

Entrant company name: **Umpf**

Entry title: **The Wonder Wall: Supernova Spectacle at St David's**

Category: **Beauty, Fashion and Lifestyle Campaign**

**Brief, objectives and budget:**

St David's Dewi Sant is Cardiff's leading shopping destination. Umpf supports the centre in its strategy to create 'moments of wow' for guests with a calendar of engaging, inspiring events throughout the year.

During a year of impactful developments and new retailers at the 1.4m sq ft destination, it has been especially important to keep St David's front-of-mind with guests between announcements and openings, and so the team has focused on creating unique, footfall-driving events helping generate media coverage and giving reason to visit outside of the centre's 160+ brands.

St David's audience of youthful and engaged Cardiff shoppers have been particularly responsive to activities 'piggybacking' events in the local and national zeitgeist, and so the idea for the Wonder Wall was born: a unique experiential campaign tied to the Oasis Live '25 reunion tour, kicking off in Cardiff on 4th and 5th July.

Our objectives were to:

1. Generate 30 pieces of press coverage
2. Including one national media title
3. Secure coverage reach of 3 million
4. Create engaging social media content
5. Create an uplift in site footfall
6. Create an engaging, experiential event for guests to enjoy

The campaign budget was £19,221:

£2,572 project management and expenses

£5,000 artist fees

£6,426 production and installation

£1,080 photography

£1,288 videography

£2,855 creative costs

### **The idea, research and planning:**

To create a one-of-a-kind initiative, positioning St David's as the centre of the Oasis Live '25 launch, Umpf created the idea of the Wonder Wall: a unique Oasis-inspired artwork with both visual appeal and a media news hook to both drive visitor footfall and generate media coverage.

To meet our objectives, we commissioned notable Cardiff artist Nathan Wyburn to create a supersized artwork to be displayed in the centre: a 20ft x 13ft portrait of the Gallagher brothers made of thousands of bucket hats, an icon inextricably linked to Oasis.

The one-of-a-kind artwork was a unique hook tapping into the national news agenda with great visual appeal to drive coverage, which also gave people a reason to visit St David's and interact with the piece.

### **Strategy, creativity and innovation:**

The Wonder Wall was a larger-than-life, never-before-seen work of art. The showstopping portrait was a physically impressive 260 sq ft attraction, with clever use of monochrome bucket hats creating a stunning visual for media.

It fused cultural resonance with strategic visibility to place St David's at the centre of the national conversation. It tapped into the public's – and media's – passion for Oasis to create a striking, unique, and authentic stunt that had mass appeal and actively drove footfall into the centre.

The use of artist Nathan Wyburn added to its authenticity giving an extra layer of newsworthiness and credibility. Unveiling the artwork a week before the start of the comeback tour created a city-wide buzz in the lead up to the gig, positioning St David's at the heart of the story.

A clever contingency was deliberately added: the artwork was built so that it could be separated down the middle in case of a pre-tour Gallagher brothers falling out, giving the stunt a news hook insurance policy.

To add to the customer experience, an interactive spin-to-win game, the Supersonic Spinner, was created to accompany the launch piece, inviting guests to play to win a variety of Oasis and Cardiff '25-themed prizes.

### **Delivery/implementation of tactics:**

PR outreach began early to drive interest and secure the date in media diaries, and social media content was drip-fed in the run-up to the launch with relevant content generating excitement for both the Wonder Wall unveiling and the Oasis tour dates.

On the day, the PR team managed photography, videography, and media attendance on-site. Press Association was enlisted for photography to ensure maximum media penetration via news wire, and the team then issued the approved shots far and wide to ensure pick-up.

Supporting the imagery, we'd secured timelapse footage of Nathan Wyburn's four-day build, providing this to media to generate additional interest.

The Wonder Wall was so immediately successful across media and public response that we took the opportunity to create a follow-up story, looking for a home for the mammoth artwork so it could live on beyond the Oasis tour dates, which received excellent local pick-up.

### **Measurement, evaluation and impact:**

The Wonder Wall was a supersonic success, exceeding each of its objectives:

1. 340 pieces of coverage were secured across regional, national, and global media titles (almost 7x target)
2. National and international coverage was achieved in a number of respected media titles including BBC, ITV, Channel 5, Sky News, Metro, The Guardian, Sunday Express, Daily Star, The New York Times, and Rolling Stone magazine. The coverage penetrated online and broadcast news in Japan, Canada, France, and Spain.
3. Coverage readership totalled 280 million (far exceeding target of 3m)
4. Social content reach was 515,288 across Facebook, Instagram, and TikTok, with a 2.16% increase in followers across the campaign period
5. Footfall at St David's on 28th June, launch day, was +23% vs the previous week
6. Guest feedback was so positive that it was decided to keep the Wonder Wall in situ beyond the original de-rig date of 6th July, with the artwork becoming a location on Google Maps and serving as a meeting spot and photo backdrop.

Additionally, the Wonder Wall secured the ultimate approval: it was shared across the official social channels of Liam Gallagher and Anais Gallagher, daughter of Noel, and Oasis' media team visited the portrait to capture content, featuring on the official Oasis Live '25 website as a must-visit location.

The Wonder Wall became the unofficial image of the tour's launch, used as thumbnail and feature imagery beyond coverage of the stunt itself.

Guests queued for photos at the Wonder Wall from the morning of 28th June, with queue systems required through the week.

In December 2025, The Wonder Wall was named the retail industry's best marketing campaign of the year at the Revo Awards 2025.

For every £1 spent, 14,567 people were reached through PR content alone.

The Wonder Wall not only generated overwhelmingly positive feedback from the public, media, and retail industry experts, it achieved the approval of Oasis themselves. Exceeding all its objectives on a modest budget, the timing, creativity, news value, and guest experience of The Wonder Wall created a global spectacle, with owned imagery becoming the unofficial image of the Oasis Live '25 tour far beyond the Cardiff launch dates.

With de-rig postponed due to demand, the campaign has created a legacy for St David's as a cultural destination with a finger on the Cardiff pulse.