



Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF PAMPANGA

ADVISORY NO. 008, s. 2026

March 9, 2026

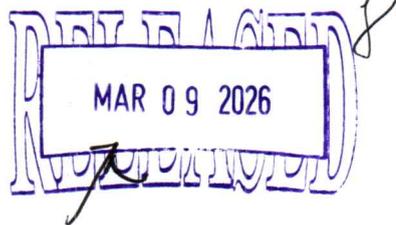
In compliance with DepEd Order No. 8, s. 2013 this advisory is issued not for endorsement per DO 28, s. 2001 but only for the information of DepEd officials, personnel/staff, as well as the concerned public

“CATCH ADVERTISING INCORPORATED, THE PARTNER AGENCY OF MONDE NISSIN”

Attached herewith is the letter from Ms. Ofelia Castro, Areal Manager of Catch Advertising Incorporated offering “Pack and Play” activity for the brand products of Monde Nissin. The activity aims to conduct interactive engagement activities, product sampling, and redemption programs designed to provide students with a fun and meaningful experience while promoting responsible participation and awareness of partner-supported initiatives.

Participation of learners and teachers from public and private schools shall be purely **voluntary** and will not hamper instructional time in compliance with the provisions of DepEd Order (DO) No. 003, s. 2024 titled Amendment to DepEd Order No. 022, s. 2023 (Implementing Guidelines on the School Calendar and Activities for the School Year 2023–2024) and DO 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance Therewith and the policy on off-campus activities stated in DO 66, s. 2017 and **no collection policy** as stated in Section 3 of Republic Act No. 5546, An Act Prohibiting the Sale of Tickets and / or the Collection of Contributions for Whatever Project or Purpose from Students and Teachers of Public and Private Schools.

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SCHOOLS DIVISION OFFICE
City of San Fernando Pampanga

Dear Madam/Sir,

Greetings!

Lucky Me! acknowledges the increasing influence of children as consumers, with their pester power and their ability to significantly influence their parents' buying choices. Recognizing that brand loyalty and affinity can take root early in life, Lucky Me! sees schools as crucial touchpoints where a captive youth audience can be engaged especially with the gradual return of the face-to-face classroom setup in schools.

With the goal of driving and owning moments and occasions for Lucky Me! Instant Mami, Lucky Me!'s school-based brand-building program "Pack and Play" will be revived to strengthen the brand's affinity among elementary school students.

As **CATCH ADVERTISING INC.**, the partner agency of **Monde Nissin**, we kindly seek your assistance in endorsing this initiative to public schools within your division. We aim to collaborate with each school for product sampling, interactive activities, and redemption programs designed to engage students meaningfully.

Your endorsement will be invaluable to the success of this activity, and we greatly appreciate your support in this endeavor.

For any questions or clarifications regarding the Pack and Play activity, please feel free to reach out to me directly or contact Mr./Ms. Normalyn Nucido, our School Negotiator, at 09507874408 (Contact No.). We look forward to your positive response.

Thank you for your attention and support.

Respectfully


Ofelia Castro

Areal Manager

0915-115-8289

Contact Number

Catch Advertising Inc.