

Case Study: Smurfs Movie | Promotional Graphics

Client: Landsec

Location: Bluewater Shopping Centre

Duration:

6-20 July 2025

Services:

Print Production | Print Ready Artwork Creation |
National Installation | Decommissioning

Sustainability:

Carbon-measured, eco-responsible production

Creating an immersive world of Smurf Movie Magic!

When Landsec approached ARC UK with an ambitious brief to promote the new Smurfs movie at Bluewater Shopping Centre, the mission was clear: Create an unforgettable, fully immersive experience that would captivate families, maximise shopper engagement, and deliver measurable brand impact; all within just two weeks.

Working closely with Landsec and Paramount Pictures, our team embraced the challenge, blending bold

creativity with sustainable production practices to bring the beloved blue characters to life.

Our End-to-End Delivery

This was more than a print job; it was a Complete Campaign Lifecycle.

Creative Consultation & Print Prep:

We ensured every graphic element met strict brand guidelines while complementing the Shopping Centre's unique architectural features.

Eco-Friendly Print Production: All visuals were produced in our carbon-measured facility using sustainable materials and processes, without compromising colour vibrancy or quality.

Seamless Installation: Our expert crews handled large-scale on-site installs with precision, speed, and minimal disruption to shoppers.

Responsible Decommissioning: Post-event, all campaign materials were removed and processed with sustainability at the forefront.



ARC UK | HEAD OFFICE | Unit 5, Dartford Trading Estate, Dartford, DA1 5XS | +44 (0)20 7582 9000

BRIDGWATER OFFICE | Unit 5, Woodlands Court Business Park, Bristol Road, Bridgwater, TA6 4FJ | +44 (0)20 8156 7990

info@e-arc.co.uk | e-arc.co.uk

Campaign Highlights

Escalator Graphics: Double-sided escalator wraps transformed a routine journey into an interactive brand moment, guaranteeing visibility at a key shopper movement point.

Lightbox Graphics: A 5m x 3m illuminated centrepiece delivered maximum visual punch, telling the Smurfs' story in vivid colour and scale.

Pillar Wraps: Five towering pillars near M&S were wrapped in vibrant character artwork, turning static structures into part of the storytelling.

Sustainable Impact: Every element was printed with eco-responsible methods, aligning with both our and the client's environmental commitments.

The Result: A Family-Friendly Brand Wonderland

The takeover transformed Bluewater Shopping Centre into a Smurf-themed world bursting with Colour, Character, and Playfulness. Families were drawn in by larger-than-life visuals, interactive touchpoints, and the

sense that a slice of the movie had stepped off the big screen and into their shopping trip.

The campaign delivered on all fronts... Brand Visibility, Shopper Engagement, and Environmental Responsibility - proving that immersive experiences can be both impactful and sustainable.

"This campaign proves how powerful in-mall experiences can be when creativity, scale, and storytelling collide."

- Craig Engall, Landsec

Why ARC UK?

This project reflects exactly what we do best:

High-impact, story-driven visual campaigns; delivered with precision, creativity, and a sustainable ethos.

From national rollouts to bespoke experiential activations, we offer print with purpose: handling everything from design consultation to eco-conscious production, installation, and post-event removal.

