



File no.5(2)2020-21
Prime minister Office
Board of Investment
06th Floor, Kohsar Block (TUV), Pak Secretariat,
Islamabad

Expression of Interest
APPOINTMENT OF ADVERTISING AGENCIES

Board of Investment intends to hold an open competition for the appointment of advertising agencies in respect of handling its Display & Classified Advertisements/Publicity Assignments for a period of two years.

All advertising agencies enlisted with the Press Information Department (PID), Government of Pakistan, and who are in Active Taxpayers List of FBR (**excluding suspended/blacklisted advertising agencies**) are requested to submit their profiles, and proposals including sketches , story boards, preliminary designs and artwork for Print, Electronic, Digital Media, Social Media, as well as, Outdoor and Cinema advertising at 06th Floor, Kohsar Block, Pak Secretariat, Board of Investment, Islamabad latest by **October 18, 2024 (before closing of 1400hrs)**.

Selection/Appointment of advertising agencies will be made in accordance with guidelines and procedures of Advertisement Policy 2021, issued by Press Information Department (PID), Government of Pakistan. For eligibility criteria, and for further details, please refer to PID's Advertisement Policy 2021 available at www.pid.gov.pk and for TORs at BOI's website (<https://invest.gov.pk/upcoming-tenders>).

Note: The short-listed agencies will be called for comprehensive presentation in front of the selection committee later on.

Director (Admin) BOI
6th Floor, Kohsar Block,
Sector G-5/1,
Islamabad
Tel: 051 – 9206160



**PRIME MINISTER'S OFFICE
BOARD OF INVESTMENT
GOVERNMENT OF PAKISTAN**

**Prequalification of
Advertising Agencies**

(September 2024)

Prequalification of Advertising Agencies

Submission and preparation of proposal:

Board of Investment invites proposals from advertising agencies to be hired on its panel for release of Display & Classified Advertisements/Publicity Assignments for the period of Two years.

1. All ad-agencies listed with Press Information Department (PID), and in Active Taxpayers List of FBR are required to furnish proposals in a sealed envelope duly marked as “Prequalification of Advertising Agencies” to Director (Admin) BOI, 6th Floor, Kohsar Block, Sector G-5/1, Islamabad latest October 18, 2024 (before closing of 1400hrs).
2. The proposal submitted shall comprise of a single envelop. Filled prequalification form attached in last of this document is mandatory.
3. All agencies are required to submit the profile of the company with the minimum of five proposals of each including Print, Electronic, Outdoor, Cinema, Social & Digital work.
4. 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 BOI.
5. Proposals received after stipulated date and time shall not be considered. BOI will not be responsible for postal delays. The decision of BOI 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. BOI 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 BOI for a period of two years.
8. During contract period, prequalified agencies will work with BOI as per the rules/policies formulated by Press Information Department (PID).

Yours truly,
Director (Admin) BOI
6th Floor, Kohsar Block,
Sector G-5/1,
Islamabad
Tel: 051 – 9206160

(a) Brief Introduction:

The Board of Investment (BOI) was established with broad based responsibilities of promotion of investment in all sectors of economy; facilitation of local and foreign investors for speedy materialization

of their projects, enhancement of Pakistan's international competitiveness and contribution to economic and social development.

The BOI assists companies and investors who intend to invest in Pakistan as well as facilitates the implementation and operation of their projects. The wide range of services provided by BOI includes providing information on the opportunities for investment and facilitating companies that are looking for joint ventures.

The BOI acts as a focal point of contact for existing and prospective investors, both domestic and foreign, to provide them with all necessary information and assistance in coordinating with other Government Departments/Agencies.

(b) Scope of Services:

- 1) To design & issue/publish BOI's advertisements in Print, Electronic, Outdoor & Digital media as and when required.
- 2) To develop advertising strategies for enhancing corporate Image/publicity of BOI.
- 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 manage budget of international as well as local advertisement up to Rupees 07-million in advance.
- 6) Any other assignment related to advertisement and public relations.

(c) Requirements of applicants:

- 1) A registered agency with PID and FBR.
- 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 by PID. 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.
Further, agency shall also provide affidavit that it may manage the budget up to Rupees Seven-Million in respect of both local and International advertisement in advance if required.
- 4) Prequalification form at last of this document is mandatory.
- 5) Agencies with incomplete documents shall not be considered for further processing.

(d) Selection Procedure:

Phase-I:

- 1) Application submission with all necessary documents (as mentioned above).
- 2) Marking of 50 marks while examining the submitted documents.
- 3) Visit/Meeting with agency (if necessary)

Phase-II:

- 1) Presentation on given topic by BOI
- 2) Technical evaluation as per the evaluation criteria for 50 marks
- 3) Combined technical evaluation of Phase-I and Phase-II for 100 marks.
- 4) Issuance of letter to prequalified agencies.

(e) Evaluation Criteria:

All applications will be evaluated as per the followings:

- Company Experience

- Submitted designs
- Clientage details
- Human resource
- Financial health
- Office location

**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
1	NTN and Active Income tax payer list document			
2	FBR document mentioning turnover 01 July 2023 to 30 June 2024			
3	PID registration certificate			
4	Experience Letter (on company letterhead)			
5	Clientage list (on Company letterhead)			
6	Name and designation wise manpower detail (regular/permanent) on company's letterhead			
7	Affidavit on stamp paper that agency may manage the budget of Rupees 07-million in respect of Local & International advertisement in advance if required.			
11	Affidavit on stamp paper that the agency is not blacklisted by Ministry/Division/Government Department/Government Organization or Federal / any Provincial Government			
12	Any Other Detail			

Contact person:

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

Signatures