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## **Sweden's Bluewater water purification brand is shortlisted for Europe's foremost awards for rebranding, repositioning and brand transformation**

Stockholm, 23 January, 2015 -- Swedish-based Bluewater Brand, which has taken the residential water purification world by storm in the last year, and its London PR and Brand Communications strategist David Noble from Rocket Content Marketing Limited, have been shortlisted as a 2015 Transform Awards Europe finalist in three brand communication categories.

The categories Bluewater Brand has been shortlisted in Europe's foremost

awards programme for rebranding, repositioning and brand transformation are: 'Best implementation of a brand development project across multiple markets'; 'Best external stakeholder relations during a brand development project' and 'Best corporate rebrand following a merger or acquisition'.

The highly prestigious Transform Awards Europe has honoured brand development and rebranding projects for the past six years. From big global agencies to small local work, the awards recognise excellence and reward innovation in branding across Europe by companies and agencies who are considered to be setting the standard of what brand communications should be. The event takes place annually in London in the spring and previous winners have included the likes of Eurostar, ITV, Lloyds Bank, Hilton Hotels and Resorts, Telenor Group, London Stock Exchange Group, and the English National Ballet.

“The nominations are great news for us as the Transform Awards Europe have dedicated themselves to recognizing and commending global branding excellence very best corporate, product and global rebrands and positioning,” said Bluewater Brand managing director Niclas Wullt.

“At Bluewater, we have experienced a stunning marketing success story in launching a new brand into Europe, North America and China that delivers consumer and commercial customers premium point-of-use water purification systems. Breaking into a generally conservative-minded market has demanded getting smooth, cross-channel implementation right both creatively and strategically.”

Mr Wullt said it is a great honour for Bluewater to gain recognition for its brand development and communications by being shortlisted for the Transform Awards Europe 2015”.

Based in Battersea, London, Rocket Content Marketing, founded by David Noble, specializes in strategy-led brand communication and content development for companies working internationally.

David Noble said: “Bluewater Brand’s focus on achieving an outstanding level of quality and forward-thinking brand communication has been inspirational in helping us develop a truly global brand that is regarded ”.

The Transform Awards Europe 2015 winners – judged by a top panel of branding practitioners and experts – will be announced at an awards gala dinner in London on 21 April, 2015.

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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.

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