JFC adopts 'Jollibee Group' as official name

JOLLIBEE FOODS CORP. (JFC) has introduced a new corporate brand as the company pursues global growth.

While its legal entity name remains JFC, the official corporate name will now be the "Jollibee Group."

The change includes a reimagined visual identity, updated brand architecture, and a unified naming convention.

"At our core, we are here for one reason — spreading joy through superior taste. This purpose drives our innovation, defines our customer promise, and fuels our momentum," Jollibee Group Global President and Chief Executive Officer Ernesto Tanmantiong said in an e-mailed statement on Wednesday.

"Superior taste is not just what we serve — it's the reason our brands resonate across cultures and markets," he added.

The Jollibee Group said the initiative is designed to support the company's business by attracting new franchise partners and investors, strengthening connections with talent, and reinforcing its credibility as a trusted, values-driven partner.

It added that the updated identity brings greater consistency across the company's portfolio of 19 brands, with over 9,000 stores in 33 countries.

"As we scale globally, we're not only expanding our reach — we're shaping a company known not just for business success, but for the joy and quality we bring to people's lives," Mr. Tanmantiong said.

"This refreshed identity is a powerful expression of who we are and where we're headed," he added.

The Jollibee Group first introduced the improved corporate brand to employees and key partners during the company's internal launch, supplier summit, and annual stockholders' meeting.

It is now being rolled out through global business media platforms and corporate channels.

Some of the Jollibee Group's brands include Jollibee, Chowking, Greenwich, Red Ribbon, and Mang Inasal.

JFC shares were unchanged at P224 each on Wednesday. — **Revin Mikhael D. Ochave**

First Gen eyes more geothermal spending next year

LOPEZ-LED renewable energy firm First Gen Corp. is looking to invest more in its geothermal portfolio next year to upgrade some of its facilities and optimize steam resources, its president said.

"Over the last two years, even up to this year, we've made significant investment in drilling as well as new capex (capital expenditure). So that's all pretty much going to be completed by this year," First Gen President and Chief Operating Officer Francis Giles B. Puno told reporters on Monday.

"But next year, there'll be more investment because when you think about it, the assets themselves are over 40 years old... so, we're in the process of upgrading some of the other facilities and also putting in newer facilities," he added.

As technology advances and older power plants depreciate, the company is taking the opportunity to rebuild the appropriate facilities to generate more renewable baseload energy from geothermal, he said.

Mr. Puno said the company is currently in the process of upgrading an existing plant in Negros Oriental.

"Our focus right now actually is more on the next phase of geothermal development and that includes '*yung* concessions we have here. We're also drilling in Mindanao, in Amacan," he said.

First Gen, via its renewable energy subsidiary Energy Development Corp. (EDC), is also looking to tap its concessions in Indonesia, which are estimated to have a potential capacity of 40 megawatts.

To maintain consistent hybrid support, the company is commissioning 40 megawatt-hours of battery energy storage projects in Negros Oriental, Leyte, and Sorsogon.

At present, First Gen produces over 30% of the country's renewable energy supply, most of which comes from nearly 1,200 megawatts (MW) of geothermal generation capacity from EDC.

First Gen is aiming to expand its renewable energy portfolio to 13 gigawatts (GW) by 2030. — **Sheldeen Joy Talavera**

ICTSI raises stake in Brazil port property holder to 73%

RAZON-LED International Container Terminal Services, Inc. (ICTSI), through its unit, has raised its stake in Inhaúma Fundo De Investimento Imobiliário – FII (FII Inhaúma), which holds the perpetual rights to a terminal it plans to develop.

In a stock exchange disclosure on Wednesday, ICTSI, through its wholly owned subsidiary ICTSI Americas BV, said it acquired an additional 26% interest in FII Inhaúma, raising its total ownership to 73%.

The company said the property will support the expansion and ongoing operations of ICTSI Rio Brazil, and may also be used for future activities.

ICTSI also said it has obtained and secured all necessary regulatory approvals for the transaction, noting that the total consideration is less than 10% of its total consolidated shareholders' equity as of December 2024.

In April, ICTSI said it was set to expand its operations and capacity in Brazil after acquiring a 47% interest in FII Inhaúma.

ICTSI said FII Inhaúma's property is adjacent to its Rio Brazil terminal. The site spans approximately 32 hectares of an inactive shipyard, which will be used by the port operator to expand its capacity for existing operations.

Established in 1987, ICTSI operates 33 terminals in 20 countries across six continents.

For this year, ICTSI has allocated approximately $580 million in capital expenditures, primarily for the development of the Southern Luzon Gateway in the Philippines, as well as for planned expansions at ICTSI Rio in Brazil and at the Mindanao Container Terminal (MCT). — **Ashley Erika O. Jose**

Filinvest Land to dissolve dormitel subsidiary

GOTIANUN-LED property developer Filinvest Land, Inc. (FLI) is dissolving its dormitels subsidiary, Co-Living Pro Managers Corp. (CPMC).

FLI filed an application with the Securities and Exchange Commission (SEC) on Wednesday to shorten the corporate term of CPMC, the property developer said in a regulatory filing.

"The dissolution of CPMC will not have any material impact on FLI," the company said.

Incorporated in August 2021, CPMC has business interests in developing, operating, managing, and maintaining dormitels, as well as lots and buildings — whether owned or leased — for use as dormitels.

CPMC started commercial operations in November 2023.

Dormitels are dormitories with hotel-like accommodations that provide an alternative to traditional residential offerings.

FLI shares were unchanged at 83 centavos apiece on Wednesday. — **Revin Mikhael D. Ochave**

From digitization to behavior-driven redesign: The new frontier in digital transformation

By Vonj C. Tingson

There was a time when "digital transformation" meant simply going online. Forms turned into apps, hotlines became chatbots, manuals were swapped for YouTube tutorials. This was considered progress and it was. In the years to come, such changes are no longer revolutionary. They're expected. Today, the most successful organizations are not just digitizing; they're redesigning based on behavior.

Welcome to the era of behavior-driven transformation. In this new phase, companies no longer ask, "How do we digitize a process?" Instead, they ask, "How do people actually think, decide, feel, and behave and how do we design for that?"

This shift means rethinking everything. No longer do we assume users follow logical steps in a funnel. People abandon carts mid-checkout, forget passwords, get overwhelmed, hesitate, scroll erratically, or just close the app out of fatigue. The winners in the future are those who map those emotional and cognitive behaviors, and build with them in mind.

From Tech-Led to Behavior-Led

A 2025 IDC report found that 72% of successful digital transformation programs now include behavioral CX designers, a clear signal that companies are investing in cognitive science, psychology, and behavioral data to guide product and service design.

This new generation of designers isn't just refining interfaces. They're embedding emotional intelligence into tech. They analyze real usage patterns, identify friction points, and build micro-interventions to gently nudge users forward. Whether it's a well-timed prompt, a subtle reassurance message, or a simplified path during peak stress, these design cues make technology "feel" human.

Filipino Brands Leading the Behavior-First Shift

Several Filipino brands are embracing behavior-first design; perhaps not always with that language, but certainly with that intent. They are moving beyond digital cosmetics and into cognitive, emotionally aligned systems.

1. Cebu Pacific: Redesigning for Predictable Anxiety

As a low-cost airline, Cebu Pacific has long prioritized digital access. But in recent years, it has shifted toward designing for behavioral states particularly traveler stress and uncertainty.

When rebooking or refunding during disruptions, for instance, the airline now sends visual progress trackers to show real-time resolution status. This design was implemented after data showed that anxious passengers repeatedly reopened the app or recontacted support, unsure if their request had gone through. The visual cue addressed a psychological need for control and transparency.

Cebu Pacific's booking interface also uses soft warnings to preempt buyer's remorse ("Are you sure you don't want to add check-in baggage?") and post-booking reassurance emails that anticipate FAQs. These features reflect behavioral sensitivity, not just functional upgrades.

2. UnionBank: Mapping Financial Behavior, Not Just Flows

UnionBank, long considered a digital banking pioneer, has recently invested in behaviorally intelligent features that support how people budget, save, and spend not just how they transact.

Its app introduces nudges like "Looks like you've been spending more on food this week. Want to set a limit?" and automatic savings triggers based on calendar milestones. Instead of assuming users will visit the app with clear goals, UnionBank guides users through common financial behaviors such as emotional spending, forgetting to save, or inconsistent transfers.

They've also redesigned their customer support flow to match cognitive load thresholds, prioritizing real-time chat over forms during peak confusion points, like declined transactions or failed fund transfers.

3. PLDT Home: Designing for Domestic Emotional Contexts

Connectivity is now a household essential. And PLDT Home is tapping into that behavioral reality.

Recognizing that household decision-makers (often parents) manage digital services during stressful moments such as bill due dates, service disruptions, or parental controls, PLDT Home redesigned its dashboard to reflect intent clusters rather than menus. Instead of categories like "Account," "Settings," or "Add-ons," users see prompts such as: "I want to manage data usage," or "I need help with slow internet."

They also integrated anticipatory prompts like "School is starting soon — check your WiFi health" to trigger action before frustration hits. The interface reflects not just what people can do, but what they're likely thinking.

4. Mercury Drug: From Storefront to Behavior-Sensitive E-Pharmacy

Traditionally known for its brick-and-mortar dominance, Mercury Drug has been investing in behavior-informed digital services, especially around medicine purchase and refills.

In its growing e-commerce platform, Mercury now sends adaptive refill reminders based on purchase patterns, not fixed schedules. This addresses the common issue of medicine lapses due to forgetfulness — one of the most human, yet dangerous, behaviors in chronic care.

They've also incorporated first-time user flows for senior citizens, simplifying navigation with audio-assisted guides and simplified checkout for essential goods. This wasn't a UX trend. It was a behavioral decision rooted in empathy and access.

The New Mandate: Behavior is Infrastructure

Behavior-first design is not just a feature: it is infrastructure. If your chatbot can't detect stress signals, if your checkout doesn't address cart fatigue, if your onboarding assumes linear logic — you're building for a version of humanity that doesn't exist.

Behavioral CX is not just about convenience. It's about respect. It acknowledges that people bring their own habits, anxieties, triggers, and cognitive styles into every digital interaction.

Beyond UX: Culture Shift Required

This transformation also demands a mindset shift. Digital teams must collaborate with behavioral scientists, data analysts, and customer insight leads. CX must be co-owned by marketing, IT, product development, and customer care. Leadership must stop measuring "number of digitized services" and start measuring friction reduction, completion rates, and emotional impact.

The behavior-first approach also demands humility. It requires brands to admit that the best processes on paper often collapse in the real world. That users won't always read. That people don't like starting over. That confusion kills engagement faster than bad design.

Final Word: If It Doesn't Fit Human Behavior, It's Not Transformation

If digital systems don't reflect how people behave, they're not transformative. They're decorative. The new standard for Filipino brands is no longer digital access. It's digital empathy.

As global platforms and local disruptors raise the bar, brands that fail to adapt behavior-first principles risk irrelevance. But those who listen deeply to users, observe patterns with nuance, and redesign systems with empathy will not just survive the digital race — they will redefine it.

** Vonj C. Tingson, President and COO of PAGEONE Group, is a prominent figure in the public relations and marketing communications industry having been recognized as one of the top 25 innovators in Asia-Pacific by Provoke Media. His leadership at PAGEONE has also led to numerous awards for the agency, including recognition from the Anvil Awards, Philippine Quill Awards, APAC Stevie Awards, the Sabre Awards, and the Asian PR Excellence Awards.*