PAKISTAN INTERNATIONAL AIRLINES

Request for Proposal
Prequalification of PR/advertising agency

DATE OF ISSUE: 28-03-2014
LAST DATE & TIME OF SUBMISSION: 17-03-2014
REF: GMBRND/25 FEB/14

Prequalification of PR/Advertising agency

M/s _____________________

Dear Sir,

We are pleased to invite your Pre Qualification document from Advertising & PR Media Management firms. The terms and conditions are given below:-

A) SUBMISSION OF DOCUMENTS

1. You are required to send your documents in sealed condition addressed to General Manager Brand Management, Room No. 259, 2nd floor, PIA Head Office Building, Karachi latest by 17-03-2014 till 1000 Hrs.

2. Documents received after stipulated date & time shall not be considered. The Corporation will not be responsible for postal delays. The decision of General Manager Brand Management in this respect shall be final and binding.

3. Bidders are required to submit a Pay Order in favor of Pakistan International Airlines for Rs. 15,000/- (non refundable) as fees along with the Proposal. Cheques or call deposit will not be accepted.

4. Documents sent by e-mail will not be accepted. Application received after the deadline for submission will not be considered. Applicant failing to provide the requested information will be disregarded. PIA has complete right to disqualify any applicant at any stage if it is being found as blacklisted, delayed application submission, false information and in any other activity against the corporation.

B) PREPARATION OF DOCUMENTS

- The documents submitted shall comprise of a single package containing one envelope, marked prequalification of PR/advertising agency.

- After screening of the received documents, presentation of media PR proposals will be invited. Venue and timing will be communicated to the bidders in advance.

- Successful bidder will be selected on basis of evaluation criteria of prequalification in second phase as mentioned in detail.

- PIA reserves the right to accept/reject or annul the Pre-qualification with assigned reason.
C) DURATION OF CONTRACT

a) Contract will be awarded for a period of two years, extendable for further two periods, subject to the satisfactory performance and mutual consent.

Yours truly,

Manager Purchase Commercial
Procurement & Logistics Department
Tel: 021 - 9904 3081, 9904 5379
Email: dgm@piac.aero, contract.administration@piac.aero
Introduction

In this day and age due to competition, availability and access to vast information the customers both existing and potential have become more information savvy. These days the customers keep an eye on every bit of available information that acts as a cue for evaluating a company/product/service. Pakistan International Airlines being the National Flag Carrier and one of the most popular Brands in Pakistan and abroad (Pakistani expatriates) is always in the news and talk of the town. PIA has decided to address the media relations publicity, revival of PIA’s overall brand image and reinforcement of PIA as a National Flag Carrier in domestic and international market.

PIA is looking for a leading professional and full service Communications/Public Relations Firm based in Pakistan with (foreign affiliation) to handle its Corporate Communications assignments on a retainer ship basis. The firm should have valid experience of Handling PR functions of International airline with over 30 International destinations and able to handle PR functions effectively even in difficult situation faced by the airline industry. Expression of Interest (EOI) is invited from interested Companies for pre-qualification.

The Selection of PR firm will be based on a transparent and competitive bidding process for which the bidder is required to submit a technical proposal in compliance with the Terms of Reference/Scope of work.

Scope of Services

1. Develop and maintain corporate public relations and advertising policies, plans and programs to ensure effective public relations in projecting the Corporation’s image to the public. (Within and outside Pakistan). Communicate about airline’s plan of actions; develop plans to present a desirable, accurate and informed corporate image to media and concerned stakeholders and have the capacity and ability of handling digital media with reference to aviation industry practices.

2. Should monitor Electronic Media News Channels on 24/7 basis ensuring that prompt and up to date information is provided and relayed on specific / all TV news channels as airlines operations are on a continuous basis. Information and Clarifications, Rebuttals and Releases of events related to Marketing, all Operational areas/ Departments/ Divisions of PIA (within Pakistan and Abroad), CSR activities of the airline and emergency / crisis management situations to Electronic Media Channels (within Pakistan and Abroad). This includes favourable news tickers on all TV channels, answering queries of TV anchors on their live program shows and /or reporters at any time whenever inquired upon; ensuring elimination of negative news. Arranging interviews for Managing Director PIA, Chairman PIA and senior executives of the airline.

3. Should monitor Print Media Newspapers, Periodicals, Magazines ensuring that prompt and up to date information is provided and disseminated on specific / all TV news papers, as airlines operations are on a continuous basis. Information and Clarifications, Rebuttals and Releases of events related to Marketing, all Operational areas/ Departments/ Divisions of PIA (within Pakistan and Abroad), CSR activities of the airline and emergency / crisis management situations to Electronic Media Channels (within Pakistan and Abroad). This also includes answering queries of Print Media at any time whenever inquired upon; ensuring elimination of
negative news. Arranging interviews for Managing Director PIA, Chairman PIA and Senior Executives of the airline. Ensure coverage of news in at least 20 + major dailies of Pakistan, regional dailies & local dailies.

4. Develop public and policy statements to be made by Managing Director/Chairman and other top executives as required/research the content and prepare the material in close association with the concerned executive. Writing Articles, News stories/ Columns, Press Releases, Clarifications, Rebuttals and Letters to the Editor in Urdu & English languages maintaining a positive image of the airline.

5. Should monitor Digital Media content and ensure that prompt and up to date information is available on Social Media and or PIA website.

6. Should have and be able to maintain a close relationship with key members of the local and foreign press, government mass media agencies, public relations units of official bodies of the aviation industry and other airlines; to ensure that they have knowledge of present and future plans of the airline.

7. Maintain the quality standards of PIA in house news journals.

8. Develop and design advertising Media plan and execution as per corporation’s requirements and in line with airline’s Marketing strategies and action plans keeping in view the aviation industry practices, ensuring effective media reach spanning airline’s customers/ target market for airline’s services and CSR activities.

9. Should have established contacts with social, cultural and commercial organizations to obtain their goodwill and support in order to further the interest of the airline. Prepare advertising campaigns through appointed agencies. Media Management of Airlines operations as per Government policy.
Requirements of applicants:

i. Applicant has to submit application with all necessary documents.

ii. The firm must have adequate size, structure, staffing, facilities and financial standing to provide comprehensive services related to development and execution of Public Relations, media campaigns/events.

iii. They should be accredited with APNS & PBA and should not have been suspended by them in the last one year. The interested agencies/firms meeting the criteria should send an application with a complete profile.

iv. Must possess at least 15 years of successful experience related to the scope of work defined above of which 7 years of valid PR of an international airline of repute.

v. Experience of having operated globally and/or internationally either by itself or in active collaboration with international PR agencies is essential. Companies not having international experience will need to demonstrate availability of effective international linkages and institutional capacity to operate internationally and/or globally.

vi. The firm would either have its own effective media buying capability or have linkages with local and international media buying agencies to ensure the best value for money. The option of appointing a separate Media buying agency other than the appointed PR agency will remain with PIA.

vii. The firm must have the requisite technical and professional expertise reflected in the qualifications and experience of the personnel who would be dedicated/available to the PIA.

viii. The contract period will be for two years with a probationary period of three months. All payments will be made net of taxes in Pakistan Rupees.

Necessary Documents

All documents regarding evaluation should be submitted along with application

i. Registration letters and NTN certificates
ii. Company Profile (Human resource details, Financial health)
iii. Clientage details
iv. Media PR Experience certificate
v. Litigation history
vi. Accredited documents of APNS and PBA.
**Selection Procedure:**

**Phase 1**

i. Application submission with all necessary documents  
ii. Screening of application  
iii. Meeting with applicants (if necessary)  
iv. Technical evaluation as per the Evaluation Criteria mentioned in the documents  

**Phase 2**

Best proposals (Presentation) for Public Relations, Advertising and Event management each success story on the below mentioned factors at (Serial Nos. i-iv). Should have at least one success story for a company’s image building e.g. change of negative perception to positive perception.

i. TV/Radio  
ii. Newspaper media PR  
iii. Event management  
iv. Social Media

*Only Short listed companies will be called for presentation. The hard copy of presentation to be submitted along with documents.*
Evaluation Criteria

Participants will be evaluated as per criteria defined below. Total 40 evaluation marks will be allocated for 5 categories. One firm will be selected with highest marks.

1. Company Profile and PR/Advertising Experience (Marks Allocated 10)

Proven experience and references from internationally recognized brands in the fields of media PR and advertising and relevant projects.

<table>
<thead>
<tr>
<th>Marks</th>
<th>Experience (Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>22+</td>
</tr>
<tr>
<td>7-9</td>
<td>19-21</td>
</tr>
<tr>
<td>4-6</td>
<td>16-18</td>
</tr>
<tr>
<td>2-3</td>
<td>13-15</td>
</tr>
<tr>
<td>01</td>
<td>12 and below</td>
</tr>
</tbody>
</table>

*Experience certificate mentioning the number of years will be provided by the participant on its letter head.

2. Clientage Detail (Marks Allocated 5)

<table>
<thead>
<tr>
<th>Marks</th>
<th>Clients details</th>
</tr>
</thead>
<tbody>
<tr>
<td>05</td>
<td>20+ well recognized clients</td>
</tr>
<tr>
<td>04</td>
<td>15-19 well recognized clients</td>
</tr>
<tr>
<td>03</td>
<td>11-14 well recognized clients</td>
</tr>
<tr>
<td>01</td>
<td>10 well recognized clients</td>
</tr>
</tbody>
</table>

- Participant will provide the list of clients
- Participant will provide certificate of billing of the clients
1. Personnel Experience Qualification  
(Marks allocated 10)

**Marks allocation**

Full-time senior executives / key appointments who have worked in and with internationally recognized media communication organizations across the world.

<table>
<thead>
<tr>
<th>Marks</th>
<th>Experience (Years)</th>
<th>Title</th>
<th>Experience Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>20 personnel with 20+ years</td>
<td>10 Media officers&lt;br&gt;5 Event organizers&lt;br&gt;5 Press writers</td>
<td>20 years for writing and MEDIA PR, Editors, press conferences and event management</td>
</tr>
<tr>
<td>08</td>
<td>15 personnel with 15+ years</td>
<td>8 Media officers&lt;br&gt;3 Event organizers&lt;br&gt;4 Press writers</td>
<td>15 years for writing and MEDIA PR, Editors, press conferences and event management</td>
</tr>
<tr>
<td>04</td>
<td>10 personnel with 8+ years</td>
<td>5 Media officers&lt;br&gt;3 Press writers&lt;br&gt;2 Event organizers</td>
<td>8+ years for writing and MEDIA PR, Editors, press conferences and event management</td>
</tr>
<tr>
<td>02</td>
<td>5 personnel with 6+ years</td>
<td>2 Media officers&lt;br&gt;2 Press writers&lt;br&gt;1 Event organizers</td>
<td>6+ years for writing and MEDIA PR, Editors, press conferences and event management</td>
</tr>
</tbody>
</table>

Participant will provide a certificate of List of employees with Type/No. of Years experience

2. Financial Health  
(Marks allocated 10)

Participating organization must provide annual Turnover along with Net Profit before Tax and Net Profit Margins.

**Marks allocation**

<table>
<thead>
<tr>
<th>Marks</th>
<th>Turnover (PKR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>50 + million</td>
</tr>
<tr>
<td>08</td>
<td>40 + million</td>
</tr>
<tr>
<td>06</td>
<td>30 + million</td>
</tr>
<tr>
<td>04</td>
<td>20 + million</td>
</tr>
<tr>
<td>02</td>
<td>10 + million</td>
</tr>
</tbody>
</table>

3. Litigation History  
(Marks allocated 05)

Litigation history with any Firm/Airline current & pending on similar service.
Participant will provide letter with litigation cases list.

4. **PRESENTATION**

Best proposals (Presentation) for Public Relations, Advertising and Event management (05 marks for each success story on the below mentioned factors at Serial Nos. i-iii) and 05 separate marks for Serial No. v. Should have at least one success story for a company’s image building e.g. change of negative perception to positive perception.

i. TV/Radio (20 marks)

ii. Newspaper media PR(20 Marks)

iii. Event management proposal (15 marks).

iv. Social Media (05 Marks).

*Bidders will be selected on basis of qualifying marks totaling 75 out of 100. Presentation submitted along with documents. Presentations to be made when called upon by PIA at a specified date.*
General Manager Commercial Purchases & Contracts  
Procurement & Logistics Division  
Pakistan International Airlines  
Karachi

Subject: Undertaking to Execute Contract

Dear Sir,

1. We/I, the undersigned tenderer do hereby confirm, agree and undertake to do following in the event our / my tender for supply/ Advertising, PR Media Management services of _________________________________ to PIA is approved and accepted:

2. That we / I will into and execute the formal contract, a copy of which has been supplied to us / me, receipt whereof is hereby acknowledge and which has been studied and understood by me / us without any change, amendment, revision or addition thereto, within a period of seven days when required by PIA to do so.

3. That all expense in connection with the preparation and execution of the contract including stamp duty will be borne by us / me.

4. That we / I shall deposit with PIA the amount of security as specified in the contract which shall continue to be held by PIA until three months after expiry of the contract period.

5. That in event of our / my failure to execute the formal contract within the period of seven days specified by PIA the Earnest money held by PIA shall fortified and we / I shall not question the same.

Tenderer’s Signature__________________________

Name in full   ____________________________
Designation   ______________________________
Address   ________________________________
Phone / Fax # ______________________________
CNIC   ________________________________
Seal   ________________________________
Date   ________________________________
INTEGRITY PACT / DISCLOSURE CLAUSE

(To be submitted on Company’s Letterhead)

Declaration of Fees, Commissions and Brokerage Etc. Payable by the Suppliers, Vendors, Distributors, Manufacturers, Contractor & Service Providers of Goods, Services & Works___________________________________________ the Seller / Supplier / Contractor/ Service provider hereby declares its intention not to obtain the procurement of any Contract, right, interest, privilege or other obligation or benefit from Government of Pakistan or any administrative sub-division or agency thereof or any other entity owned or controlled by it (GOP) through any corrupt business practice.

Without limiting the generality of the forgoing the Seller / Supplier / Contractor 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 including the procurement of a contract, right, interest, privilege or other obligation or benefit in whatsoever from Government of Pakistan, except that which has been expressly declared pursuant hereto.

The Seller / Supplier / Service provider/Contractor certifies that it has made and will make full disclosure of all agreements arrangements with all persons in respect of or related to the transaction with Government of Pakistan and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.

The Seller / Supplier /Service Provider/ Contractor 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 Government of Pakistan under any law, contract or other instrument, be voidable at the option of Government of Pakistan.

Notwithstanding any rights and remedies exercised by Government of Pakistan in this regard, the Seller / Supplier / Service provider/Contractor agrees to indemnify Government of Pakistan for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to Government of Pakistan in any amount equivalent to ten times the sum of any commission, gratification, brief, finder’s fee or kickback given by the Seller / Supplier / Service Provider/Contractor as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit in whatsoever from Government of Pakistan.