



Bluewater



Bluewater launches new global online marketing 'Drink Differently' campaign, saying no thanks to single-use plastic bottle

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## Bluewater Launches 'Drink Differently' Campaign in Fun, Fresh Approach to Nixing Single-Use Plastic Bottles

Sweden's Bluewater, a global trailblazer in water purification and beverage technology, lit the fuse today on a global marketing campaign with a bit of a twist. They're calling it 'Drink Differently,' and it's all about saying no thanks to single-use plastic bottles by spotlighting the daily nuisances of disposable plastic bottles.

"We've kicked off a worldwide social media campaign that's all about the

little things that bug us about disposable plastic bottles,” says Bluewater’s Chief Marketing Officer, Isak Johansson (photo above). He said the company’s aim is to spark a bigger conversation about sustainability, health, and making smarter choices when it comes to what we drink, in line with Bluewater’s mission to supply clean, delicious water through our purification systems for home, work, and play while also advocating the use of reusable bottles.”

Over the coming two weeks, the campaign builds on a series of light-hearted, fun videos running across Bluewater’s LinkedIn, Instagram, Facebook, TikTok, and YouTube channels. Bluewater’s ambition is for the campaign to help give single-use plastic bottles the boot by highlighting here-and-now alternatives, which let users whip up their own contaminant-free tap water, meaning there’s no need to buy bottled water. The kick-off video can be viewed [here](#).

The ‘Drink Differently’ campaign is just one part of Bluewater’s broader commitment to protecting the environment. They’re also working with suppliers to reduce plastic and ensure their purification systems meet government regulations.

Another core aim of the campaign is to draw attention to Blueater’s own range of re-reusable bottles, which over the past three years have proven a massive hit at sporting and other events worldwide, including The Open and AIG Women’s Open golf tournaments, Formula E motor racing, World Beach Soccer, and climate change conferences Cop 27 and Cop 28, to name just a few.

To wrap up, the ‘Drink Differently’ campaign is a clear sign of Bluewater’s dedication to providing clean, purified drinking water while also doing its part to make the world a less plastic-filled place.

“At Bluewater, we envision a world where plastic waste is obsolete, and every drop of water is pure, healthy, and invigorating,” said Isak Johansson. He added, “In keeping with our love for the environment, the ‘Drink Differently’ campaign is all about shaking up the way we drink, encouraging us to make choices that are better for the planet.”

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About Bluewater Group: Founded in 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater Group products are available globally to consumers, hotel and catering operations, event and venue organizations, educational institutions, and for public dispensing. Bluewater also owns other purpose-driven water brands such as [FloWater](#) in the USA, Spain's tap and shower mounted water purifier company, [TappWater](#), and Indonesia's [P.I.P.A.](#) water technology company. Learn more about our planet mission on the Bluewater [website](#).

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