

REF: GMP/Brand/Ad agencies/2019

Prequalification of ATL ad-agencies 2020

A) Submission and preparation of proposal

Pakistan International Airlines invites the proposals from advertising agencies for release of advertisement for above the line (ATL) media i.e print and electronic media.

1. All ad-agencies listed at Pakistan Broadcasting Association and All Pakistan Newspaper Society are required to send proposals to General Manager Procurement, PIA Supply Chain Management Building JIAP, Karachi latest by **30-12-2019 till 10:30 Hrs.** The proposal may be dropped in the tender box marked as **“Prequalification of ATL Ad Agencies”** placed at the entrance of the PIA Supply Chain Management Building latest by 10:30 hours on the specified date.
2. The proposal submitted shall comprise of a single envelop, marked as prequalification of advertising agency 2020-2022
3. All agencies are required to submit the profile of the company with documents as mentioned in prequalification form at the end of the document. Terms of reference (TORs) can be downloaded from PIA website or undersigned before the closing given date and time.
4. All agencies are required to submit a Pay Order of **Rs. 3000/-** as tender fees along with the Proposal.
5. The proposal should be accompanied a Pay Order of **Rs. 10,000 payable** in favor of PAKISTAN INTERNATIONAL AIRLINES as interest free Earnest Money (Refundable). Earnest Money in any other shape shall not be accepted.
6. After screening of the received documents, presentation topic will be given to successful bidders of phase 1. Venue and timing will be communicated to the bidders in advance. Agencies will be selected on basis of evaluation combined criteria of prequalification in first and second phase as mentioned in detail.
7. Proposals received after stipulated date & time shall not be considered. The Corporation will not be responsible for postal delays. The decision of General Manager Procurement in this respect shall be final and binding. Documents sent by e-mail will not be accepted. Ad-agency 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.
8. The successful contractor upon award of Contract will be required to furnish security deposit of **Rs. 500,000** as interest free Security deposit in shape of Pay Order. The Earnest Money already held can be converted into Security Deposit and balance amount if any shall be deposited as above.
9. Contract will be awarded for a period of two years and further extendable for maximum one year based on PID rules.
10. Prequalified agencies will work with PIA as per rules formulated by Press Information Department (PID)

Yours truly,

General Manager Procurement
Supply Chain Management
Tel: 021 – 9904 3081, 9904 4423
Email: khijzpk@piac.aero, contract.administration@piac.aero

Introduction

PIA is national flag carrier of Pakistan, serves more than 50 international and domestic destinations. PIA makes advertising plan for every two years for promotion of its products and services at electronic and print all around the network. In this regard, PIA is looking for leading advertising agencies to handle its ATL/BTL assignments.

Scope of Services

1. To develop advertising strategies for boosting revenue and enhancing corporate Image
2. To provide domestic and international media plans at electronic and print media.
3. To develop concepts/ designing of artworks/production of videos ,TVcs and radio/TV telops
4. To place PIA advertisements at print/electronic and digital media.
5. Media relations with electronic and print media
6. Any other assignment related to mass media advertising and public/media relations

Requirements of applicants:

1. A registered agency with All Pakistan Newspaper Society (APNS) and Pakistan Broadcast Association (PBA).
2. The agency must have NTN and registered for sales tax department.
3. All agencies will have to submit the document as mentioned in prequalification form.
4. Agencies with incomplete documents will not be considered for further prequalification process.

Selection Procedure:

Phase 1

5. Application submission with all necessary documents
6. Phase 1. Profile evaluation of 40 Marks as per criteria defined in this document
7. Visit/Meeting with agency (if necessary)

Phase 2

8. Presentation at given topic
9. Technical evaluation as per the evaluation criteria
10. Combined technical evaluation of phase 1 and phase 2.
11. Selection of successful agencies
12. Issuance of Letter of Intent
13. Signing of Formal Contract

Selection Criteria

All applications will be evaluated as per the evaluation criteria in following categories

Phase 1. (Highest 40 marks)

- Company Experience (10 marks)
- Clientage details (10 marks)
- Human resource (10 marks)
- Financial health (05 marks)
- Litigation history (05 marks)

Evaluation Criteria (phase 1)

Participants will be evaluated as per criteria defined below. Total 40 evaluation marks will allocated for 5 categories. Each category has specific marks. Bidders with complete documents (as list mentioned above) will be considered for evaluation for phase 1. Agencies with minimum 15 Marks will be called for presentation of phase 2..

1. Company advertising Experience (Marks Allocated 10)

Proven experience in ATL advertising mediums as mentioned in scope of work. 01 mark for each year will be allotted up to maximum 10 marks. Experience certificate mentioning the number of years will be provided by the participant at its letter head. The experience will be considered from the date of registration of NTN (National Tax Number).

2. Clientage Detail (Marks Allocated 10)

All bidders will have to provide their portfolio of multinational or local clients in last 10 years maximum. 01 Marks will be allocated to each client upto 07 marks. 01 mark will be allocated for one airline client upto maximum 03 participating agency will provide the list of its clients on company letterhead and also provide the letter/contract/Pos from each client.

3. Personnel Experience Qualification (Marks Allocated 10)

The participant agency should have minimum human resource to handle PIA media advertisements on electronic and print media. Each employee of Managerial level for minimum 5 year advertising experience will get 01 mark up to maximum 10 marks (up to 10 employees Maximum). Participant will provide a certificate of List of employs with

type/no. of year experience on company letter head. Further service and NIC card of each employee must be submitted with letter.

4. Financial Health**(Marks Allocated 05)**

01 Mark will be allocated to each and up to two million turn over (for last one year) up to maximum 10 marks. Bidder must provide statement of annual turnover for last one year (June 01, 2018 to June 01, 2019) along with certificate of filing of income and sales tax. Bidder will have to submit the bank statement from 01 June 2018 to 01 June 2019.

5. Litigation History**(Marks Allocated 05)**

Agency will be evaluated with its litigation history with any Firm/Airline current & pending on similar service. One mark will be deducted upto maximum five marks for any current of historical case with any firm/airline (vice versa). Agency is required to submit the case history at its letter head. Otherwise PIA has right to disqualify or terminate the contract if PIA finds any litigation case of the agency, during or later on at any stage.

Evaluation Criteria Phase-2 (60 marks)

Bidders will present their proposals for Phase 2 technical evaluation. Marks allocation is defined below. The allocation of marks for phase 2 will be defined in detailed to successful bidders of phase 1.

- Advertising proposal to enhance PIA Corporate image/Brand Equity (0-30 marks)
- Creative of artwork/designs/concepts/videos (0-30 marks)

Maximum 04 bidders with highest marks (not less than 75 marks out of 100) in both phases will be selected as qualified ad-agencies on PIA panel. The number of agencies may vary as per requirement of PIA and PID.

Prequalification Form
For Advertising Agency

Advertising Agency Name : _____

Documents attached:

Sr.No	Document	Yes	No	Remarks
1	Prequalification Form			
2	Pay order PKR 3,000 as tender fee			
3	Pay order PKR 10,000 as earnest money			
4	Income tax certificates			
5	Sales tax certificate			
6	Registration certificate with APNS and PBA (certificates)			
7	Experience Letter (company letter head)			
8	Clientage list(Company letterhead)			
9	Letters/contracts/POs from clients			
10	Human resource details (Company letterhead)			
11	CNICs and service cards of the company head and employees (copies)			
12	Annual Turnover for last 3 years			
13	Bank statement for last 1 year			
14	Litigation history (Company letterhead)			

Any other Detail: _____

Name in full _____ Designation _____

CNIC _____ Phone / Fax # _____

Address _____

Signature _____ Date _____