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

REQUEST FOR INFORMATION

(SCM RFI NO. NG1126-1026-1i)

CREATIVES AND PRODUCTION SERVICES FOR MERALCO MARKETING AND BRAND EXPERIENCE

MERALCO invites qualified creative agencies, production houses, and multimedia service providers to submit proposals for creative development, design, photography, and video production services, with the following business objectives:

BUSINESS OBJECTIVES:

1. To engage qualified partners that can conceptualize, develop, and produce compelling creative content that effectively communicates MERALCO's brand, programs, products, services, initiatives, and corporate messages.
2. To create high-quality visual and multimedia assets that strengthen brand identity, enhance stakeholder engagement, and support MERALCO's communication, marketing, and business objectives.
3. To develop strategic and innovative creative concepts, designs, and storytelling approaches that resonate with target audiences across various communication platforms and channels.
4. To produce professional photography and video content that effectively captures MERALCO's operations, people, projects, technologies, customer stories, community initiatives, and other key business priorities.
5. To ensure consistent, high-quality creative and production outputs that adhere to MERALCO's brand standards, communication guidelines, and technical requirements.
6. To engage partners with the capability to provide end-to-end services, from creative ideation, content planning, and design development to production, post-production, and final asset delivery.
7. To secure responsive and reliable support throughout all project phases, including pre-production planning, on-site production, post-production, revisions, and asset management.
8. To engage partners that comply with MERALCO's quality standards, data privacy requirements, cybersecurity policies, safety protocols, and intellectual property requirements.
9. To develop scalable and adaptable creative assets that can be utilized across multiple platforms, including digital, social media, corporate communications, events, presentations, advertising, and other business applications.
10. To engage partners that offer cost-effective, flexible, and value-driven creative and production solutions aligned with MERALCO's evolving communication and business needs.

The Request for Information (RFI) will provide the Marketing team with additional information for developing a comprehensive Request for Proposal (RFP) to define the project requirements, scope of work, and selection criteria, and to make a well-informed decision on the most suitable vendors for the project.

CALENDAR OF ACTIVITIES:

ACTIVITY	DATE	TIME
Submission of Letter of Intent (LOI)	November 16 – 24, 2026	Until 11:59 PM of November 24, 2026
Release of RFI documents to Vendors	November 27, 2026	Until 11:59 PM of November 27, 2026

Interested vendors are requested to submit the following:

a. Company Background/Profile
b. Products/Services/Solutions that the company offers
c. Experience working on similar projects
d. Creative Requirements (Branding, Creative Strategy, and Concept Development Services, Brand Identity Development Services, Corporate Merchandise Design Services, Event Creative and Merchandise Design Services, Marketing Campaign Development Services, Communication Materials Design Services, Digital Content Development Services, Video Production and Audiovisual Content Services, Publication and Editorial Design Services, Wearable and Uniform Design Services, Website and User Experience Design Services, Creative Production Coordination Services, Creative Asset Management Services, Quality Assurance and Compliance Services)
e. Production Requirements (Creative Development and Storyboarding Services, Pre-Production Management, Photography Production Services, Video Production, Television Commercial (TVC), Animation and Motion Graphics, Post-editing, Voice-Over, Music, and Audio Production Services, Talent, Production Design and Set Construction Services, Digital Content, Production Project, File Turnover and Archiving Services, Quality Assurance and Compliance Services)
f. Timeline for providing the Products/Services/Solutions

Supplemental Information:

- This RFI is non-binding and does not constitute a commitment to acquiring vendor's products or services.
- Vendors shall shoulder all costs associated in the preparation of their responses (e.g., conduct of Proof of Concept/Product Demo, among others).
- Responses received are to be used solely for informational and benchmarking purposes only.
- Documents or information provided with the responses shall become property of MERALCO.
- No bid fees are to be imposed in relation to this RFI.
- NDA is required prior to the release of TDS, drawings, and confidential data to the vendors.

MERALCO reserves the right to:

1. Issue an addendum to the RFI at any time as a result of questions, changes in submission schedule, or other matters; and
2. Cancel or re-issue the RFI on a reasonable basis.

The Letter of Intent (LOI) must be submitted in portable document format (PDF) via email to group.CorporateLogistics.Supplies@meralco.com.ph not later than 11:59 PM of November 24, 2026. **LOI email subject format should be NG1126-1026-1i CREATIVES AND PRODUCTION SERVICES FOR MERALCO MARKETING AND BRAND EXPERIENCE <VENDOR NAME>.** For inquiries or clarifications prior to the submission deadline, respondents may communicate directly through the indicated email address.

(sgd.)
LUISITO B. ACUÑA
Head, Supply Chain Management

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