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

INVITATION TO BID

(BAC CONTROL NO. NG1126-1022-1)

CONTRACT FOR 2026 MERALCO LUNAR NEW YEAR PARTNERSHIP STORY

Interested vendors are invited to participate in the bidding for the Contract for 2026 MERALCO Lunar New Year Partnership Story. Details of the requirement are included below:

SCOPE OF SERVICES:

The agency/vendor will be responsible for:

- Developing the campaign's creative strategy, messaging, and visual identity.
- Planning and executing photo and video shoots featuring one MSME and one DJP customer.
- Producing digital campaign materials, including static, animated, and video content for multiple online channels.
- Managing revisions and approval processes with stakeholders.
- Delivering all final campaign assets, source files, and implementation guides for deployment.

CALENDAR OF ACTIVITIES:

ACTIVITY	DATE	TIME
Submission of Letter of Intent (LOI) and Eligibility Requirements	November 10 – 12, 2026	Until 11:59 PM of November 12, 2026
Issuance of Bid Documents	November 23, 2026	Until 11:59 PM of November 23, 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.

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 advertising and creative services.
   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: NG1126-1022-1 | LOI | CONTRACT FOR LUNAR NEW YEAR PARTNERSHIP STORY | *VENDOR NAME***
- **Deadline: November 12, 2026, 11:59 PM**; late submissions, whether completely or partially received by MERALCO 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 submission 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 advertising and creative services, particularly in campaign development and the production of digital marketing materials;
- Capability to on-board 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 and 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 ground 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): No bid fee requirement.

(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