

# Pre-Qualification

of

# Digital and Print Advertising Agency



January 2022

PAKISTAN SOFTWARE EXPORT BOARD  
MINISTRY OF INFORMATION TECHNOLOGY  
GOVERNMENT OF PAKISTAN

## Contents

1	Pakistan Software Export Board (G) Ltd - An Introduction .....	3
2	Purpose of this Document .....	3
3	Objectives of the Project .....	3
3.1	Scope of Work for Print Media: .....	3
3.2	Scope of Work for Digital Media Agency: .....	4
4	What must be included in the proposal? .....	4
5	Pre-Qualification Requirements .....	4
6	Copyright .....	5
7	Bidding Process .....	5
8	Technical Proposal Points Allocation/Selection Criteria .....	6
8.1	Technical Evaluation Criteria .....	7
8.2	Incurred Cost .....	7
8.3	Detailed Submittal Requirements .....	7
9	Terms and Conditions .....	8
9.1	Submission of Bids .....	8
9.2	Opening of Bids .....	8
9.3	Disqualifications .....	8
10	Contact Information .....	8

## 1 Pakistan Software Export Board (G) Ltd - An Introduction

The Government of Pakistan established the Pakistan Software Export Board (PSEB) for the facilitation and development/advancement of the local IT industry. It is a guarantee-limited company owned and funded by the Government of Pakistan working under the Federal Ministry of Information Technology (IT & Telecommunication Division). The company has its Board of Directors, chaired by the Federal Minister of IT and Telecommunications.

Since the date of its inception, being the apex body within the Government charged with the task of accelerating/enhancing Pakistan's IT and IT-enabled services (ITeS) industry, PSEB has done a tremendous job by providing timely and relevant policy input and by supporting the IT industry through the introduction of several projects and programs in the areas of Infrastructure Development, Human / Intellectual Capital Development, Company Capability Certification, International Marketing, and Image Building, etc.

## 2 Purpose of this Document

The purpose of this document is to denote/specify the deliverables associated with the projects of the Pakistan Software Export Board and the procedure/approach, which PSEB will follow to pre-qualify the firms/companies capable of managing advertisements for PSEB on print and digital media as per terms and conditions.

## 3 Objectives of the Project

### Introduction to the Project:

This project aims to highlight the IT industry of Pakistan to encourage and aware people regarding the opportunities offered by PSEB via advertisements in different mediums. Following will be the scope of work for hiring an advertising agency and Digital Media Agency. PSEB will pre-qualify three advertisement agencies and three digital media agencies as per the guidelines of PID

### 3.1 Scope of Work for Print Media:

- The advertising agency would manage the advertisements as asked by PSEB on time.
- The agency would be responsible for providing a rate for advertisements as approved by the Press Information Department (PID).
- The agency should have a keen understanding of proposing the advertisement size in the newspaper according to the requirement.
- The agency should prepare the advertisement's content, keeping in view the comprehensible language to grab public engagement.
- The agency should be registered with the All Pakistan Newspaper Society (APNS).
- Agency will be responsible for reaching PID three days before its publication for the advertisements in newspapers.
- Account Key Manager to be assigned for PSEB.

### 3.2 Scope of Work for Digital Media Agency:

- The agency would be responsible for advertising on major global digital platforms and social media platforms to promote PSEB's activities and events.
- Social Media Marketing by creating creative ad posts and videos of PSEB to grab public engagement. Content should be original and exclusively designed.
- The agency will be responsible for developing innovative and creative marketing campaigns when required. This includes images, infographics, videos, and other multi-media content.
- All the content should be designed according to the given colour scheme and fonts to maintain brand harmony over the digital media platforms.
- The pictures to be posted must be in high resolution, and stock images to be posted with copyrights. Videos are required to be at least 1080p or 4k quality.
- The company will provide social media analytics reports and present them for evaluation.
- Agency will propose relevant media buy and budgets to support the proposed overall strategy according to the guidelines of the Press Information Department (PID).
- "Key Account Manager" should be assigned to our organization.

### 4 What must be included in the proposal?

- Complete details of the year of establishment of the agency and experience
- Project Organization and Management Plan
- Team details (No. of members, skills, experience)
- Details of Advertisement Projects completed.
- Graphic designing samples for posts, Successful campaigns, project profiles, and graphics and, growth record
- Details of registration with Income Tax, Sales Tax, and APNS.
- The firm's financial strength proves the firm's capacity to carry out projects.

### 5 Pre-Qualification Requirements

- Client list and their testimonials for whom advertising have been done.
- Bank statement
- Incorporation status
- National Tax Certificate and sales tax registration certificate
- Registration with APNS
- Affidavit to the effect that any government department has not blacklisted the company
- Brief description of the top three print and digital media projects by your company, which closely match the objective of this project. Those three customers' contact information includes name, title, organization, and mobile number.

## 6 Copyright

All the content (including content, images, etc.) should be original and developed for PSEB.

The company needs to seek permission first to use any copyright or trademarked content. Entries containing any unauthorized content will be disqualified.

The bidder will transfer all the rights to PSEB; PSEB reserves all rights to use all the content at any platform.

## 7 Bidding Process

A two-stage bidding procedure will be followed



## 8 Technical Proposal Points Allocation/Selection Criteria

The technical proposals/bids must be submitted in conformance with the format given under # 8.3

### Selection Criteria for Print Media

Sr#	Description	Max. Score	Marks Allocation	
1	Firm/Bidder Profile	10	01 mark per year (Max. 10 Marks)	10
2	Financial Position (Last year audited report is a must for turnover points)	10	Annual turnover +30 million	10
			Annual turnover +20 million	8
			Annual turnover +10 million	6
3	Relevant experience of the firm	10	Current clients Min. 5 Clients (1 client =1 Marks)	10
4	Qualification and Competence of the proposed Team Members–Full Time/Part-time/ On-call  (Attach list of team members, resumes of the team as per the Annex-1 Format)	15	Relevant Work Experience of the employees related to print media (One project=1.0 marks)	5
			Relevant work experience of Graphic Designers (One project=1.0 marks)	5
			Relevant experience of content writers (One project=1.0 marks)	5
5	Print Media Advertisement Samples and Content	10	Samples of at least 3 advertisements executed and 3 concepts	10
6	Technical Bid Completeness	10	Includes but not a professional presentation of the bid in line with EOI	10
7	Presentation/Demonstration	15	Presentation of proposal	15
	<b>G. Total</b>	<b>80</b>		<b>80</b>

### Selection Criteria for Digital Media.

Sr#	Description	Max. Score	Marks Allocation	
1	Firm/Bidder Profile	10	01 mark per year (Max. 10 Marks)	10
2	Financial Position (Last year audited report is must for turnover points)	10	Annual turnover +30 million	10
			Annual turnover +20 million	8
			Annual turnover +10 million	6
3	Relevant experience of the firm in similar projects	10	Successfully Completed Advertising Projects Min. 5 Projects (1 Project =1 Marks)	10
4	Qualification and Competence of the proposed Team Members–Full Time/Part-time/ On-call	20	Relevant Work Experience of the employees related to print media (One project=1.0 marks)	5
			Relevant work experience of Social Media (One project=1.0 marks)	5

	(Attach list of team members, resumes of the team as per the Annex-1 Format)		Relevant work experience of Graphic Designers (One project=1.0 marks)	5
			Relevant experience of content writers (One project=1.0 marks)	5
5	Component wise work plan & Timelines	5	Detailed submission of the work plan with timelines	5
6	Video advertisement Samples	10	Samples of at least 5 advertisements and 3 concepts	10
7	Digital Media Graphic Designing Samples	10	Samples of at least 5 Projects completed and 3 concepts	10
8	Digital Media Content Samples	10	Samples of at least 5 Projects completed and 3 concepts	10
9	Technical Bid Completeness	5		5
10	Presentation/Demonstration	10	Presentation of proposal	10
	<b>G. Total</b>	<b>100</b>		

### 8.1 Technical Evaluation Criteria

The minimum percentage for technical qualification shall be 70%. The top 3 companies will be considered as pre-qualified in both categories.

### 8.2 Incurred Cost

Those submitting proposals do so entirely at their expense. There is no expressed or implied obligation by the PSEB to reimburse any individual or firm for any costs incurred in preparing or submitting proposals, providing additional information when requested by the PSEB, or participating in any selection demonstrations or interviews, including contract negotiations. Furthermore, finalists will be required to complete a detailed **Statement of Work** at their own cost that will be part of the implementation contract before contract signing. The cost of the finale should also be mentioned.

### 8.3 Detailed Submittal Requirements

To facilitate the analysis of responses to this Pre-Qualification, vendors must prepare their proposals following the instructions outlined in this part. Proposals should be prepared as simply as possible and provide a straightforward, concise description of the vendor's capabilities to satisfy the requirements. Emphasis should be concentrated on accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and labelled.

Vendor responses shall be in the prescribed format.

For any queries, please contact at [shassan@pseb.org.pk](mailto:shassan@pseb.org.pk)

## 9 Terms and Conditions

### 9.1 Submission of Bids

The proposal shall be in the English language. Bids must be provided in a sealed envelope; the evaluation process includes presentations of bidders and visits to bidders' offices as well. Based on evaluation criteria, the top 3 bidders will be pre-qualified in both categories separately. Proposals shall contain technical solutions only (without price & earnest money) and a soft copy of the bid (s) on a USB drive.

The complete Bid documents shall be submitted on or before **February 22, 2022** at **3:00 PM**, which will be opened on the same day at **03:30 pm** at the below-mentioned address.

Note: - Any proposal received after the closing date and time for submission will not be entertained.

**PSEB reserves the right to cancel this Pre-qualification process at any stage without assigning any reason whatsoever.**

### 9.2 Opening of Bids

Technical offer(s) will be opened on the stipulated date and time as mentioned in the tender notice, in the presence of vendors/bidders or their authorized representatives—the latter desire to attend the bid opening session.

### 9.3 Disqualifications

Without prejudice to other rights of the company; the bidder shall be disqualified if:

- They are or have been at any time during the last five years involved in litigation, arbitration, or any other dispute or event that may in the company have material adverse effects on the bidders' ability to perform the contract.
- Its involvement in litigation is chronic.
- Its past conduct or execution of work under the contract has been poor.  
The Specification and other requirements of the assignment are not properly adhered to, or it is different from those mentioned against each deliverable.
- The firm/company is not registered with the Income-tax and Sales Tax authorities.
- Any other significant discrepancy found in the proposal and non-compliance of the terms and conditions of EOI's and tender notice.
- The firm has been blacklisted by any other firm/company and government department.

## 10 Contact Information

Manager Administration  
**Pakistan Software Export Board**  
Ministry of Information Technology and Telecommunication.  
Government of Pakistan  
2<sup>nd</sup> Floor Evacuee Trust Complex, F-5/1, Islamabad  
Phone # +92-51-9204074 Fax# +92-51-9204075





# Pre-Qualification



## Annex-I

### FORMAT OF CURRICULUM VITAE

Name of Company:	
Name of Staff Member:	Job Designation:
Role in this project:	Total years of experience:
Years with Company:	Nationality:

#### 1. Key Qualifications and certifications:

*(Give an outline of staff members' experience and training most pertinent to tasks on assignment. Describe the degree of responsibility held by the staff member on relevant previous assignments and give dates and locations)*

#### 2. Educational Qualification.

#### 3. Other Skills

#### 4. Work Experience:

##### • Employment Record:

*(Starting with present position, list in reverse order every employment held. For experience in the last ten years, five types of activities performed and client references at least three(Name, Email, Phone number, Company Name.)*

- **Significant Projects** (Project Name, details, your Role, significance of the project)
  - **Any International Project**, if yes (Please mention project name, details, your role, and significance of the project)
  - **Experience relevant to the assignment**
- #### 5. A complete Profile Consisting of
- Total no of projects so far
  - Project tenure
  - Expertise and roles in those projects

Signature : \_\_\_\_\_ (Staff Member)

OR

Signature : \_\_\_\_\_ (Authorized Representative)

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

## Annex- II

### Reference Form ASSIGNMENTS/PROJECTS VIDEO COMPLETED DURING LAST 05 YEARS

Please provide references for assignments/projects that closely reflect similar projects to the scope of work that has already been completed in the past. Please use the following format in submitting references and attached evidence/support documents in favor of the record provided below:

S r. #	Name of Customer	Details of Project	Media	URL	Project Cost (Million PKR)	Project Completion Date	Customer POC Details (Designation, Cell, Email)	Copy of Work Orders/ Evidence
1								
2								
3								
4								
5								

(Please add records as many as are required)

## Annex- III

### Reference Form Event Management Experience

Please provide references for the event Management project to the scope of work that has already been completed in the past. Please use the following format in submitting references and attached evidence/support documents in favor of the record provided below:

Sr.#	Name of Customer	Details of Event	Event Media	Project Cost (Million PKR)	Number of Participants	Customer POC Details (Designation, Cell, Email)	Copy of Work Orders/ Evidence
1							
2							
3							
4							
5							