

☕ Coffee Talk with Choi



Please tell us about yourself, who are you and what do you do? Hello! I'm Choi from the Philippines. I'm an Associate Creative Director from BBDO Guerrero. Every day, I build creative solutions for brands. May it be making a new typeface, writing a song, or even designing a bottle of soap, we build unlikely solutions to everyday problems.

How did your journey towards sustainability begin and how did you come up with the initial idea? Born and raised in the Philippines, you can't help but be overwhelmed by the sheer amount of natural beauty there is. But at the same time, you're also shocked by the amount of pollution everywhere. We're one of the world's largest polluters and yet we have over 7,000 islands and the most amazing wildlife. You can't help but come to the conclusion that something must be done because one of these will win in the long run.

What are the biggest challenges you face? The biggest challenge is changing consumer habits. The Philippines is known to be a sachet economy and this is rooted in social problems that would take years to solve. While there are a few initiatives here that focus on sustainable products, it's just not the norm here yet.

What is a possible future for your initiative? Where do you want to be within five years? In the future, the hope is that it becomes easy to live sustainably in the Philippines. That's the vision behind developing products like the Dissolving Bottle. Simple redesigns that make it easy to switch.

If you have three free wishes, what would you wish for? Right now, I'd give all my three wishes to peace.

What do you think we all can do to solve the plastic pollution problem in general? All good habits begin at home. It's affected by what you buy and bring home. It's what you get for yourself, your kids, and the lessons they learn from that. We need to build a generation that's more conscious of their everyday choices and how they can collectively make a huge impact on the world around them.

Insights about the project

"The Dissolving Bottle"

by Choi Co, Philippines



Bottles for hair. Bars for the body. By changing its shape, maybe we can change the consumer mindset.