

C2 Cool & Clean



Universal Robina Corporation's (URC) is the leading branded convenience food and beverage company in the Philippines with over 70% market share in the ready-to-drink beverage category. Its C2 Cool & Clean Green Tea is the leading non-carbonated drink that launched and expanded a new green tea segment in the country.

discover

The issue – Growing competition. In the Philippines carbonated soft drinks account for 47% of the beverage category. While C2 is the market leader in the healthy ready-to-drink category, it faced a growing competitive threat from Nestea that dominated the tea powder category. Here was an opportunity to strengthen the brand's value proposition.

develop

Our solution – We started by aligning the C2 packaging across the region for greater consistency and marketing synergies. Then, to more effectively communicate the brand on pack and deliver enhanced shelf impact, we created an identity system with a stronger graphic block for the name and flavour variant, and reinforced the brand's refreshment qualities. All changes were consolidated into a definitive brand guide to assist effective regional marketing and implementation initiatives.

deliver

Sustainable impact – The cumulative impact of our creative efforts succeeded in ensuring the C2 brand maintains its number one position in an increasingly competitive Philippines market.

