



## **Title: Event Brief: Cardiff – City of Arcades 2025 Marketing campaign**

### **Project Title: City of Arcades 2025 - Time Traveller's Arcade Trail.**

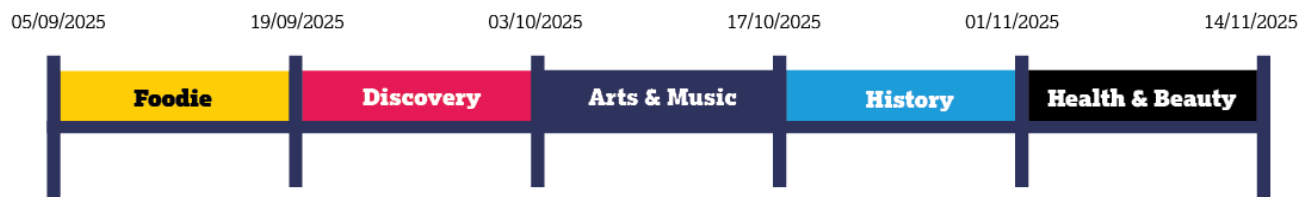
#### **Background**

Established by [FOR Cardiff](#) in 2018, [City of Arcades](#) promotes Cardiff as a unique retail and leisure destination by raising awareness of the 7 historic Edwardian and Victorian arcades, as well as St David's Dewi Sant Arcade.

In 2025 Cardiff will celebrate 70 years as the capital of Wales. The city offers the perfect blend of heritage, independent shopping spots, high street and designer brands, and a vibrant food and drink scene contained in our character-filled arcades.

The 2025 City of Arcades campaign aims to spotlight Cardiff's favourite architectonic landmarks as the heart of the capital city's charm, and to position them and the city centre as a must-visit destination.

FOR Cardiff will be running a 'City of Arcades' experiential and digital campaign across 70 days, from 5th September to 14<sup>th</sup> November 2025. We'll be breaking the activity into five themed pillars, each lasting two weeks:



Over the week of October half term, and as the hero event of our History pillar, we are building a family-focused 'Time Traveller's Arcade Trail' showcasing immersive installations and



business-led events in each of the arcades. We are seeking to partner with an agency to help us deliver a seamless, high-quality experience for our visitors and business members.

### **Key Messages**

- **“Cardiff celebrates 70 years as a capital city of Wales”.**
- Cardiff’s arcades are a living history – timeless yet ever-evolving and a unique shopping destination for day-time shopping, dining, and drinking or night-time occasions.
- A city where independent spirit, heritage, and modern culture meet.
- Rediscover hidden gems, independent and artisan shops, local food, and live events in the arcades.
- Meet the people and businesses that founded Cardiff and the arcades.
- Visit all the arcades across 70 days, with over 70 businesses and a range of activities to celebrate the uniqueness of our arcades and all they have to offer.
- October half term – family event, with immersive experience.

### **Event Outline**

A free, interactive “time-travel” trail through Cardiff’s arcades. Families collect stamps/stickers at each arcade representing different decades from 1955 to today.

Event name: **Time Traveller’s Arcade Trail.**

- Proposed content/activities: Install 8 themed zones, one in each of the 7 heritage arcades (1950s–2010s) and St David’s Dewi Sant (now & future) with props, performers, and décor from each era. Characters in costume (e.g. 1960s mod/hippie, 1980s punk) share fun Cardiff facts from their time period. Music from each decade will be playing in the corresponding arcade.



Collect stamps at each zone to claim a "Time Traveller Certificate" or small prize at the end of the trail. Encourage businesses to embrace the decade of their arcade and put on relevant deals/events/window displays of their own if they want to. Themed photo opportunities throughout the trail / potential for a 'Where's Wally'-style character hunt for social media engagement.

- Time Travellers Arcade Trail suggested decade locations:
  - 1950s – Dominions arcade
  - 1960s – High Street
  - 1970s – Castle Arcade
  - 1980s – Morgan's arcade
  - 1990s – Royal Arcade
  - 2000s – Wyndham Arcade
  - 2010s – Duke Arcade
  - Now & future – St Davids Dewi Sant
- Theme/Concept: History and culture
- Duration: 5 days of place-based installations, 1 day of enhanced activity.
- Date and time: Set up Monday 27<sup>th</sup>, enhanced day Wednesday 29<sup>th</sup> October, finish Friday 31<sup>st</sup>. 10am until 5pm. Set up/set down timings TBC
- Aim: Raise footfall, boost spend, attract a new audience to Cardiff & the arcades. Increase City of Arcades brand awareness and foster community engagement.
- Target Audience: Local families (Cardiff and surrounding areas in a 30-minute commute by either train or local bus), with kids between 6-12 years old.
- Marketing support: FOR Cardiff will support with pre-event PR, paid digital and some on-the-day social media content and e-news promo via the FOR Cardiff and City of Arcades audiences. FOR Cardiff will also provide brand guidelines and tone of voice support for content and planning.



- Business involvement: FOR Cardiff will handle key business engagement and provide arcade liaison services.
- Consider sustainability and audience accessibility and inclusion with the activation
- Potentially weather contingency planning
- **Budget:** Up to £15, 000

### Scope of work

#### **Thematic zones (8 total)**

- Design, install, and dress each arcade zone (entrances/empty unit) to reflect its assigned decade
- Create a crib sheet or script to brief personnel in each arcade about their assigned decade (history/facts to be mostly about Cardiff)
- Provide props and period-accurate memorabilia, informative panels, etc.
- Curate a music playlist authentic to each era
- Produce and install engaging themed photo backdrops and props in each zone
- Ensure signage encourages sharing photos with an event hashtag

#### **Interactive activities**

- Arrange professional performers in period costume to interact with visitors and share fun Cardiff facts from their decade
- Support the logistics for the stamp trail: signage, time-traveller key character in each arcade
- Optional: design and deliver a '**Where's the time-traveller?**' to encourage extended time in arcade, social media engagement and repeat visits.



### **Business participation support**

- Produce a one-pager and/or toolkit for arcade businesses to inspire them to:
  - o Dress their windows in the theme of their arcade's decade – potential to award a prize for best-dressed shop front in each arcade (details TBC)
  - o Share content on socials on the week, and especially on the Wednesday

### **Event staffing**

- All performers, hosts, and support staff needed to run activities smoothly: some FOR Cardiff personnel will be available to support. Welsh language knowledge is not required but would be useful in performers directly in contact with the public.

### **Marcomms**

- Creative assets: in collaboration with FOR Cardiff social and PR teams, create short video teaser content for socials and support with influencer engagement and briefing.

### **Production & logistics**

- All build, installation, derig
- FOR Cardiff can support with some aspects related to insurance, health and safety, risk assessments and permissions.

### **Evaluation support**

- Run an on-site survey in all arcades to gather participants' feedback and flag any issues to the FOR Cardiff team promptly



### **Success measure**

- Number of participants on the day
- Visitor feedback
  - New visitors to the city
  - Did they explore other parts of the city
  - Did they visit a business they'd never been to before
- Business feedback
  - Increased sales
  - New customers
  - Amounts of businesses who engaged e.g. windows etc
- Press coverage
- Social media engagement with teaser content

### **Timeline**

- Creative concept pitch deadline: midday Friday 15<sup>th</sup> August
- Creative signed off: 29<sup>th</sup> August.
- OOH and social media campaign launch: 15<sup>th</sup> September.
- October half term event: 29<sup>th</sup> October.



## Expression of interest

If you are interested in pitching for this event, please get in touch with our team as soon as possible to be included in the shortlist; additionally, we will require a short pitch document outlining how you can meet the brief before **midday on Friday 15<sup>th</sup> August**

### **Contact:**

Estef Solar – FOR Cardiff Head of Marketing & Events / [estef@forcardiff.com](mailto:estef@forcardiff.com)

## Scoring criteria

CRITERIA	
<b>1. Alignment with objectives</b>	<b>Total 25</b>
• How will you contribute to our event objectives	
• Suitability for target audience	
• Ability to work in partnership with FOR Cardiff	
• Clarity of scope	
<b>2. Creative approach</b>	<b>Total 25</b>
• Uniqueness of proposal	
• Visual impact	
• Innovation and creativity	
• Flexibility to change some elements of the experience in real time based on feedback	
• Quality of the props and decorative assets	
• Creativity in approach to engagement with the public	
<b>3. Financial</b>	<b>Total 20</b>
• Competitive price	
• Price clarity	
<b>4. Team expertise</b>	<b>Total 15</b>
• Team profiles and areas of accountability	
• Client testimonials	
• Portfolio of examples	
<b>5. Sustainability, accessibility and inclusion.</b>	<b>Total 15</b>
Incorporating sustainability in a meaningful way	
Ensuring accessible event design principles	