

Case Study: Alpro at Bluewater | Converting Shoppers into Brand Advocates

When Alpro wanted to make a big impact at Bluewater Shopping Centre - one of the UK's busiest retail destinations - ARC UK was chosen to bring their vision to life.

In partnership with Spotlight Landsec and Zeal Creative, our team delivered a bold, eco-conscious, and highly visible retail branding installation designed to draw shoppers into the Alpro marquee activation.

This project highlights ARC's strengths in large-format print installations, national coverage, and sustainable solutions, and why leading brands trust us to execute their campaigns flawlessly.

Project Objectives:

- Boost visibility and footfall for Alpro's marquee at Bluewater.
- Engage shoppers through creative, large-format graphics, placed in high-traffic areas.
- Reflect Alpro's eco-conscious brand values by using sustainable print materials.

To achieve this, ARC designed and installed a multi-location retail branding campaign that combined

striking visuals with smart positioning. Every element was planned with precision to create maximum shopper engagement.

The Installation: Delivering Impact with Precision

Executing a large-scale branding activation in a live shopping centre environment requires detailed planning and seamless execution. Our installation team coordinated closely with Bluewater operations to ensure everything was completed safely, efficiently, and with minimal disruption to visitors.

Key elements of the activation included:

• Escalator Vinyl Wraps

Two double-sided vinyl graphics were applied at Rose Gallery and Thameswalk, maximising visibility for shoppers moving between levels.

• Lightbox Fabric Displays

Striking backlit SEG fabric graphics were installed at Rose Gallery (adjacent to M&S), creating a vibrant, high-impact visual feature that enhances the space with crisp illumination and contemporary appeal.



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• Wayfinding Totems

Bold, branded totems using eco-friendly, silicone-kader fabric panels guided shoppers seamlessly toward the marquee. Acting as both functional signage and eye-catching brand touchpoints, the suite of five units - including a final piece installed later in the week - ensured a cohesive and visually consistent wayfinding experience.

• Pillar Wraps in John Lewis & M&S

- o John Lewis: Five towering pillars were wrapped in striking roller banner graphics, transforming the space into an immersive Alpro showcase. The bold designs dominated sightlines and left shoppers in no doubt about the brand's presence.
- o M&S: Another five pillars were wrapped in

PVC-free lightbox fabric with silicone kader, delivering a second unmissable branding moment. Positioned within this high-traffic anchor store, the installations amplified visibility and created a vibrant, memorable connection with shoppers.

This multi-format, multi-location approach transformed high-traffic areas across the centre into immersive branded environments... executed to ARC's trademark high standards.

Sustainable Print Solutions

Sustainability was at the heart of this project; ARC prioritised the use of eco-friendly substrates, including PVC-free silicone-kader panels and recyclable roller banner materials, alongside low-emission printing processes.



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The result was a campaign that not only delivered bold impact but also aligned seamlessly with Alpro's eco-conscious brand ethos.

This reflects ARC's ongoing mission: to provide clients with sustainable signage and large-format printing solutions without compromising on quality.

National Reach, Local Precision

While this project was delivered in Kent, ARC is trusted to execute large-format print and installation campaigns nationwide. With teams operating across the UK; from London to Glasgow, Cardiff to Newcastle, we provide brands and agencies with confidence that every project will be delivered on time, on brand, and to the same high standards, no matter the location.

This combination of national coverage and local expertise is why ARC is widely regarded as one of the UK's leading Print, Design, and Installation Partners.

Multi-Sector Expertise

Although retail is a core sector for ARC, our experience spans multiple industries, including:

- Corporate branding rollout

- Event activations and exhibitions
- Transport and travel hubs
- Healthcare and education campuses
- Leisure and hospitality venues

Our adaptable approach allows us to design and install impactful branding solutions tailored to any environment.

Campaign Outcome

The Alpro campaign at Bluewater delivered outstanding results; not only attracting and engaging shoppers but also directing footfall with precision, and amplifying brand presence across the entire shopping centre.

The campaign transformed key spaces into high-impact brand moments, ensuring Alpro was both unmissable and memorable to all who visited.

By combining sustainable materials, multi-format expertise, and national delivery capability, ARC once again demonstrated why we are the partner of choice for brands, agencies, and venue operators seeking environmentally responsible, large-scale print installations.

