



PAKISTAN INDUSTRIAL DEVELOPMENT CORPORATION (PVT.) LTD. (PIDC)



Invitation of Applications for Appointment of Advertising Agencies

Pakistan Industrial Development Corporation (Pvt.) Ltd. (PIDC) invites applications for the appointment of one or more Press Information Department (PID) and All Pakistan Newspapers Society (APNS) accredited advertising agencies on its panel, as per Press Information Department (PID) Advertisement Policy 2021. The agencies will be required to design and implement communication strategies for PIDC's initiatives, through various channels; such as print, electronic, outdoor, digital etc., as per the requirement identified by PIDC.

The Agencies must have the experience of strategic communication planning based on market and consumer research; above and below the line advertising activities; and media research, planning and buying activities to ensure effective designing and implementation of communication strategies.

The Agencies should have a complete advertising setup for electronic/print/digital advertising including creatives, client service and media planning & buying and offices in major cities of the country. They must have at least 10 years of experience in the advertising business for leading clients.

Interested advertising agencies, eligible as per PID Guidelines may submit their applications in a sealed envelope to below given address, on or before October 17, 2022, latest by 10:30 AM, subject to the specified terms and conditions. The applications will be opened at 11:00 AM on the same day in the Board Room of PIDC.

Terms of References (TORs) Document, which entail application form and detailed terms and conditions can be downloaded free of cost from the website of PIDC: <https://pidc.com.pk/tenders/> & PPRA: <https://www.ppra.org.pk/>

Selected Agency will use its resources for publication of advertisement of PIDC in print/outdoor/electronic & digital media as per PID Advertisement Policy and on PID approved rates and without any additional cost or service charges.

Note:

1. No compensation or payment for the presentation or for the production of material will be given to the participating agencies.
2. Conditional entries will not be entertained.
3. PIDC reserves the right to accept or reject any application as per PPRA Rules.
4. Only short listed advertising agencies will later be invited for presentations.

Manager Marketing & Customer Service

Marketing Department, Pakistan Industrial Development Corporation (Pvt.) Ltd.,
2nd Floor, PIDC House, Dr. Ziauddin Ahmed Road, Karachi Tel: 021-38266666-69
Website: <https://pidc.com.pk> Email: marketing@pidc.com.pk

Size-17x4



PAKISTAN INDUSTRIAL DEVELOPMENT CORPORATION (PVT.) LTD.

Terms of Reference (TORs)

Invitation of Applications for Appointment of Advertising Agencies

Date and Time of Submission: October 17, 2022 until 10:30 AM

PAKISTAN INDUSTRIAL DEVELOPMENT CORPORATION (PVT.) LTD.

INVITATION OF APPLICATIONS FOR APPOINTMENT OF ADVERTISING AGENCIES

Interested advertising agencies accredited with Securities and Exchange Commission of Pakistan (SECP), All Pakistan Newspapers Society (APNS), Pakistan Broadcasting Association (PBA) and acknowledged by Press Information Department (PID) (registered with Sales Tax and National Tax Authorities & Sindh Revenue Board) are invited to submit application in closed/sealed envelope duly marked "Application of Advertising Agencies".

Application documents can be downloaded free of cost from the website of PIDC: <https://pidc.com.pk/tenders/> & PPRA: <https://www.ppra.org.pk/>

Agencies will submit proposals by **October 17, 2022 up to 10:30 AM**. The applications will be opened at 11:00 AM on the same day in the Board Room of PIDC.

Thanking you,

Yours faithfully

Manager Marketing & Customer Service,
Marketing Department,
Pakistan Industrial Development Corporation (Pvt.) Ltd. (PIDC)

PAKISTAN INDUSTRIAL DEVELOPMENT CORPORATION (PVT.) LTD.

TERMS & CONDITIONS FOR APPOINTMENT OF ADVERTISING AGENCIES

1. INTRODUCTION

PIDC is a Federal Govt. entity established in 1952 to initially set up industrial base in the country. Over the course of next 32 years PIDC setup 94 industrial units, which helped to develop industrial base across the country. Since then, gradually industrialization has been picked up by Private Sector, and PIDC role has evolved into that of a facilitator of industrial development by creating enabling environments for different segments of industries, mainly through subsidiary companies. PIDC is currently focusing on the development of Industrial Infrastructure as the only Federal Government Developer of Special Economic Zones (SEZs) in the country. In addition, PIDC is also developing capacity to provide Research & Analysis input to support Federal Govt. in policy making.

PIDC invites application from reputable advertising agencies to meet its communication and advertising needs.

Interested agencies, capable of competing as per PID Guidelines may submit their application in sealed envelopes to the advertised address, on or before **October 17, 2022, latest by 10:30 AM**. The proposals will be opened at 11:00 AM on the same day in the Board Room of PIDC.

Selected Advertising Agencies/Firms (“the Agencies/Firms”) will use their resources for publication of advertisement of PIDC in print/outdoor/electronic & digital media as per PID Advertisement Policy and on PID Approved Rates and without any additional cost or service charges.

2. ELIGIBILITY

The Agencies/Firms will be eligible to take part in the application process that meet the following eligibility criteria and produce evidences thereof:

- a. Registration with the Sales Tax and Income Tax authorities.
- b. Accreditation with Securities and Exchange Commission of Pakistan (SECP); All Pakistan Newspapers Society (APNS); Pakistan Broadcasting Association (PBA) and acknowledged by PID.
- c. Affidavit on stamp paper indicating that the Agency/Firm is not black listed /suspended by APNS, PBA, PTV, Radio Pakistan, other channels, or any other organization.
- d. Certificate to the effect that the Agency/Firm will make payment of all dues relating to PIDC to all newspapers and other media, payment of which will be released to them by PIDC, if any.
- e. Federal Board of Revenue Income Tax / CGT payment certificate.
- f. Provincial Revenue Board Certificate.
- g. Minimum Ten (10) years of experience.
- h. Minimum annual turnover/revenue of Pak Rupees 75 million.
- i. Should have experience with at least Two (2) Clients from the Govt. sector for minimum of Two (2) Years each.

- j. Should have experience with at least Five (5) Clients from the Private sector for minimum of Two (2) Years each.
- k. Should have experience with at least Three (3) advertising campaigns, based on Electronic, Print & Digital means, for any of their client, with a campaign budget of PKR 30 million or above during the last Three (3) years

3. INELIGIBILITY

An Agency/ Firm shall not be eligible if;

- a. It is presently suspended by PID or APNS;
- b. It has been blacklisted by APNS, PBA, PTV, Radio Pakistan, other channels, or any other organization;
- c. It has been sanctioned by National Counter Terrorism Authority (NACTA);
- d. It is owned by Employee of PIDC or Federal or Provincial Government;
- e. It is owned by a Minor child / dependent of employee of PIDC;
- f. Agency/Firm or its Director is presently involved in default with PID or APNS; and
- g. It is deficient in term of requirements of clause '2' of this document.

4. SUBMISSION OF APPLICATION

- a. Interested Agency/Firm may submit their application in sealed envelopes, addressed to "Manager Marketing & Customer Service", Marketing Department, Pakistan Industrial Development Corporation (Pvt.) Ltd., 2nd Floor, PIDC House, Dr. Ziauddin Ahmed Road, Karachi on the date and time as advertised.
- b. Interested Agency/Firm shall enclose the information duly supported with documentary evidence with their application form.
- c. All documents/papers must be attested by Authorized Representative of the Agency/Firm. Letter of authority in favour of authorized person shall be provided along with the application.
- d. PIDC can ask for any other relevant information/document before or after selection and appointment;
- e. Agency/Firm shall ensure transparency in submission of application and submit an integrity pact as per Annexure-I on the letterhead duly signed by the authorized representative; and Affidavit/Declaration as per Annexure-II on stamp paper
- f. Applications received through fax, cable, email or any other mode or means, except as prescribed above, shall not be considered.

5. APPLICATION FORM

General Information:

Name of Agency/Firm:	
Abbreviated Name:	
National Tax Number (NTN):	
Sales Tax Registration Number:	
SECP Certificate of Incorporation Number:	
Company's Date of Formation / Incorporation:	
Number of Employees:	

Registered Office Address:	
City:	
Phone Number:	
Mobile Number:	
E-mail Address:	
Website:	

Branch Office Address:	
City:	
Phone Number:	
Mobile Number:	
E-mail Address:	

Branch Office Address:	
City:	
Phone Number:	
Mobile Number:	
E-mail Address:	

Branch Office Address:	
City:	
Phone Number:	
Mobile Number:	
E-mail Address:	

Financial worth of the Applicant Agency:

Please Provide Required Data from the Most Recent Last Three (3) Years Audited Financial Statements	Financial Years:	Revenue (Pak Rupees)	Profit/Loss (Pak Rupees)
	2020-21		
	2019-20		
	2018-19		

Management Details:

Name of CEO/Chairman:	
CNIC No.:	
Mobile Phone:	
E-mail:	

List of Board of Directors/Management/Key Team members (Branding/Creatives/Client Service/Media Planning & Buying)

Sr. No.	Name	Position	Mobile Phone	E-mail
1				
2				
3				
4				
5				
6				
7				

Experience in advertising services:

Tick the box with relevant years of experience

10	11	12	13	14+

List of at least Five (5) Clients from Private Sector served for minimum of Two (2) years each (also attach supporting documents):

Sr. No.	Name of Client	No. of years served
1		
2		
3		
4		
5		

List of at least Two (2) Clients from Govt. Sector served for minimum of Two (2) years each (also attach supporting documents):

Sr. No.	Name of Client	No. of years served
1		
2		

List of at least Three (3) Advertising Campaigns, based on Electronic, Print and Digital means, with a campaign budget of minimum PKR 30 million, executed in last Three (3) years (also attach supporting documents including strategy, creatives and plans):

Sr. No.	Name of Campaign / Brand / Client	Year of Campaign	Budget of Campaign
1			
2			
3			

Any business details already done with the PIDC or its subsidiaries:

<u>Yes</u>		<u>No</u>	
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If Yes, please specify:

List of Documents to be attached with Application Form/Mandatory Required Attachments:

- a. Profile Document of Agency/Firm;
- b. Copy of registration of incorporation;
- c. Details/certificates of registration with Income Tax, Sales Tax, APNS;
- d. Proof of enlistment with PID.
- e. Particulars of permanent technical staff, their qualification and experience;
- f. Letter of authority in favour of authorized person, who will negotiate appointment formalities;
- g. Copy of APNS accreditation/Non-suspension certificate from APNS and PBA;
- h. Affidavit on Stamp paper of Rs:100, stating that there was no previous litigation of Agency/Firm with PIDC and that the Agency/Firm has not been black listed by APNS, PBA, PTV, Radio Pakistan, other channels, or any other organization;
- i. Proof of Financial Soundness (Bank Reference/Bank Statement & Audited Report/Accounts);
- j. Certificate of Incorporation/oldest contract/sufficient documentary evidence to prove minimum 10 years of experience;
- k. Copies of contract/sufficient documentary evidence of experience with at least Two (2) clients from the Government sector, which have been served for a minimum of Two (2) years each for their advertising services;
- l. Copies of contract/sufficient documentary evidence of experience with at least Five (5) clients from the Private sector, which have been served for a minimum of Two (2) years each for their advertising services;
- m. Copies of contract/sufficient documentary evidence of experience with at least Three (3) advertising campaigns of any of their client with a campaign budget of PKR 30 million or above, executed during the last Three (3) years;
- n. Proof of Listed Clients.

The information given above is true to the best of our knowledge; we undertake to inform PIDC, of any changes that may take place later in the status of Agency/Firm or its Management. We have also read and understood the terms and conditions for appointment of Advertising Agency/Firm and hereby give our unconditional acceptance to the same.

<u>COMPANY'S STAMP</u>

<u>AUTHORIZED REPRESENTATIVE</u>
Signature:
Name:
CNIC:
Designation:

6. SELECTION PROCESS:

Selection Process comprises of two Phases;

i. Phase I: Short Listing of Firms:

PIDC's Evaluation Committee will scrutinize applications and supporting documents submitted by agencies/firms. After the announcement of evaluation report, short-listed agencies/firms will be invited for final presentations.

ii. Phase II: Presentations by short-listed Advertising Agencies/Firms:

Shortlisted agencies/firms will be communicated, via email or letter, of the time and date for delivering of their presentation to a Selection Committee comprising a PID representative, an external media expert and PIDC's representative for the final selection of the Agency/Firm for appointment on PIDC's panel.

7. EVALUATION OF APPLICATIONS FOR SHORT-LISTING (Phase I):

- a. Applications shall be evaluated purely on merit subject to Eligibility and Ineligibility conditions and minimum requirements wherever described in the advertisement published in the newspaper & TORs;
- b. The evaluation of applications shall be scored on Five (5) categories for total of 25 evaluation marks. Each category has specific marks as mentioned below. A **minimum of 18 total marks** will be required to get short-listed.

Sr. No.	Category Against which Application is Evaluated for Short-Listing	Marks Scored	Total Marks Allocated
1	<p><u>Financial worth of the Applicant Agency:</u> 01 Mark will be allocated for Minimum Revenue/Turnover of Pak Rupees 75 million. Each incremental slab of revenue/turnover of Pak Rupees 25 million will be allocated 01 Mark, up to maximum of 04 Marks. The Revenue/Turnover from the Most Recent of the Last Three (3) Years Audited Financial Statements will be used for evaluation purpose.</p>		05
2	<p><u>Experience in advertising services:</u> 01 Mark will be allocated for Minimum Experience of 10 Years. Each additional year of experience will be allocated 01 Mark, up to maximum of 04 Marks.</p>		05
3	<p><u>List of at least Five (5) Clients from Private Sector served for minimum of Two (2) years each:</u> 01 Mark will be allocated for having served Minimum of Five (5) Clients from Private Sector for Minimum of 2 Years each. For each additional client served under this category, 01 Mark will be allocated, up to maximum of 04 Marks.</p>		05
4	<p><u>List of at least Two (2) Clients from Govt. Sector served for minimum of Two (2) years each:</u> 01 Mark will be allocated for having served Minimum of Two (2) Clients from Government Sector for Minimum of 2 Years each. For each additional client served under this category, 01 Mark will be allocated, up to maximum of 04 Marks.</p>		05
5	<p><u>List of at least Three (3) Advertising Campaigns, based on Electronic, Print and Digital means, with a campaign budget of minimum PKR 30 million, executed in last Three (3) years:</u> 01 Mark will be allocated for having executed, in last 3 Years, Minimum of Three (3) advertising campaigns, under this category. For having executed each additional advertising campaign under this category, 01 Mark will be allocated, up to maximum of 04 Marks.</p>		05
	TOTAL		25

- c. The Evaluation Committee may call any explanation/detail, during evaluation; however, the substance of original submitted/dropped application cannot be changed under any circumstances.
- d. The Evaluation Committee will short-list applicants who will be intimated subsequently for Final Presentation in front of the Selection Committee as per PID Guidelines.

8. PRESENTATIONS BY SHORT-LISTED AGENCIES/FIRMS (Phase II):

Short-listed advertising agencies/firms will be required to give a **20 minutes** presentation comprising of two parts:

Part 1: A proposed communication and advertising strategy and plan from the agency/firm to effectively communicate PIDC's key initiatives and support PIDC in achieving its goals (10 minutes).

The presentation must show key elements of communication strategy comprising:

- (i) strategic communication goals;
- (ii) objective measures of success of the communication strategy;
- (iii) ways of market and consumer research to design strategies and plans;
- (iv) ATL (above the line) & BTL (below the line) advertising activities;
- (v) platforms of communication and advertising;
- (vi) ball park budget estimates for various components of plans; and,
- (vii) measures of research based impact analysis.

Part 2: Showcasing the best campaign among the three listed in the application form (10 minutes).

The presentation must show the full journey of the campaign design, execution and impact analysis in establishing the brand. This entails:

- (i) concept and strategy of the campaign,
- (ii) creatives and artwork;
- (iii) media plan; and
- (iv) indicators used to measure success of the campaign and their outcome.

The presentation will be made before the Final Selection Committee, constituted under PID Guidelines. Presentation format should be PowerPoint based and the laptop and other necessary equipment/requirement shall be arranged by the shortlisted agency/firm for this purpose.

9. APPOINTMENT OF ADVERTISING AGENCY/FIRM:

- a. The Agency/Firm, that meets the criteria and is recommended by the Final Selection Committee constituted for this purpose, will be appointed on panel of the PIDC for further business as per PID Guidelines;
- b. PIDC may appoint one or more Agencies/Firms and business can be allocated/distributed among the appointed advertising agencies/firms as per PID Guidelines.

10. DOCUMENTS AND CONTRACT:

- a. In case of appointment of Agency/Firm, advertisement published in the newspaper, TORs and Application of the Agency/Firm will constitute the contract;
- b. The Agency/Firm shall be responsible for completion/submission/execution of all documents, as notified from time to time, within Ten (10) days i.e. from the date of award of the contract;
- c. The documents, invitation of application and all the information/documents provided/submitted by the Agency/Firm shall be treated as integral part of the contract;
- d. Appointment of the Agency/Firm will be for a period of Two (2) years, extendable further as per PID's Guidelines, subject to satisfactory performance;
- e. PIDC can call invitation from other Agency/Firm during the currency of contract;
- f. PIDC at its own discretion can appoint any other Agency/Firm during the currency of contract after following the due process as per PID guidelines;

11. SCOPE OF WORK:

- a. To develop and execute communication and advertising strategies for the various initiatives of PIDC;
- b. To develop objective metrics for determining how successful PIDC is in achieving its strategic communication goals
- c. To develop and launch communication activities including media campaigns on all available channels including Electronic, Print, Digital, Out of Home (OOH) media.
- d. To develop campaign related creatives/collaterals including TVCs and adapts, testimonial and influencer videos, explainer videos, press ads, branding and event collaterals, digital collaterals and other communication and campaign related material such as briefs, articles, press releases as well as clarifications/rebuttals, if required.
- e. To arrange release and publication of all types of advertisements (including operational & administrative tender/legal notice/public notices and publicity/corporate advertisement/banners for special publications/events etc.).
- f. To develop and launch special supplements, publicity campaigns, brand activation, event branding, etc. whenever required.
- g. To see the affairs with PID and ensure compliance of Govt. Advertisement Policy.
- h. Advertising agency will be responsible for providing media monitoring services of the campaign;
- i. In addition to the above, to perform any other media related job, required by PIDC, without any charges.

12. PAYMENT:

- a. All the payment to the Agency/Firm shall be made in accordance with the prevailing federal government policy and PID Guidelines, applicable for public corporations and on PID approved rates;
- b. Any financial claim of the Agency/Firm in relation to scope of work (clause 11 of this document) shall not be considered;
- c. In case of any excess payment made by PIDC due to inadvertent fault/negligence of the Agency/Firm, same shall be recovered from the advertising agency/firm by PIDC as per the applicable laws.

13. GENERAL CONDITIONS:

- a. PIDC reserves the right to accept/reject wholly or partially any application at any stage of the process. Reasons shall only be provided on written request.
- b. The decision of the PIDC will be binding on all concerned and in no case will be challengeable at any forum or any court of law.
- c. Applications are liable to be rejected if; they do not conform to the terms and conditions of prequalification documents.
- d. During the prequalification process as per criteria, PIDC at its sole discretion may ask for clarifications of any aspect. However, no change shall be made in prequalification criteria without bringing the same to the knowledge of all the participants/allowing equal opportunity & level playing field.
- e. If any evidence of misstatement or concealment of fact is found against any Agency/Firm, PIDC has the right to disqualify the agency even after announcement of qualification of the agency.
- f. Incomplete and conditional applications will not be entertained.
- g. For this application process, all clarifications shall be communicated through email or by courier to the PIDC, within 2 days of such clarification is sought.
- h. Information/documents along with application submitted via email or fax will not be entertained.

14. TERMINATION CLAUSE:

- a. PIDC or the Agency/Firm may terminate this Contract any time after giving written notice of its intention of termination at least Thirty (30) days prior to the intended date of termination.
- b. The Agency/Firm shall keep rendering its services up to the date of expiry of the said one month's notice period.
- c. PIDC and the Agency/Firm shall settle all the outstanding transactions under this contract up to the date of expiry of the said one month's notice period. During the notice period no new transaction shall be undertaken with the Agency/Firm
- d. The Agency/Firm shall not be entitled to any claim of whatsoever nature or raise any demand against PIDC after the date of expiry of the said one month's notice period.

15. DISPUTE RESOLUTION CLAUSE:

Both PIDC and the Agency/Firm expressly consent that in the event of any dispute relating to the provisions of the contract, it shall be referred to “Chief Executive Officer – PIDC” for amicable resolution by way of mediation and his decision shall be final and binding upon both the parties. However, if the dispute remains unresolved, the same shall be resolved through arbitration under the Arbitration Act-1940. The place for dispute resolution through arbitration shall be Karachi.

INTEGRITY PACT

PAKISTAN INDUSTRIAL DEVELOPMENT CORPORATION (PVT.) LTD.

_____ **[the Agency/Firm]** hereby declares that it has not obtained or induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Pakistan (GoP) or any administrative subdivision or agency thereof or any other entity owned or controlled by it (GoP) through any corrupt business practice.

Without limiting the generality of the foregoing, **[the Agency/Firm]** represents and warrants that it has fully declared the brokerage, commission, fees etc. paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside Pakistan, either directly or indirectly through any natural or juridical person, including its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of a contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP, except that which has been expressly declared pursuant hereto.

[The Agency/ Firm] certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with GoP and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.

[The Agency/ Firm] accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this declaration, representation and warranty. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other right and remedies available to GoP under any law, contract or other instrument, be voidable at the option of GoP.

Notwithstanding any rights and remedies exercised by GoP in this regard, **[the Advertising Agency]** agrees to indemnify GoP for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to GoP in an amount equivalent to ten times the sum of any commission, gratification, bribe, finder's fee or kickback given by **[the Advertising Agency]** as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP.

Name of Authorized Signatory: _____

Signature: _____

CNIC No.: _____

**AFFIDAVIT /
DECLARATION**

I, _____ S/o _____, Director of M/s _____, having NTN # _____, holding CNIC # _____, do hereby state on solemn affirmation as under:-

1. That the above-named Advertising Firm/Agency has not been adjudged an insolvent from any Court of law.
2. That no execution of decree or order of any Court remains unsatisfied against the above-named Advertising Firm/Agency.
3. That the above-named Advertising Firm/Agency has not been compounded with its creditors.
4. That the above-named Advertising Firm/Agency has not been convicted of a financial crime.

That whatever stated above is true and correct to the best of my knowledge and belief.

City: _____ Dated: _____

**Deponent
DIRECTOR**

Solemnly affirmed and stated by the above-named deponent, personally, before me, on this _____ day of _____, 2022, who has been identified as per his CNIC.

OATH COMMISSIONER FOR TAKING AFFIDAVIT