

## Pilmico

Pilmico Foods Corporation, the Food division of the Aboitiz Group, is one of the top three players in both the Flour and Animal Nutrition industries in the Philippines. The business offer had been split into two separate business brands (Pilmico Flour and Fil-Am) to appeal to customers with seemingly different needs.

FutureBrand identified the common values of the two divisions and created a brand idea common to both businesses, under one masterbrand Pilmico. The brand idea “Partners for Growth” allows Pilmico to galvanise every single division of its integrated business to drive towards one singular vision of becoming the leading foods industry player in the Philippines.

Year: 2008

# pilmico



FutureBrand

