

REF: GM CM/Brand/ATL Ad Agencies/01/23

PAKISTAN INTERNATIONAL AIRLINES

**Prequalification of
ATL Advertising Agencies
2023-2024**

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Prequalification of ATL Ad-Agencies 2023-2024

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 like 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 Contract Management, PIA Supply Chain Management Building JIAP, Karachi latest by **27-03-2023 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. Proposals shall be opened the **same day at 1100 Hrs (PST)**
2. The proposal submitted shall comprise of a single envelop, marked as prequalification of advertising agency 2023-2024
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.
4. **All agencies are required to submit a Pay Order of Rs. 10, 000/- (Non- Refundable) as tender fees along with the Proposal.**
5. 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.
6. Proposals received after stipulated date & time shall not be considered. The Corporation will not be responsible for postal delays. The decision of General Manager Contract Management 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.
7. Contract will be awarded for a period of two years and further extendable for maximum one year based on PID rules.
8. Prequalified agencies will work with PIA as per rules formulated by Press Information Department (PID)

Yours truly,

**GM Contract Management
Supply Chain Management**

Tel: 021 – 9904 4216, 9904 3081

Email: gm.cm@piac.aero , contract.administration@piac.aero

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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 media all around the network. In this regard, PIA is looking for leading advertising agencies to handle its ATL 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, print, outdoor and digital media.
3. To develop concepts/ designing of artworks/production of videos, TVCs/DVCs and radio/TV Telops
4. To place PIA advertisements at print/electronic/outdoor and digital media.
5. Media advisory, recommendations and public relations activities etc.
6. Any other assignment related advertisement and public relations.

Requirements of applicants:

1. A registered agency with FBR, SECP, PID, APNS and PBA.
2. The agency must have NTN and registered for sales tax department as well as must be on Active Tax payer list on FBR portal.
3. The agency must not be suspended at APNS or PBA
4. Agency must submit an affidavit on Stamp Paper indicating that it has not been blacklisted by any Ministry/Division/Government Department/ Government Organization or Federal / any Provincial Government and also submit a non-collusion certificate.
5. Further agency shall also provide affidavit that it has no legal conflict or litigation with PIA in the court.
6. All agencies will have to submit the document as mentioned in prequalification form.
7. Agencies with incomplete documents shall not be considered for further prequalification process.

Selection Procedure:

Phase 1

1. Application submission with all necessary documents
2. Phase-1. Profile evaluation of 55 Marks as per criteria defined in this document
3. Visit/Meeting with agency (if necessary)

Phase 2

1. Presentation at given topic by PIA
2. Technical evaluation as per the evaluation criteria for 45 marks
3. Combined technical evaluation of phase-1 and phase-2 for 100 marks.
4. Issuance of letter to Prequalified agencies by PID.

Selection Criteria

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

Phase 1. (Highest 55 marks)

- Company Experience (20 marks)
- Clientage details (10 marks)
- Human resource (10 marks)
- Financial health (10 marks)
- Office location (05 marks)

Evaluation Criteria (Phase-1)

Participants will be evaluated in two phases. There shall be total 100 marks (phase 1= 55, phase 2 = 45 marks). In first phase evaluation marks will allocated for 5 categories. Each category has specific marks. Bidders with complete documents (as list mentioned above) will only be considered for evaluation for phase- 1.

Agencies with minimum 40 Marks out of 55 shall be called for presentation of phase-2. Phase-2 is a presentation stage having maximum 45 marks. Minimum 70 Combined marks out of 100 (phase-1+phase-2) shall be considered for prequalification. Further as per PIA ads type, the agencies with highest marks will be considered for enlisting on APNS and PBA for release of ads.

1. Company advertising Experience (Marks Allocated 20)

Proven experience in ATL advertising mediums as mentioned in scope of work. 02 marks for each year will be allotted up to maximum 20 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) in advertising agency category.

2. Clientage Details (Marks Allocated 10)

All bidders shall provide their portfolio clients consists of Public/private sectors. One mark will be allocated to each active client upto maximum 10 clients. The client must be public sector, multinational or national brand with good reputation. Participating agency must provide the list of its clients on company letterhead and also provide the letter/contract/POs from each client.

3. Personnel Experience and Qualification (Marks Allocated 10)

The participant agency should have sufficient human resource to handle PIA media advertisements on print, electronic, outdoor or digital media. The human resource may be considered only in category of media planning, creative and client service. Each employee with minimum 5-years advertising experience will get 01 mark. (up to 10 employees maximum). Participant agency must provide a certificate of List of employs with type/no. of year experience on company letter head at minimum requirement mentioned above. Further service and NIC card of each employee must be submitted with letter.

4. Financial Health (Marks Allocated 10)

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 (01 July 2021 to 30 June 2022) on company letter head. The turn over shall be evaluated based on tax filing with FBR. Bidder will have to submit tax filing certificate from 01 July 2021 to 30 June 2022 for last year along with bank statement for same period.

5. Office Locations
(Marks Allocated 05)

The agency having office in Islamabad will get 02 marks. While 02 marks for KHI office and one mark for Lahore city.

Phase-2 Evaluation Criteria (45 marks)

Bidders will present their proposals for Phase 2 technical evaluation. Marks allocation is defined below.

Serial	Content	Marks
1	Advertising Campaign to present an advertising creative strategy for PIA to build up PIA brand equity/image for the year 2023-2024 considering PIA's brand's value proposition and personality. The presentation must contain suggested concept, recommended static artworks/ videos animation at Above The Line (ATL) mediums like TV, Radio, digital etc	Max 45 marks 1. Research about target market and PIA brand Personality (0-10 marks) 2. Image building campaign (0-10 marks) 3. Media selection and placement (0-10) 4. Use of Static ads (0-05 Marks) 5. Use of Video ads (0-05 Marks)

Campaign type: Corporate campaign

Objective: To build a PIA's positive image in domestic as well as international target markets.

Concept: agencies may be advised to present an advertising creative strategy for PIA to build up PIA brand equity/image for the year 2023-2024 considering PIA's brand's value proposition and personality.

Mediums: Above the Line (ATL) mediums like digital, TV, Radio and Print considering TVCs, strong media relations, content for movies, dramas, reality shows, travel logs, talent hunt programs, game shows etc.

Target Market: The target market will include Pakistanis around the world and prospect international customers.

Sample Budget: The sample budget limit is PKR 500 Million for said campaign for all Medias.

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**Prequalification Form
For Advertising Agency**

Advertising Agency Name : _____

Sr: NO	Category	Quantity	Remarks
1	Advertising experience as per NTN registration		
2	No: of clients		
3	No: of personnels		
4	Annual turnover		
5	Office Locations		

Documents attached:

Sr.No	Document	Yes	No	Remarks
1.	Prequalification Form			
2.	Pay order PKR 10,000 as tender fee			
3.	NTN and Active Income tax payer list document			
4.	FBR document mentioning turnover 01 July 2021 to 30 June 2022			
5.	SECP registration certificate			
6.	PID registration certificate			
7.	APNS active member certificate			
8.	PBA active member certificate			
9.	Experience Letter (company letter head)			
10.	Clientage list (on Company letterhead)			
11.	Letters/contracts/Pos from clients			
12.	Human resource details (Company letterhead)			
13.	CNICs and service cards of the company head and employees (copies)			
14.	Bank statement			
15.	Bank statement 01 July 2021 to 30 June 2022			
16.	Affidavit on stamp paper that agency has no litigation or case against PIA in any court			
17.	Affidavit on stamp paper that the agency is not blacklisted Ministry/Division/Government Department/ Government Organization or Federal / any Provincial Government			

Any other Detail: _____

Name in full _____ Designation _____

CNIC _____ Phone / Fax # _____

Address _____

Signature _____ Date _____

Email _____ Mob# _____