



PRIVATE POWER AND INFRASTRUCTURE BOARD
MINISTRY OF ENERGY (POWER DIVISION)
GOVERNMENT OF PAKISTAN

Prequalification of Advertising Agencies

(January 2024)

Prequalification of Advertising Agencies 2024-2025

Submission and preparation of proposal:

Private Power and Infrastructure Board (PPIB) invites proposals from advertising agencies to be hired on its panel for release of advertisement for print and electronic media.

1. All ad-agencies listed with Pakistan Broadcasting Association (PBA) and All Pakistan Newspaper Society (APNS) are required to furnish proposals in a sealed envelope duly marked as “**Prequalification of Advertising Agencies**” to Joint Director (PR), PPIB, 2nd Floor, Emigration Tower, Sector G-8/1, Islamabad latest by 06-02-2024 till 16:30 Hrs.
2. The proposal submitted shall comprise of a single envelop.
3. All agencies are required to submit the profile of the company with documents as mentioned in prequalification form given at the end of this document.
4. Pre-qualification document prepared in accordance with PID’s Advertisement Policy 2021 can be obtained free of cost from the office of Joint Director (PR) PPIB, 2nd Floor, Emigration Tower, Sector G-8/1, Islamabad during Monday-Friday (between 10:00 hrs – 16:30 hrs). Same can also be downloaded from PPIB’s website i.e. www.ppib.gov.pk.
5. After screening of the received documents, successful bidders of Phase-I would be required to deliver a presentation in Phase-II. Venue and timing will be communicated to the bidders in advance. Agencies securing highest marks in aggregate (Phase-I + Phase-II) will be selected on the panel of PPIB.
6. Proposals received after stipulated date and time shall not be considered. PPIB will not be responsible for postal delays. The decision of PPIB Advertisement Committee 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. PPIB reserves all rights to disqualify any applicant at any stage if found blacklisted/ineligible on account of corrupt and fraudulent practices by any government organization, delayed application submission, false information and in any other activity against the board.
7. The advertising agencies will be hired on the panel of PPIB for a period of two years.
8. During contract period, prequalified agencies will work with PPIB as per the rules/policies formulated by Press Information Department (PID).

Yours truly,

Joint Director (PR)
Private Power and Infrastructure Board (PPIB)
2nd Floor, Emigration Tower, Sector G-8/1
Islamabad.
Tel: 051 – 9264034-41

(a) **Brief Introduction:**

Private Power and Infrastructure Board (PPIB) is a statutory body acting as one window facilitator on behalf of the ministries and departments of the Government of Pakistan (GoP) to process and facilitate private sector power projects and perform all other related functions. Since its creation in 1994, PPIB is playing a key role in increasing the power generation capacity through private sector participation, and has so far achieved considerable progress by commissioning of 46 multi-fuel based Independent Power Producers (IPPs) of 22,174 MW including hydropower, indigenous Thar coal, Gas/RLNG and Oil. In addition, a mega HVDC Matiari-Lahore transmission line project has also been commissioned through PPIB. Similarly, 52 Alternative and Renewable Energy (ARE) IPPs of 2,684 MW were commissioned under the former AEDB which has been merged with PPIB through Private Power and Infrastructure Board (Amendment) Act, 2023 dated 10th June 2023 for achieving operational efficiency and processing of power projects of all technologies including ARE by PPIB as a one entity on behalf of the Government of Pakistan (GoP).

(b) **Scope of Services:**

1. To design & issue/publish PPIB's Display advertisements in print media as and when required
2. To develop advertising strategies for enhancing corporate Image/publicity of PPIB
3. To provide domestic and international media plans mainly at print media but also at electronic, outdoor and digital media.
4. To develop concepts/ designing of artworks/production of videos, TVCs/DVCs etc.
5. To place PPIB's advertisements at print/electronic/outdoor and digital media on need basis
6. Media advisory, recommendations and public relations activities etc.
7. Any other assignment related to advertisement and public relations.

(c) **Requirements of applicants:**

1. A registered agency with FBR, PID, APNS and PBA.
2. The agency must have NTN and registered with income 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.
5. Further, agency shall also provide affidavit that it has no legal conflict or litigation with PPIB in the court.
6. All agencies will have to submit the document as mentioned in prequalification document/form.
7. Agencies with incomplete documents shall not be considered for further processing.

(d) **Selection Procedure:**

Phase-I:

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

Phase-II:

1. Presentation on given topic by PPIB
2. Technical evaluation as per the evaluation criteria for 45 marks
3. Combined technical evaluation of Phase-I and Phase-II for 100 marks.
4. Issuance of letter to Prequalified agencies.

(e) **Selection Criteria:**

All applications will be evaluated as per the evaluation criteria which is split into following two phases:

(i) **Phase-I Evaluation Criteria (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-I)

Advertising Agencies 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-I.

Agencies with minimum 35 Marks out of 55 shall be called for presentation of Phase-II. Phase-II is a presentation stage having maximum 45 marks. Minimum 65 aggregate marks out of 100 (Phase-I + Phase-II) shall be considered for prequalification. The agencies securing highest marks will be considered for final selection.

1. **Company Advertising Experience (Marks Allocated 20)**

Proven experience in 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 at its letter head will be provided by the participating agency. 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 portfolio of their public sector and private sector clients separately. 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.

3. **Personnel Experience and Qualification (Marks Allocated 10)**

The participant agency should have sufficient human resource to handle PPIB media advertisements mainly on print media while also on electronic, outdoor or digital media etc. The human resource may be considered only in the 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 the list of such employees with type/no. of year experience, qualification on company letter head at minimum requirement mentioned above.

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 2022 to 30 June 2023) 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 2022 to 30 June 2023 alongwith bank statement for the same period.

5. Office Locations (Marks Allocated 05)

The agency having office in Islamabad will get 02 marks. While 02 marks for Lahore office and 01 mark for Karachi office.

(ii) Phase-II Evaluation Criteria (45 marks)

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

Serial #	Content	Marks														
1	<p>While reflecting PPIB's mandate/objectives, its achievement, activities and future plans, create minimum two design/artwork options on each of the following:</p> <p>(a) <u>Display Ad</u>:</p> <p>i) Display Ad of half page celebrating completion of a Solar / Wind / Hydel Power Project (min. 2 designs)</p> <p>ii) Display Ad of half page celebrating Pakistan's Independence Day. (min. 2 designs)</p> <p>iii) Promotional Ad for publicity and projection of PPIB (min. 2 designs)</p>	<p>Max 45 marks</p> <p>(a) Display Ad (0-30 marks)</p> <table border="1"> <thead> <tr> <th>Areas to evaluate</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td><u>Understanding of Media Brief</u> Perfectly well, judgment on overall execution</td> <td>0-05</td> </tr> <tr> <td><u>Sectoral knowledge</u> Knowledge about PPIB and power sector of Pakistan</td> <td>0-05</td> </tr> <tr> <td><u>Clarity of the Main Message</u> Does the ad design substantially convey the intended message</td> <td>0-05</td> </tr> <tr> <td><u>Design Element/Creativity</u> Shape, Color, Space, Form, Line, Value, Texture</td> <td>0-05</td> </tr> <tr> <td><u>Design Principles</u> Emphasis, Balance, Alignment, Contrast, Repetition, Movement</td> <td>0-05</td> </tr> <tr> <td><u>Tagline/Logo</u> Catchy, retentive</td> <td>0-05</td> </tr> </tbody> </table>	Areas to evaluate	Marks	<u>Understanding of Media Brief</u> Perfectly well, judgment on overall execution	0-05	<u>Sectoral knowledge</u> Knowledge about PPIB and power sector of Pakistan	0-05	<u>Clarity of the Main Message</u> Does the ad design substantially convey the intended message	0-05	<u>Design Element/Creativity</u> Shape, Color, Space, Form, Line, Value, Texture	0-05	<u>Design Principles</u> Emphasis, Balance, Alignment, Contrast, Repetition, Movement	0-05	<u>Tagline/Logo</u> Catchy, retentive	0-05
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<p>(b) <u>Advertising Campaign</u>:</p> <p>iv) Advertising campaign to present an advertising creative strategy for PPIB's image building, publicity and projection considering PPIB's role in developing power sector of country. The presentation must contain suggested concept, recommended static artworks/videos animation at mediums like TV, Radio, digital etc.</p>	<p>(b) Image Building Campaign (0-15 marks)</p> <table border="1"> <thead> <tr> <th>Areas to evaluate</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Overall strategy (planning, execution, attractiveness, clear objectives, identification of target audience etc)</td> <td>0-05</td> </tr> <tr> <td>Media selection and placement</td> <td>0-04</td> </tr> <tr> <td>Use of Static ads</td> <td>0-03</td> </tr> <tr> <td>Use of Video ads</td> <td>0-03</td> </tr> </tbody> </table>	Areas to evaluate	Marks	Overall strategy (planning, execution, attractiveness, clear objectives, identification of target audience etc)	0-05	Media selection and placement	0-04	Use of Static ads	0-03	Use of Video ads	0-03					
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**Prequalification Form
For Advertising Agency**

Advertising Agency Name: _____

S. No.	Category	Quantity	Remarks
1	Advertising experience as per NTN registration		
2	No. of clients		
3	No. of personnel		
4	Annual turnover		
5	Locations of main office and branch offices (City names only)		

Documents Attached:

S. No.	Document	Yes	No	Remarks
2	NTN and Active Income tax payer list document			
3	FBR document mentioning turnover 01 July 2022 to 30 June 2023			
5	PID registration certificate			
6	APNS active member certificate			
7	PBA active member certificate			
8	Experience Letter (company letterhead)			
9	Clientage list (on Company letterhead)			
10	Name and designation wise manpower detail (regular/permanent) on company's letterhead			
11	Bank statement 01 July 2022 to 30 June 2023			
12	Affidavit on stamp paper that agency has no litigation or case against PPIB in any court			
13	Affidavit on stamp paper that the agency is not blacklisted by Ministry/Division/Government Department/ Government Organization or Federal / any Provincial Government			
14	Any Other Detail			

Full Name:	
Designation	
CNIC#	
Phone/Fax#	
Address	
Date	
Email	
Mobile#	

Signatures