Pure Life: Healthy Connections

2014 Platinum Winner

Entrant Company
BlueFrion Brands

Category
Strategic Program - Branding Refresh

Client's Name
Pure Life Water

Country / Region
United States

Share :

A brand campaign that led to Pure Life regaining its title as the #1 bottled water brand in America.

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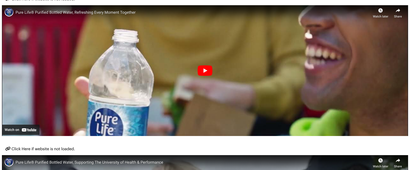

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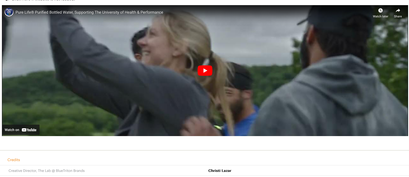

Credits

Creative Director, The Lab @ BlueFrion Brands	**Christi Lazar**
Sr. Brand Manager, Pure Life	**Meagan Pirog**
Associate Brand Manager, Pure Life	**Michael Caravella**
VP Brands, BlueFrion Brands	**Laetitia Allouset-DuBoust**
CMO, BlueFrion Brands	**Khori Tillman**
Sr. Content Creator, The Lab @ BlueFrion Brands	**Al Garcia**
Videographer, The Lab @ BlueFrion Brands	**Dan Sendaford**
Media Manager, The Lab @ BlueFrion Brands	**Cindy Ryan**
Website Manager, The Lab @ BlueFrion Brands	**Ornetta Coleman**
Associate Director Strategy & Activation, Sr. Content Creator, The Lab @ BlueFrion Brands	**Michelle Burgoiner**

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Video 2016

Accelerate (Efficiency) Opportunity

Corporate Promotional Videos

Entrant Company
Dimarchi Global

Category
Corporate Social Video

Country / Region
United Kingdom

Video 2016

Brand Identity in Motion

Corporate Promotional Videos

Entrant Company
Headlines

Category
Motion Graphic Animation

Country / Region
United States

Corporate Identity 2020

TEAM Agency Relaund

Corporate Identity - Corporate Identity Redesign

Entrant Company
TEAM

Category
Corporate Identity - Corporate Identity Redesign

Country / Region
United States

Integrated Marketing 2016

Delta Hong Kong Recovery Campaign

Integrated Marketing - Integrated Marketing Campaign

Entrant Company
Hong Kong Tourism Board

Category
Integrated Marketing - Integrated Marketing Campaign

Country / Region
Hong Kong SAR

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