

REF: GMP/Brand/BTL Ad-agencies/2020-2022

Prequalification of ad-agencies for PIA
Below The Line (BTL) advertising Projects

A) Submission and preparation of proposal

Pakistan International Airlines invites the proposals from advertising agencies for Below The Line (BTL) advertising projects.

1. The interested agencies may submit their profiles 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 BTL 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 BTL 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 required 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. Prequalification will be made for a period of two years further extendable for one year based on performance.
9. Prequalified agencies will work with PIA as per rules formulated by PPRA and PIA.

Yours truly,

General Manager Procurement
Supply Chain Management Department
Tel: 021 – 9904 3081, 99044423
Email: khijzpk@piac.aero, contract.administration@piac.aero

Pakistan International Airlines is required the services of NTN and Sales tax registered ad-agencies for marketing and advertising of PIA products and service at Below The Line Mediums like outdoor, malls, events management, sponsorships, direct marketing etc.

Scope of Services

- i. To develop BTL marketing strategy and placemen plan
- ii. Services of concepts development and designing of artworks
- iii. To advertise and market PIA products and services at outdoor mediums like OOH, Billboards, airports areas, and all relevant markets
- iv. Developing strategy for trade marketing and branding including PIA travel agent
- v. Conducting surveys and branding of PIA offices at all PIA network.
- vi. Managing PIA organized or sponsored events at different locations within or out of Pakistan.
- vii. Any other assignments related to BTL mediums

Selection Procedure:

- 1. Application submission with all necessary documents
- 2. Technical evaluation as per the Evaluation Criteria
- 3. Meeting with applicants (if necessary)
- 4. Announcement of results
- 5. Response to queries from bidders if any
- 6. Selection of successful vendors
- 7. Issuance of Letter of Intent
- 8. Signing of Formal Contract

Requirement

- 9. Must be have NTN and sales tax number
- 10. Must have experience in BTL projects
- 11. Must have Multinational/local clients
- 12. Must have sufficient Human Resource
- 13. Must have sufficient funds
- 14. Must have no-litigation history

Selection Criteria:

All applications will be evaluated as per the Evaluation Criteria in following categories and phases:

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

1. Company Experience

(Marks Allocated 10)

Proven experience in the fields of below the line 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. Personnel Experience Qualification

(Marks allocated 10)

The participant agency should have minimum human resource to handle PIA BTL projects. Each employee of Managerial level for minimum 5 year BTL 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.

3. Clientage Details

(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.

4. Financial Health

(Marks allocated 10)

01 Mark will be allocated to every and up to one million turnover 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 tax and sales. Bidder will have to submit the bank statement from 01 June 2018 to 01 June 2019.

5. Litigation History

(Marks allocated 10)

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.

PIA may select the highest obtaining marks from 50 total marks. The number of ad-agencies may be vary as per PIA requirement

Other Terms and conditions

- Agencies will have to submit the prequalification form given at the end of the document.
- All agencies will have to submit the document as mentioned in prequalification form.
- Agencies with incomplete documents will not be considered for further prequalification process.
- Vendors who qualify in the above pre-qualification process shall work through closed tender process for further BTL projects.
- The rates of each project will be evaluated and approved as per tender process defined for prequalified by PPRA Rules.

Agency Name : _____

Sr.No	Criteria	Total	Remarks
1	Total company experience		
2	Number of clients		
3	Total Personnel and their working experience of each employee		
4	Total Financial turnover from last one year (PKR).		
5	Total Litigation History/Cases		

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 (Refundable)			
4	NTN and Sales Tax certificate			
5	Experience Letter (company letter head)			
6	CNICs of the company head and employees (copies)			
7	Human resource details (Company letterhead)			
8	Annual Turnover for last one year.			
9	Bank statement for last 1 year			
10	Litigation history (Company letterhead)			

Any other Detail: _____

Name in full _____ Designation _____

CNIC _____ Phone / Fax # _____

Address _____

Signature _____ Date _____