

For immediate release

Blue Marlin creates refreshing new packaging for Balance Water

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Balance Water co-founder Martin Chalk

Independent integrated branding agency Blue Marlin has created a new brand expression for Balance Water, the spring water with Australian flower essences, with new packaging that really makes it stand out on shelf. The new look goes live this month in retailers across the US and Australia.

Balance Water needed a powerful new identity and dynamic packaging to help it make the leap from exclusive upscale brand to mainstream premium drink. Previously it was in limited distribution through airlines and upscale hotels and its packaging wasn't helping the brand to expand distribution. The challenge was to provide a clear and distinguishable point of view that defines its proposition and positions it as the leader in a new category, and to create sensational packaging that really makes its presence felt.

"Brand consultancy was one of the most important aspects of the project," says Blue Marlin New York managing director Jean Koepfel. "We are a fully

integrated branding consultancy, which means we can handle everything from brand strategy through to production management."

"We looked at the product range, who it was going to appeal to and why, what the product does for consumers and how it does it, and the visual language and graphic elements that were being used," she continues. "We needed to find a way to tell Balance Water's story and explain what it did without overwhelming the consumer with unnecessary information."

The new design does just that. It simplifies the positioning of the four variants in the product range and communicates their core benefits. Koepfel comments: "Balance Water is a great product with a compelling story to tell. The packaging mirrors the purity of the product and communicates its unique benefits in a clear and uncomplicated way."

Balance Water co-founder Martin Chalk says: "Our



new look will help us to take Balance Water to the next level. The new design is creatively and strategically right to enable us to grow. It's early days but we are already seeing a 10 x increase in rate of sale and several accounts that didn't range us previously have now reconsidered and are stocking Balance Water. The labels are making a world of difference to us."

Balance Water's packaging is 100 per cent biodegradable and recyclable.

About Blue Marlin Brand Design

Blue Marlin is an independent strategic brand design consultancy with an international network of offices across the UK, USA, Australia and the Far East. The company creates and grows brands through its expertise in brand strategy, innovation, brand identity, structural packaging and brand environments.

Clients range from large multinationals, including Unilever, Shell, GSK and Reckitt Benckiser, to small owner managed entrepreneurial businesses like Yeo Valley Organic and Kettle Foods.

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