

Shortlisted transform awards asia

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Bluewater Shortlisted For Four Transform Awards Asia Pacific, Acknowledging Its Transition From New Kid On The Block To Key Player In Under 12 Months

Sweden's residential water purification brand [Bluewater™](#) has been shortlisted for four prestigious [Transform Awards Asia Pacific](#) prizes for its successful launch of its brand and products across multiple markets. The categories are 'Best use of copy style/tone of voice', 'Best implementation of a brand development programme across multiple markets', 'Best corporate rebrand following a merger or acquisition', and 'Best external stakeholder relations during a brand development project'.

Bluewater managing director Niclas Wullt stated: “Bluewater being shortlisted is due recognition of what is in our DNA, communicating a great brand with great products that turn tap water into healthier drinking water. A year ago, no one anywhere had heard of Bluewater; today we are an established, trusted brand with growing sales in the residential and light commercial water purification business in Europe, North America and China.”

First launched in Europe six years ago, the Transform Awards are considered a very highly regarded accolade that recognize the creativity and strategic thought exercised for rebranding. Companies and agencies entering the Transform Awards Asia Pacific have their work benchmarked against their peers and stand out amongst their competitors, rewarding excellence across the whole rebranding process.

Bluewater™ has moved from being a newbie to an acknowledged key player with a strong brand image rooted in its Scandinavian heritage. The Brand is competing in a mature market against the likes of GE, Philips, Culligan and Coway in an environment defined by bottled water, water dispensers, Brita filters and other filtration solutions.

“Bluewater’s speed-of-light successful brand positioning and image building has been the result of a disruptive communications mission that has broken traditional industry norms with a strategic cocktail of trade shows, public relations and social media activities,” said Niclas Wullt.

The guiding communications platform has been to build on Sweden’s strong engineering and innovation heritage, underline the innovativeness of the product range and stress Bluewater’s single-minded focus on delivering the world’s best on-demand, built-in water purification products.

“By demonstrating passion for what the Brand delivers across the communications spectrum (design, copy, style, social media, print and trade shows), Bluewater’s launch team has enhanced the brand experience and encourages engagement by celebrating the lifestyle benefits that stem from transforming ordinary tap water into something desirable,” Niclas Wullt added.

The Transform Awards Asia Pacific judges included Flavia Barbat, editor in chief, Branding magazine; Jonathan Thompson, manager brand strategy, Qantas Airways Limited; Paul Roedig, director brand & strategy, Fonterra

Group, the world's 3rd largest dairy company; Zoe Harris, international brand engagement, Standard Chartered Bank, Anton Brown, head of brand and marketing, Virgin Active, Asia Pacific; and Alex Krug, head of business development at Behance (Adobe).

Notes for editors

Bluewater is shortlisted for the following Transform Awards Asia Pacific, which will be announced at a gala dinner at the Excelsior Hotel in Hong Kong on November 19, 2014:

Best use of copy style/tone of voice

- This award is for the brand that best uses a verbal style to reflect its overall identity and to differentiate the brand from its competitors.

Best external stakeholder relations during a brand development project

- This award is for the best communication with external stakeholders throughout the process of progressing a brand or rebrand. Companies that recognise change requires measured communication with all stakeholders, on different schedules and with different levels of reserve

Best corporate rebrand following a merger or acquisition

- This award is for the best rebrand of an organisation following a merger with another company or the incorporation of another company into the original brand.

Best implementation of a brand development programme across multiple markets

- This award is for brand development campaigns or rebrands that have been rolled out across multiple national markets to ensure that brand identity works across different languages and cultures.

Sold in major markets around the world, Bluewater SuperiorOsmosis™ patented technology delivers on-demand cleaner, healthier water direct from the tap. Innovated with love in Sweden, Bluewater water purifiers improve user quality of life, health and wellbeing by removing practically all known contamination from drinking water, including micro-organisms, pesticides,

heavy metals and toxins. Bluewater™ is the registered trademark of Blueblue AB, a company registered Sweden.

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