



Bluewater



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## Bluewater win one gold, two silver and a bronze at the Transform Awards Asia-Pacific 2014.

Bluewater and Rocket Comm's's excellence in brand development and rebranding was honoured in Hong Kong on Wednesday night at Transform magazine's inaugural Asia-Pacific awards.

Sweden's international Bluewater water purifying brand and London-based agency Rocket Content Marketing won a gold award, two silver awards and a bronze award in the 'best use of copy style', 'best external stakeholder relations', best corporate rebrand' and 'best implementation of brand

development across multiple markets' categories.

The Bluewater brand was created in Sweden in early 2013 with the merger of two small Swedish water purification brands. Rocket Content Marketing's David Noble was given the task of developing a powerful strategy and messaging to launch the brand to multiple stakeholders in Europe, the USA and China, including retail customers, the service industry and affluent consumers.

"We harnessed brand imagery that emphasized Bluewater's Scandinavian heritage and leveraged a social media strategy to communicate to stakeholders the brand's dedication to providing healthier drinking water on demand from your tap," said David Noble, Rocket founder.

The Transform Awards Europe had its fifth event in April and is currently accepting entries for the sixth year. 2014 has seen the prestigious award programme expand to encompass the Transform Asia-Pacific and Transform MENA regions. The award ceremonies provide an important platform for international recognition of excellent work in brand development.

Receivers of the awards were honoured at the inaugural event in Hong Kong for producing work that is of outstanding quality. The programme honours work from the entire branding process, with trophies being awarded for visual identities, brand strategies, implementation processes and brand experiences. Last night's Transform Asia-Pacific awards were distributed at a gala dinner at the beautiful Excelsior Hotel in Hong Kong.

The Transform Awards is organised by Transform magazine, the only global magazine to cover rebranding and brand development. Published bimonthly both in print and on tablet it is essential reading for those concerned with brand strategy and creativity.

David Noble said: "Being recognised for our creativity and solid strategy-driven communication approaches by winning the prestigious Transform Awards Asia Pacific is a terrific way to celebrate 12 months of pedal-to-the-metal work to build the Bluewater brand from nothing to an acknowledged leader in its category."

Niclas Wullt, managing director of Bluewater Brand said: "We are both

honoured and delighted by being selected for so many awards by the panel of judges for the Transform Awards Asia Pacific who have looked at our journey from nothing to something incredible in just twelve months.”

According to Andrew Thomas, publishing editor of the Transform magazine, "The standard of work coming out of the Asia Pacific region is as good as any from around the world. There is much for which brand practitioners and their agencies and counsel can feel proud. We feel privileged to be a footnote in their organisations' stories by providing a platform from which to recognise the excellence of their changing brand narratives."

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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.

## Contacts



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