



# PAKISTAN INDUSTRIAL DEVELOPMENT CORPORATION (PVT.) LTD. (PIDC)

## INVITATION OF APPLICATIONS FOR APPOINTMENT OF ADVERTISING AGENCIES

1. Pakistan Industrial Development Corporation (Pvt.) Ltd. (PIDC) invites applications for the appointment of one or more advertising agencies on its panel, as per Press Information Department (PID) Advertisement Policy 2021. The agencies will be required to design and implement communication strategies for PIDC's initiatives, through various channels; such as print, electronic, outdoor, digital etc., as per the requirement identified by PIDC.
2. RFP document which entails eligibility/selection criteria, application form and detailed terms and conditions can be downloaded free of cost from the website of PIDC: [www.pidc.com.pk](http://www.pidc.com.pk) & PPRA: [www.ppra.org.pk](http://www.ppra.org.pk).
3. In order to clarify the applicants' queries for the captioned work, a pre-bid meeting has been scheduled on **12 May, 2025** at the below-mentioned address at **11:00 AM**.
4. Interested advertising agencies, eligible as per PID Guidelines may submit their applications in a sealed envelope to the below-given address, on or before **20 May, 2025 till 10:30 AM**. The applications will be opened at **11:00 AM** on the same day. Delayed / conditional / telegraphic applications will not be entertained.
5. Selected advertising agency (ies) will use its resources for publication of advertisement of PIDC in print / outdoor / electronic & digital media as per PID Advertisement Policy and on PID approved rates and without any additional cost or service charges.

### MANAGER MARKETING

Marketing Department,

Pakistan Industrial Development Corporation (Pvt.) Ltd.,  
2<sup>nd</sup> Floor, PIDC House, Dr. Ziauddin Ahmed Road, Karachi.

Tel: 021-38266666-9

**Website: <https://pidc.com.pk> | Email: [marketing@pidc.com.pk](mailto:marketing@pidc.com.pk)**



**PAKISTAN INDUSTRIAL DEVELOPMENT CORPORATION (PVT.) LTD.**

**REQUEST FOR PROPOSAL (RFP)**

**Invitation of Applications for Appointment of Advertising Agencies**

**Date and Time of Submission: 20 May, 2025 up to 10:30 AM**

## **INVITATION OF APPLICATIONS FOR APPOINTMENT OF ADVERTISING AGENCIES**

Interested advertising agencies accredited with Securities and Exchange Commission of Pakistan (SECP), and enlisted with Press Information Department (PID) are invited to submit application in closed/sealed envelope duly marked "Application of Advertising Agencies". RFP document can be downloaded free of cost from the website of PIDC: <https://pidc.com.pk/tenders/> & PPRA: <https://www.ppra.org.pk/>

### **TERMS & CONDITIONS FOR APPOINTMENT OF ADVERTISING AGENCIES**

#### **1. INTRODUCTION**

PIDC is a Federal Govt. entity established in 1952 to initially set up industrial base in the country. Over the course of next 32 years PIDC setup 94 industrial units, which helped to develop industrial base across the country. Since then, gradually industrialization has been picked up by Private Sector, and PIDC role has evolved into that of a facilitator of industrial development by creating enabling environments for different segments of industries, mainly through subsidiary companies. PIDC is currently focusing on the development of Industrial Infrastructure as the only Federal Government Developer of Special Economic Zones (SEZs) in the country. In addition, PIDC is also developing capacity to provide Research & Analysis input to support Federal Govt. in policy making.

PIDC invites application from reputable advertising agencies to meet its communication and advertising needs. Interested agencies, capable of competing as per PID Guidelines may submit their application in sealed envelope to the advertised address, on or before **20 May, 2025** till 10:30 AM. The proposals will be opened at 11:00 AM on the same day at PIDC.

Selected Advertising Agencies/Firms ("the Agencies/Firms") will use their resources for publication of advertisement of PIDC in print/outdoor/electronic & digital media as per PID Advertisement Policy and on PID Approved Rates and without any additional cost or service charges.

#### **2. ELIGIBILITY**

The Agencies/Firms that meet the following eligibility criteria and produce evidences thereof will be eligible to take part in the application process:

- a. Registration with the Sales Tax and Income Tax authorities;
- b. Enlistment with Press Information Department (PID);
- c. Must be registered with the Securities & Exchange Commission of Pakistan (SECP) for at least **three (3) years**;
- d. Affidavit on stamp paper indicating that the Agency/Firm is not black-listed/suspended by PID, or any other organization. (ANNEXURE – I)

#### **Note:**

1. Only short-listed advertising agencies will later be invited for presentations.
2. No compensation or payment for the presentation or for the production of material will be given to the participating agencies.

### 3. SUBMISSION OF APPLICATION

- a. Interested Agency/Firm may submit its application in sealed envelope, addressed to „Manager Marketing, Pakistan Industrial Development Corporation (Pvt.) Ltd., 2nd Floor, PIDC House, Dr. Ziauddin Ahmed Road, Karachi on or before **20 May, 2025** till 10:30 AM. The proposals will be opened at 11:00 AM on the same day at the same address.
- b. Interested Agency/Firm shall enclose the information duly supported with documentary evidence with their application form.
- c. An authorized representative of the Agency/Firm shall stamp and sign the original submission letter(s) of the application and shall initial and stamp all pages of the application. Letter of authority in favour of authorized person shall be provided along with the application.
- d. PIDC can ask for any other relevant information/document before or after selection and appointment.
- e. Agency/Firm shall ensure transparency in submission of application.
- f. Applications received through fax, cable, email or any other mode or means, except as prescribed above, shall not be considered.

### 4. APPLICATION FORM (TO BE SUBMITTED WITH THE PROPOSAL/ APPLICATION)

#### 4.1 General Information: (Also attach company profile)

|  |  |
|--|--|
| Name of Agency/Firm:                               |  |
| National Tax Number (NTN):                         |  |
| Sales Tax Registration Number:                     |  |
| SECP Certificate of Incorporation Number:          |  |
| Company's Date of Formation / Incorporation:       |  |
| Number of Employees:                               |  |
| Head Office Address:                               |  |
| Regional Office Address:<br>(All Regional Offices) |  |
| Contact Number:                                    |  |
| E-mail Address:                                    |  |
| Website:   |  |

#### 4.2 Management Details:

|  |  |
|--|--|
| Name of CEO / Chairman /Managing Director: |  |
| Contact Number:                            |  |
| E-mail:                                    |  |

**4.3 List of Key Team members**  
**(e.g., Branding/Creative/Client Service/Media Planning & Buying)**

| Sr. # | Name | Position | Mobile Phone | E-mail |
|-------|------|----------|--------------|--------|
| 1     |      |          |              |        |
| 2     |      |          |              |        |
| 3     |      |          |              |        |
| 4     |      |          |              |        |
| 5     |      |          |              |        |

**4.4 List of Recent Advertising Campaigns/Work**  
**(Also attach supporting documents e.g., strategy, creatives):**

| Sr. # | Name of Campaign / Brand | Name of Client | Year of Campaign (YYYY) |
|-------|--------------------------|----------------|-------------------------|
| 1     |                          |                |                         |
| 2     |                          |                |                         |
| 3     |                          |                |                         |

**5. SUPPORTING DOCUMENTS:**

While preparing the proposal, the participating Agency/Firm shall ensure that it provides documentary evidence to PIDC. The submitted proposals will be evaluated on the basis of their responsiveness, applying the eligibility criteria. A proposal shall be rejected at this stage if it does not respond to important aspects of this RFP or if it fails to comply all/any requirement of the eligibility criteria.

**6. SELECTION PROCESS:**

Selection Process comprises of two Phases;

**Phase I: Short Listing of Firms:**

PIDC's Shortlisting Committee will scrutinize applications and supporting documents submitted by agencies/firms. After the announcement of evaluation report, short-listed agencies/firms will be invited for final presentations.

**Phase II: Presentations by short-listed Advertising Agencies/Firms:**

Shortlisted agencies/firms will be communicated, via email or letter, of the time and date for delivering of their presentation to a Selection Committee comprising a PID representative, an external media expert and PIDC representative for the final selection of the Agency/Firm for appointment on PIDC's panel.

## **7. EVALUATION OF APPLICATIONS FOR SHORT-LISTING (Phase I):**

- a. Applications shall be evaluated purely on merit subject to eligibility criteria & minimum requirements wherever described in the advertisement published in the newspaper & this RFP document;
- b. The Shortlisting Committee may call any explanation/detail, during evaluation; however, the substance of original submitted application cannot be changed under any circumstances.
- c. The Shortlisting Committee will short-list applicants who will be intimated subsequently for Presentation in front of the Selection Committee as per PID Guidelines.

## **8. PRESENTATIONS BY SHORT-LISTED AGENCIES/FIRMS (Phase II):**

Short-listed advertising agencies/firms will be required to give a **10 minutes (maximum duration)** presentation comprising of following guideline.

The presentation will be made before the Selection Committee, constituted under PID Guidelines. Presentation format should be PowerPoint based and the laptop and other necessary equipment/requirement shall be arranged by the shortlisted agency/firm for this purpose.

**The presentation is required to deliver a proposed communication strategy and plan from the agency/firm to effectively communicate PIDC's key initiatives and support PIDC in achieving its goals. (Maximum Duration: 10 minutes)**

The presentation may cover following elements in the proposed communication strategy:

- i. Strategic communication goals;
- ii. Objective measures of success of the communication strategy;
- iii. Ways of market and consumer research to design strategies and plans;
- iv. ATL (above the line) & BTL (below the line) advertising activities;
- v. Platforms of communication and advertising;
- vi. Ball Park budget estimates for various components of plans; and,
- vii. Measures of research-based impact analysis.

## **9. APPOINTMENT OF ADVERTISING AGENCY/FIRM:**

- a. The Agency/Firm, that meets the criteria and is recommended by the Selection Committee constituted for this purpose, will be appointed on panel of the PIDC for further business as per PID Guidelines;
- b. PIDC may appoint one or more Agencies/Firms and business can be allocated/distributed among the appointed advertising agencies/firms as per PID Guidelines.

## **10. DOCUMENTS AND CONTRACT:**

- a. In case of appointment of Agency/Firm, the advertisement published in the newspaper, RFP and Application of the Agency/Firm will constitute the contract;
- b. The Agency/Firm shall be responsible for completion/submission/execution of all documents, as notified from time to time;

- c. The documents, invitation of application and all the information/documents provided/submitted by the Agency/Firm shall be treated as integral part of the contract;
- d. Appointment of the Agency/Firm will be for a period of Two (2) years, extendable further as per PID's Guidelines, subject to satisfactory performance;
- e. PIDC can call invitation from other Agency/Firm during the currency of contract;
- f. PIDC at its own discretion can appoint any other Agency/Firm during the currency of contract after following the due process as per PID guidelines.

#### **11. SCOPE OF WORK:**

- a. To develop and execute communication and advertising strategies for the various initiatives of PIDC;
- b. To develop objective metrics for determining how successful PIDC is in achieving its strategic communication goals;
- c. To develop and launch communication activities including media campaigns on all available channels including Electronic, Print, Digital, Out of Home (OOH) media;
- d. To develop campaign related creatives/collaterals including TVCs and adapts, testimonial and influencer videos, explainer videos, press ads, branding and event collaterals, digital collaterals and other communication and campaign related material such as briefs, articles, press releases as well as clarifications/rebuttals, if required;
- e. To arrange release and publication of all types of advertisements (including operational & administrative tender/legal notice/public notices and publicity/corporate advertisement/banners for special publications/events etc.);
- f. To develop and launch special supplements, publicity campaigns, brand activation, event branding, etc. whenever required;
- g. To see the affairs with PID and ensure compliance of Govt. Advertisement Policy;
- h. Advertising agency will be responsible for providing media monitoring services of the campaign;
- i. In addition to the above, to perform any other media related job, required by PIDC.

#### **12. PAYMENT:**

- a. All the payment to the Agency/Firm shall be made in accordance with the prevailing federal government policy and PID Guidelines, applicable for public corporations and on PID approved rates;
- b. In case of any excess payment made by PIDC due to inadvertent fault/negligence of the Agency/Firm, same shall be recovered from the advertising agency/firm by PIDC as per the applicable laws.



### **13. GENERAL CONDITIONS:**

- a. PIDC reserves the right to accept/reject wholly or partially any application at any stage of the process. Reasons shall only be provided on written request;
- b. The decision of the PIDC will be binding on all concerned and in no case will be challengeable at any forum or any court of law;
- c. Applications are liable to be rejected if; they do not conform to the terms and conditions of this RFP document;
- d. During the evaluation process as per criteria, PIDC at its sole discretion may ask for clarification of any aspect. However, no change shall be made in eligibility criteria without bringing the same to the knowledge of all the participants/allowing equal opportunity & level playing field;
- e. If any evidence of misstatement or concealment of fact is found against any Agency/Firm, PIDC has the right to disqualify the agency even after announcement of qualification of the agency;
- f. Incomplete and conditional applications will not be entertained;
- g. The applicant shall provide all clarifications to PIDC through email or by courier, within 3 working days of such clarification is sought;
- h. Information/documents along with application submitted via email or fax will not be entertained;

### **14. TERMINATION CLAUSE:**

- a. PIDC or the Agency/Firm may terminate this Contract any time after giving written notice of its intention of termination at least Thirty (30) days prior to the intended date of termination.
- b. The Agency/Firm shall keep rendering its services up to the date of expiry of the said one month's notice period.
- c. PIDC and the Agency/Firm shall settle all the outstanding transactions under this contract up to the date of expiry of the said one month's notice period. During the notice period no new transaction shall be undertaken with the Agency/Firm.
- d. The Agency/Firm shall not be entitled to any claim of whatsoever nature or raise any demand against PIDC after the date of expiry of the said one month's notice period.

### **15. DISPUTE RESOLUTION CLAUSE:**

Both PIDC and the Agency/Firm expressly consent that in the event of any dispute relating to the provisions of the contract, it shall be referred to "Chief Executive Officer – PIDC" for amicable resolution by way of mediation and his decision shall be final and binding upon both the parties. However, if the dispute remains unresolved, the same shall be resolved through arbitration under the Arbitration Act-1940. The place for dispute resolution through arbitration shall be Karachi.



**ANNEXURE - I**  
**(To be typed on Rs.100/- Stamp Paper and attested by Oath Commissioner)**

**AFFIDAVIT**

I, \_\_\_\_\_, CEO/Chairman/Managing Director of M/s [Name of Advertising Agency/Firm], holding CNIC # \_\_\_\_\_, do hereby state on solemn affirmation as under: -

1. That I am the deponent of this affidavit and I am fully conversant with the facts deposed herein.
2. That the above-named Advertising Firm/Agency has not been blacklisted/suspended by PID, or any other Government / Semi- Government / Private organization.

That whatever stated above is true and correct to the best of my knowledge and belief.

Date: \_\_\_\_\_

City: \_\_\_\_\_

\_\_\_\_\_  
(Deponent)