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No. NASTP/PQ/0001/2025/MKT



**NATIONAL AEROSPACE SCIENCE AND TECHNOLOGY PARK - NASTP**

## **Pre-Qualification of Advertising Agencies**

1. The National Aerospace Science and Technology Park (NASTP), is dedicated to advancing research, innovation, and development in aviation, space, IT, and cyber technologies. NASTP fosters collaboration between industry, academia, and government to build a dynamic technology ecosystem that will deliver significant social, economic, security, and scientific benefits to Pakistan.
2. NASTP invites applications for pre-qualification of Advertising Agencies on its panel for the following services from well-reputed companies / Bidders registered with income and sales tax departments and who are active on active tax payer list of the FBR.

<b>S.No</b>	<b>Name of Work</b>	<b>Method of Procurement</b>
1.	Hiring of creative/digital agency	Single stage Two Envelop as per PPRA Rules
	Tender Documents Fee	Rs. 5000/- non-refundable in shape of pay order / demand draft in favor of "GWAAlpha Tech Private Limited"
	Bids Delivery & Opening	Submission: 03/03/2025 at 11:00AM Opening : 03/03/2025 at 11:30 AM

3. Detailed specifications are mentioned in the prescribed tender documents along with Terms and Conditions. Bidding documents can be obtained from undersigned. Conditional, telegraphic, email bids shall not be accepted. Bids not accompanied by Tender Document fee and late submission shall be rejected.
4. Bidding documents containing detailed terms and conditions, etc. can also be Downloaded from PPRA([www.ppra.org.pk](http://www.ppra.org.pk)) and [www.nastp.gov.pk](http://www.nastp.gov.pk) website.
5. NASTP reserves the right to accept or reject all or any bid(s) as Rules.

**MALIK M. ARIF**

**Director SCM – NASTP,**

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**Pre-Qualification  
of  
Advertising Agencies**

**(February 2025)**

**TERMS OF REFERENCE**

**Prequalification of Advertising Agencies**

**SCM Department - NASTP**

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**(a) Brief Introduction:**

The National Aerospace Science and Technology Park (NASTP), is dedicated to advancing research, innovation, and development in aviation, space, IT, and cyber technologies. NASTP fosters collaboration between industry, academia, and government to build a dynamic technology ecosystem that will deliver significant social, economic, security, and scientific benefits to Pakistan.

To achieve its goals through innovative and effective marketing strategies, NASTP aims to appoint a creative and digital agency as its communications partner to achieve the following broad deliverables:

1. Build a strong brand Identity that is unique and memorable ensuring consistency across all marketing mediums.
2. Create engaging high quality content to attract, inform, and educate target audiences.
3. Develop and execute creative marketing strategies that align with NASTP goals and target audiences. Leverage digital channels to engage audiences; this includes SEO, social media marketing and online advertising.
4. Increase awareness of the organization and its aspirations for thought leadership ultimately creating benefits to its stakeholders and Pakistan.

NASTP views its creative and digital agency as its strategic partner providing expertise and resources requisite to succeed in its goals.

In order to achieve the above objective, this Terms of Reference (TOR) document outlines the requirements and criteria for the pre-qualification of creative/digital agencies to provide services.

NASTP is seeking a dynamic and innovative agency to partner in developing and executing impactful creative and digital campaign that align with its overall communication and business objectives. This pre-qualification process aims to identify agencies with the necessary expertise, experience, and resources to deliver high-quality, effective solutions. The selected agencies will be invited to participate in a subsequent Request for Proposal (RFP) process.

This document details the scope of services, eligibility criteria, submission requirements, evaluation process, and timeline for the pre-qualification stage. Interested agencies are requested to carefully review this TORs and submit their pre-qualification application in accordance with the specified guidelines. Only agencies that meet the minimum requirements and demonstrate a strong understanding of our needs will be considered for the next stage of the selection process.

**(b) Scope of Services:**

- 1) To assist NASTP in reaching its target audience and achieving marketing goals.
- 2) To develop comprehensive advertising strategies that are tailored to the specific needs and objectives of each programme.
- 3) To create awareness of its vision and mission and key strategic assets.
- 4) Building Brand identity
- 5) Communication of programme benefits
- 6) Shaping consumer attitudes and perceptions
- 7) To develop advertising strategies for enhancement of its organizational image
- 8) To provide domestic and international media plans for electronic, print, outdoor and digital media.
- 9) To develop concepts/ designing of artworks/production of videos, TVCs/DVCs and radio/TV Telops
- 10) To place NASTP advertisements at print/electronic/outdoor and digital media.

**(c) Eligibility Criteria:**

1. International Affiliation:
  - Agencies must have a global footprint with local expertise
  - Mandatory affiliation with an international media agency, either directly or through regional/global partners.
  - Examples of acceptable affiliations include partnerships with global media agencies such as but not limited to WPP, Publicis, Omnicom, Dentsu, or Havas.
2. Annual Turnover:
  - Minimum PKR 1.5 billion (verified through audited financial reports).
3. Company Age:
  - Must have been in operation for a minimum of 10 years. Supporting documentation is mandatory.
4. Structure of Organization:
  - Agencies must include the following core functions, each led by a designated team head:
    - Creative Department
    - Account Servicing
    - Digital Wing
    - Strategy and Planning
    - Research & Insights
  - A profile of each designated team head indicating work experience details at the agency and in the industry is mandatory. Duration of work experience is to be documented
  - Organogram of the agency is required.
  - Profiles of CEO and key management team members must be included.

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5. Workforce Strength:
  - At least 50 permanent employees (verified through official bank-issued employment verification letters).
6. Financial Compliance:
  - Submission of audited financial statements for the last three years.
7. Geographical Presence:
  - Agencies must have established offices in Karachi, Lahore, and Islamabad, with a minimum 3-year operational history in each city.
  - Provide a current client list per city along with the duration of each client relationship. An experience letter from each client is mandatory.
8. Registration & Memberships:
  - Agencies must be registered with the following associations:
    - Pakistan Broadcasters Association (PBA)
    - PBA Digital
    - All Pakistan Newspapers Society (APNS)
    - Pakistan Advertising Association (PAA)
    - Pakistan Advertising Society (PAS)
  - Provide documentation of all relevant registrations.
9. Regional Presence:
  - Agencies must have a strong global media presence, ensuring comprehensive coverage across international markets & should be able to demonstrate either through direct regional offices or affiliations with global partners.
  - Acceptable proof includes regional office addresses, partnership agreements, international media buying experience, and client work across multiple regions, including GCC and other key markets

**(d) Submission Requirements:**

Applicants must submit complete documentation, including:

- 1) A registered agency with FBR, SECP, PID, APNS and PBA.
- 2) National Tax Number (NTN) certificate
- 3) Professional Tax Certificate
- 4) Sindh Revenue Board (SRB) certificate
- 5) Punjab Revenue Authority (PRA) certificate
- 6) Audited financial statements (last three years)
- 7) Bank Maintenance Certificate
- 8) Proof of office presence (lease agreements, utility bills, etc.)
- 9) Employee verification (bank-issued letter)
- 10) Pakistan Broadcasters Association (PBA) membership proof
- 11) PBA Digital membership proof
- 12) Pakistan Advertising Association (PAA) membership proof
- 13) All Pakistan Newspapers Society (APNS) membership proof
- 14) Pakistan Advertising Society (PAS) membership proof
- 15) The agency must not be suspended at APNS or PBA

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- 16) 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 or any corporate body and also submit a non-collusion certificate.

**(e) Selection Procedure:**

Phase-I:

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

Phase-II:

- 1) Presentation of a given assignment issued by NASTP
- 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.

**(f) Confidentiality/ Secrecy**

- 1) All the information, know how, technical data, specification and drawing models or specimens furnished by NASTP for the purpose of or in connection with the manufacture and supply of the stores hereby tendered constitute the property of NASTP and the supplier shall keep them in strict confidence and he shall not divulge the same to anyone else except under the authority and for the purpose of NASTP.
- 2) All such documents, data, drawing, information and specimens are the property of NASTP and shall be returned when done along with post bid confirmation.
- 3) The supplier shall not share this information with anyone else other than NASTP and shall not disclose any information to anyone else except with the written consent of NASTP
- 4) Successful agencies must sign Non-Disclosure Agreement before notification of pre-qualification with NASTP.

**(g) NASTP Rights:**

- 1) NASTP has a right to accept or reject any or all offers at any stage of pre-qualification.
- 2) Agencies with incomplete documents shall not be considered for further processing.

**Application Deadline:**

**[03/03/2025] TBD - 15 days from the date of this announcement.**

**For Queries & Further Details:**

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