MANILA ELECTRIC COMPANY (MERALCO)
Ortigas Center, Brgy. Ugong, Pasig City

INVITATION TO BID

(BAC CONTROL NO. NG1126-1024-1)

CONTRACT FOR 2026 MERALCO PAPERLESS BILLING CAMPAIGN

Interested vendors are invited to participate in the bidding for the Contract for 2026 Meralco Paperless Billing Campaign, with the following requirements:

SCOPE OF SERVICES:

- Campaign Strategy Development: Define campaign objectives, audience insights, messaging, positioning, and channel strategy supported by social media and competitive analysis.
- Creative Development: Create the campaign concept, key visual identity, and customer journey-based messaging framework.
- Multi-Channel Asset Production: Develop production-ready materials across META, digital, video, CTV, print, and OOH channels.
- Direct Customer Communications: Produce EDM and other customer-facing communication materials to support conversion objectives.
- Review and Finalization: Manage revisions, approvals, and turnover of all final artwork, source files, and implementation guidelines.

CALENDAR OF ACTIVITIES:

ACTIVITY	DATE	TIME
Submission of Letter of Intent (LOI) and Eligibility Requirements	November 11 — 13, 2026	Until 11:59 PM of November 13, 2026
Issuance of Bid Documents	December 1, 2026	Until 11:59 PM of December 1, 2026

Interested vendors must submit the following for eligibility to participate in the bidding:

A. For MERALCO Accredited Vendors:

1. Certificate of MERALCO vendor accreditation wherein the accreditation must be similar to the required services for Paperless Billing Campaign. For accreditation renewals, submit proof that the renewal process is ongoing.

B. For Non-Accredited Vendors:

1. Company Profile
2. Securities and Exchange Commission (SEC) Registration Certificate
3. Audited Financial Statements (AFS) for the last three (3) years with the signed and notarized "Sworn Affidavit of Truth and Accuracy of Submitted Documents"
4. List of Completed and Ongoing Projects for the past three (3) years that are similar to Paperless Billing Campaign
5. Duly updated Department of Labor and Employment (DOLE) Department Order (DO) 174 Certificate of Registration

Non-accredited vendors must undergo the MERALCO accreditation process and must already be accredited by the time of the award.

SUBMISSION INSTRUCTIONS:

- **Submit the LOI and eligibility documents as PDF email attachments using a business email address that includes the company's domain name**.
- Keep each email submission within the 15MB size limit. Submissions may be divided into multiple emails.
- **Send to Meralco_BAC_Secretariat@meralco.com.ph and group.CorporateLogistics.Supplies@meralco.com.ph.**
- **Subject: NG1126-1024-1 | LOI | CONTRACT FOR 2026 MERALCO PAPERLESS BILLING CAMPAIGN | *VENDOR NAME***
- **Deadline: November 13, 2026, 11:59 PM**; late submissions, whether completely or partially received on MERALCO's servers, will be considered invalid.
- Bid documents shall only be issued to vendors who submit an LOI and meet the eligibility requirements.

CLICK HERE TO SUBMIT

As part of cybersecurity protection, email addresses created from non-secure, free, or open third-party domains or sources will not be accepted as company email addresses. Eligibility documents submitted through external document links shall also not be accepted. Subsequent bid submissions by eligible vendors must also be sent as file attachments using business email addresses only.

The following shall also serve as basis during bid evaluation:

- At least 3 years of experience in creatives;
- Capability to deploy by December 2026 (tentative), with appropriate operational knowledge, project management capabilities, and creative production expertise;
- Enough tools, equipment, and vehicles necessary to execute the services; and
- User references from previous or existing contracts of similar scope and value.

MERALCO reserves the right to:

1. Accept any bid, reject any or all bids, and/or annul the bidding process in its entirety at any time prior to the award of the contract, without thereby incurring any liability to the affected bidders or any obligation to inform the participating bidders of the grounds for MERALCO's action; and
2. Issue an addendum to the Invitation to Bid at any time as a result of questions, changes in schedule, or other relevant matters.

By submitting a bid/proposal, the Bidder signifies its acceptance of and commitment to comply with all bidding requirements, terms, conditions, specifications, and contract provisions contained in the bidding documents, including the draft Contract Agreement.

Interested vendors may obtain further information through the MERALCO Bids and Awards Committee Secretariat and Category Management for Core Support via email to Meralco_BAC_Secretariat@meralco.com.ph and group.CorporateLogistics.Supplies@meralco.com.ph, respectively.

Bid Document Fee (non-refundable): Maximum of ₱ 500.00 (VAT Exclusive) shall be paid upon submission of bids.

(sgd.)
LUISITO B. ACUÑA
Chairman, MERALCO Bids and Awards Committee

MERALCO employs strict cybersecurity controls. Kindly refer to the following link for the Vendor Cybersecurity Advisory: https://company.meralco.com.ph/news-and-advisories/supply-chain-management-invitations-bid