

Bluewater by Glazer™

Brand Strategy and Visual Identity

Since it opened in 1999, Bluewater, Kent's retail leisure destination, has changed the pattern and dynamics of retailing in the South East of England. Our involvement with Bluewater began when Lend Lease, the developers, were trying to persuade 'high quality' retailers to lease space in the development. Lend Lease wanted to position Bluewater as a real alternative to shopping in London's West End.

It did not want to be positioned as 'just another shopping centre'. Responding to the Bluewater Brand Brief, we would present Bluewater as a tranquil, modern, cool and orderly environment, a leisure and retail destination that would attract upmarket mainstream retailers and a broad spectrum of customers throughout the catchment area. With this in mind, we worked with Lend Lease to develop a credible, differentiated identity based on brand values such as innovation, excellence, integrity and customer focus.

The launch package is regarded in the industry as a 'classic', the project is now valued at £3.2 billion (build cost £460m).

14 Marketing and Design awards

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