

Company: Manila Electric Company, Pasig City, Philippines

Company Description: Meralco is the largest private sector electric distribution utility company in the Philippines with 119 years of energy expertise. It is also a home of innovation, dynamism and customer centricity. One of its subsidiaries, Bayad, is the country's pioneer and leader in the Outsourced Payment Collection Industry, offering the public a reliable and convenient bills payments.

Nomination Category: Video Categories

Nomination Sub Category: Sustainability & Environment

Nomination Title: A Global Breakthrough: MTerra Solar, the world's largest integrated solar and battery facility

1. Date this production was first released/publicly viewed:

The full-length video was first released on Nov. 21, 2024, during the groundbreaking event graced by the President of the Philippines.

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 171 words used.

The MTerra Solar campaign set out to achieve three core communications objectives: (1) raise public awareness of Meralco's commitment to renewable energy, (2) reframe solar energy as essential infrastructure rather than an abstract sustainability goal, and (3) build national pride around a Filipino-led clean energy milestone.

To meet these goals, the campaign centered on authentic storytelling—featuring local workers, community members, and executives—to humanize the scale of the project. A high-impact video was launched during the groundbreaking ceremony, attended by the Philippine President, and amplified through social media, cinema ads during the Metro Manila Film Festival, and PR outreach.

The results were powerful: the video's edited version garnered [REDACTED FOR PUBLICATION] views at an industry-low [REDACTED FOR PUBLICATION] CPV; cinema ads reached [REDACTED FOR PUBLICATION] million people; and media coverage earned [REDACTED FOR PUBLICATION] million in PR value. A focus group confirmed emotional resonance and increased pride among Meralco customers.

Through compelling, community-centered storytelling, the campaign successfully shifted perception, establishing MTerra Solar not just as an energy facility, but as a national symbol of innovation and resilience.

3. Provide the applicable creative and production credits for this entry:

The different creative and production teams were part of the success of this campaign:

Ideation - Red Balloon Events Services

Production - Unitel and Straight Shooters, Media Inc.

Media - Starcom Philippines (A division of Sun Reachers Inc)

Attachments/Videos/Links:

[A Global Breakthrough: MTerra Solar, the world's largest integrated solar and battery facility](#)



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