for Landsec. The lightboxes create real impact for brands and have helped increase sales for brands and the landlord.

We installed 6 lightboxes in September 2024 at Bluewater Shopping Centre in Kent for LandSec

Brands to utilise the marketing opportunity include SMEG, Sephora, Dior, Lindex, Sonic 3 the Movie and to promote Bluewater's own initiatives too – mention about the brands taking them are from various sectors as they are a versatile & impactful marketing tool

Can be combined with other marketing in the location for a brand takeover such as balustrade graphics, banners, escalators, columns etc – example image attached of when Sephora done this

The banner material is a PVC free printed blackout fabric, stitched with a PVC free silicone Kader

The graphics can be stored and reused in the future, hitting environmental goals



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