

Expression of Interest for Marketing of Airtime on In-flight Screens and Selling of Advertisement Space in Cabin and Pax Amenities

- Pakistan International Airlines Corporation (PIAC), National Flag Carrier, having 62 destinations world wide and the premier airline of the region is in the phase of re-vamping its resources and modernization of its fleet / services according to the needs of today's aviation world.
- In order to offer innovative services to its precious customers, PIAC intends to hire the services of well-established and highly experienced advertising houses / media companies for the following:
 1. Marketing of Airtime on In-flight Screens
 2. Selling of Advertisement Space in Cabin and on Pax Amenities

For details of the **Scope of Work, and Evaluation Criteria**, please visit the PIA and PPRA websites at www.piac.com.pk and www.ppra.org.pk.

- Interested parties are required to submit their complete Company Profile, Relevant Documents and PIAC Pre-qualification Form on / before **April 12, 2010 till 1030 Hrs (PST)**.
- PIAC Pre-qualification form is available and can downloaded from www.piac.com.pk
- All proposals will be opened @ 1100 Hrs (PST) on the date mentioned above in the presence of the representative of the parties who wish to attend.
- Proposals can also be sent through courier addressed to:
 - Director (Procurement Logistics & Food Services)
 - PL&F Department,
 - PIAC Head Office,
 - JIAP, Karachi.
 - Tel: +92 9904 3158, 9904 4216
 - Email: khijhpk@piac.aero
- PIA will not be responsible for any postal delay. Proposals received after above mentioned date / time will not be considered.

DGM Purchase Technical (Commercial)

Scope of Work

The Incumbents Company will be responsible to carry out the following activities:

- Develop and excute a marketing campaign in local and international market to attract potential sources.
- Timely deliver the advertisements to PIAC in a suitable manner to include in PIA In-flight Entertainment Program and pasting on Pax Amenities.
- Maintain proper record of collection of Revenue from all sources and pass-on PIAC share on time.

Evaluation Criteria

The evaluation shall be conducted in two phases:

1) Company Profile and Experience : (Marks Allocated 25)

Experience in the in the field of advertisement.

Company Profile /Experience	Experience
25 Marks	20+ years
20 Marks	15+ years
10 Marks	10+ years
5 Marks	5+ years
2 Mark	1+ years

2). Clientage Details : (Marks Allocated 25)

- a. With high budget organizations (Marks Allocated 25)
- b. Medium budget organizations (Marks Allocated 15)
- c. Low budget organizations (Marks Allocated 10)

Clientage Details	Total Agency Billing
25 Marks	* US\$4m+
15 Marks	US\$1m+
10 Marks	>US\$1m

* Or Equivalent in PAK Rupees

3). Personnel Experience:

(Marks Allocated 20)

Full-time senior executives / key appointments with Qualification / Certifications who have worked in and with internationally recognised marketing communications organizations across the world.

Personnel Experience	Experience	Qualification
20 Marks	Major intl. group in 3+ Areas	Creative, planning and account management MBA+ or equivalent
15 Marks	Major intl. group in 2+ Areas	Account management and planning MBA+ or equivalent
10 Marks	Major intl. group in 1+ Areas	1 Area MBA+ or equivalent
5 Marks	Major intl. group in 1 Areas	International Trade Association qualification
3 Mark	International Affiliate	Bachelor level marketing qualification in 2+ departmental areas above
0 Marks	No international experience	No recognised qualification

4). Financial Health:

(Marks Allocated 20)

Participating organisation must provide annual Turnover alongwith Net Profit before Tax and Net Profit Margins.

Financial Health	Turnover
20 Marks	* \$5m+
15 Marks	\$4m+
10 Marks	\$3m+
5 Marks	\$2m+
3 Mark	\$1m+
0 Marks	<\$1m

*** Or Equivalent in PAK Rupees**

5). Experience with reference to the airline industry:

(Marks Allocated 10)

Proven experience and references from internationally recognised airlines in similar exercise.

Airline Experience	Full Service with the Airline (Similar Area)
10 Marks	5 years+
8 Marks	4 years+
6 Marks	3 years +
4 Marks	2 year+
2 Mark	1 year
0 Marks	<1 year

NOTE :

Please download and complete PIA Pre-Qualification Document for Suppliers / Vendors / Distributors / Service Providers from www.piac.com.pk (web content PIA for Business).

This document is a integral part of the Prequalification Process.