



WAPDA

Services of Advertisement Agencies Required

WAPDA invites advertising agencies, which are on the panel of Press Information Department (PID), Ministry of Information & Broadcasting, Government of Pakistan. Advertising agencies shall have complete visual, creative and marketing Unit in Lahore. Advertising agencies must indicate their capabilities for providing their services to look after display, classified and digital advertising for print, electronic and digital/social media in view of present and upcoming development activities besides executing image building campaigns. Interested advertising agencies must provide the following information about their firms:

1. Company Profile which shall include the following:
 - Certificate for being on the panel of PID, Lahore
 - Previous experience of providing services for release of advertisement to media and developing media campaigns, particularly for utilities/service sector organisations
 - Existing Support Infrastructure to Undertake the Job
 - Information of affiliated National/International Public Relations Specialist Firms
 - Technical and Professional Expertise, Facilities etc.
 - Business Turnover (Finance Statements for the last three years)
 - Performance Certificate from Client/Organisation
2. Presentation of concepts and copies, sketches, preliminary design, story boards and scripts in accordance with "Procedure for the Selection and Appointment of Advertising Agencies" stipulated in Government of Pakistan Advertisement Policy 2021. This presentation shall be about the role of WAPDA in socio-economic development of Pakistan

The Expression of Interest documents are available in office of the Additional Director (Public Relations), Public Relations Division, G-32, WAPDA House, Lahore. The same can be obtained upto 24.06.2024 till 1630 hours. Expression of Interest must reach Public Relations Division WAPDA, G-32, WAPDA House, Lahore by 25.06.2024 at 1100 hours, which will be opened on the same day at 1130 hours in presence of the bidders who wish to attend.

The shortlisted advertising agencies will be invited later to make a comprehensive presentation to the Selection Committee.

This advertisement is also available on the following websites:

www.wapda.gov.pk and www.ppra.org.pk

Additional Director General Public Relations WAPDA

G-32, WAPDA House, Lahore

Tel: 042-99202633 042-99202211/Ext. 2033, 2188

This notice is also available at PPRA Website: www.ppra.org.pk

PID(L)

Website: www.wapda.gov.pk

PRD(L)/WAPDA/460(2023-24)

Donate for Diامر Basha & Mohmand Dams

14cm x 2col