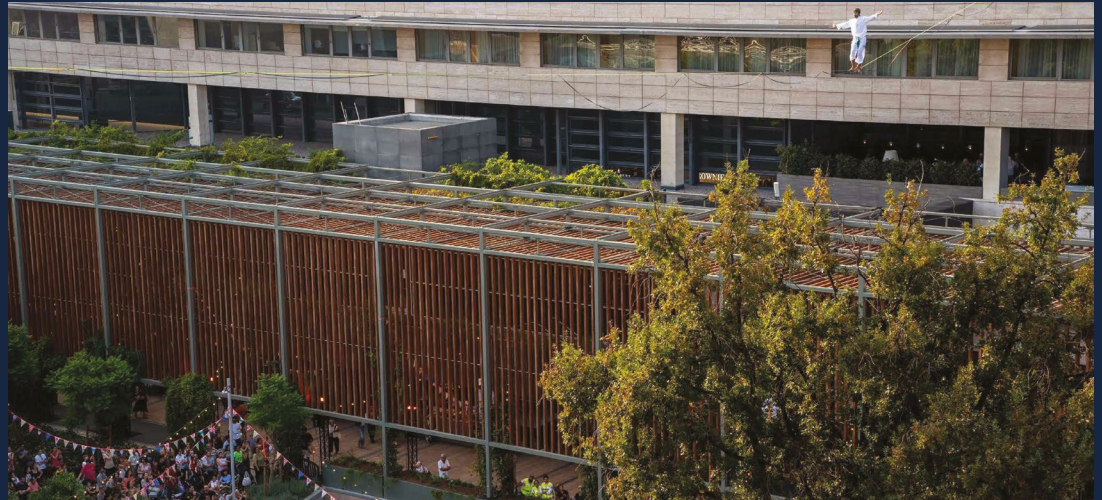


MARKETING INITIATIVE OF THE YEAR

INVESTMENT
AWARDS

L'ILLA DIAGONAL – THE REOPENING OF THE SHOPPING CENTRE



LOCATION:
Barcelona,
Spain

INITIATIVE:
€32 million refurbishment,
three-year transformation,
culminating in a festival-
style format reopening

**KEY SUCCESS
FACTORS:**
Footfall during the period
increased by 10.6%, while
retail sales grew by 5.9%.

The reopening of L'illa Diagonal in 2025 stands as a benchmark marketing initiative, transforming a major refurbishment into a citywide cultural moment. Following a €32 million, three-year transformation, the challenge was not simply to unveil upgraded spaces, but to reposition one of Barcelona's most established retail destinations for a new generation of visitors.

Built around the concept “Nova L'illa – On sempre. Com mai.”, the campaign framed the asset as something both familiar and entirely renewed. This narrative evolved into “Celebrem com mai”, shifting the tone from communication to participation and inviting the city to actively engage with the reopening. Rather than a conventional launch, the strategy embraced a festival-style format, turning the shopping centre into a distributed cultural venue.

Over three days, more than 40 contemporary circus performances activated the entire asset, from interior galleries to newly created outdoor spaces, including the park and L'Umbracle terraces. Architecture became part of the experience, with large-scale performances such as

a high-wire act suspended above the park and vertical dance across the façade, guiding visitors through the refurbished environment while showcasing its scale and design.

This physical activation was reinforced by a comprehensive multichannel campaign combining outdoor advertising, radio, press, digital platforms and influencer collaborations. A media preview, including live television coverage, amplified visibility ahead of the opening, while an interactive LED ceiling installation introduced a participatory digital layer within the asset.

The initiative also integrated a social dimension through an outreach action at Sant Joan de Déu Children's Hospital, extending the experience beyond the commercial space.

Results were both immediate and sustained. Footfall during the period increased by 10.6%, followed by a 5.4% uplift in the subsequent months. Retail sales grew by 5.9%, while the campaign generated strong media exposure, exceeding €140,000 in PR value and reaching nearly 68 million people.