

**PROPOSALS FOR
PREQUALIFICATION**

**Prequalification of Companies/ Agencies for Above the Line (ATL) Advertising Projects Inside & Outside
Pakistan**

Pakistan International Airlines, The National Flag Carrier of Pakistan invites advertising agencies registered with All Pakistan Newspaper Society (APNS) and Pakistan Broad Casting Association (PBA) for the prequalification of Above the Line (ATL) advertising projects within and outside Pakistan.

Prequalification documents containing detailed terms and conditions are available at PIACL website at www.piac.com.pk with subjects TORs for ATL. This advertisement is also available on PPRA website at www.ppra.org.pk. The proposals, prepared in accordance with the instructions provided in the prequalification documents, must reach undersigned on or before **03-05-2017 till 1030 Hrs (PST)**. Proposals will be opened on the same day at **(1100 Hrs PST)**. Bidders are required to submit a pay order of PKR 3000 as tender fee along with the proposal in the name of PIACL.

General Manager Procurement,
Procurement & Logistics Department
PIA Head Office Karachi.
Tel: 021 9904 4423, 9904 4101, 9904 3081
Email address: khijzpk@piac.aero,
srspoptc@piac.aero
contract.administration@piac.aero

REF: GMP/Brand/Ad agencies/2017-19

Prequalification of ad-agencies for PIA above the line ATL advertising campaigns

A) Submission and preparation of proposal

Pakistan International Airlines invites the proposals from advertising agencies for above the line (ATL) advertising projects inside and outside Pakistan.

1. All ATL agencies listed at Pakistan Broadcasting Association and All Pakistan Newspaper Society are required to send proposals to General Manager Procurement Management, PIA Procurement & Logistics Building JIAP, Karachi latest by **03-05-2017 till 10:30 Hrs.** The proposal may be dropped in the tender box marked as **“Prequalification of ATL-Ad Agencies”** placed at the entrance of the PIA Procurement & Logistics Building latest by 10:30 hours on the specified date. Proposals shall be opened on same day at 1100 Hrs.
2. The proposal submitted shall comprise of a single envelop, marked as prequalification of ATL advertising agency 2017-2019.
3. All agencies are required to submit the profile of the company with documents as mentioned in prequalification form at the end of the document. Terms of reference (TORs) can be downloaded from PIA website or undersigned before the closing given date and time.
4. All agencies are required to submit a Pay Order of Rs. 3000/- as tender fees along with the Proposal.
5. The proposal should be accompanied a Pay Order of Rs. 10,000 payable in favor of PAKISTAN INTERNATIONAL AIRLINES as interest free Earnest Money (Refundable). Earnest Money in any other shape shall not be accepted.
6. After screening of the received documents, presentation topic will be given to successful bidders of phase 1. Venue and timing will be communicated to the bidders in advance. Agencies will be selected on basis of evaluation combined criteria of prequalification in first and second phase as mentioned in detail.
7. Proposals received after stipulated date & time shall not be considered. The Corporation will not be responsible for postal delays. The decision of General Manager Procurement & Logistics in this respect shall be final and binding. Documents sent by e-mail will not be accepted. Ad-agency failing to provide the required information will be disregarded. PIA has complete right to disqualify any applicant at any stage if it is being found as blacklisted, delayed application submission, false information and in any other activity against the corporation.
8. The successful contractor upon award of Contract will be required to furnish security deposit of Rs. 500,000 as interest free Security deposit in shape of Pay Order. The Earnest Money already held can be converted into Security Deposit and balance amount if any shall be deposited as above.
9. Contract will be awarded for a period of two years (As per PID Rules)
10. Prequalified agencies will work with PIA as per rules formulated by PPRA, PID and PIA.

Yours truly,

General Manager Procurement Management
Procurement & Logistics Department
Tel: 021 – 9904 3081, 9904 5379
Email: dgmpr@piac.aero, contract.administration@piac.aero

Introduction

PIA is national flag carrier of Pakistan, serves more than 50 international and domestic destinations. PIA makes advertising plan for every two years for promotion of its products and services at electronic, print and social media all around the network. In this regard, PIA is looking for leading advertising agencies to handle its Above the Line (ATL) advertising projects.

Scope of Services

1. To provide domestic and international media plans at electronic and print media.
2. Designing/production and placement of PIA advertisements at mass media.
3. To develop advertising strategies for boosting revenue and enhancing corporate Image.
4. Customer behavior research for productive advertising at mass media
5. Public relations activities
6. Any other assignment related to mass media advertising and public/media relations

Requirements of applicants:

- i. A registered agency with All Pakistan Newspaper Society (APNS) and Pakistan Broad cast Association (PBA).
- ii. The firm must have adequate size, structure, staffing, facilities and financial standing to provide comprehensive services related to mass media. (Details mentioned in Evaluation Criteria).
- iii. The firm must have the requisite technical and professional expertise reflected in the qualifications and experience of the personnel who would be dedicated/ available to the PIA.
- iv. Agencies will have to submit the prequalification form given at the end of the document.
- v. All agencies will have to submit the document as mentioned in prequalification form.
- vi. Agencies with incomplete documents will not be considered for further prequalification process.

Selection Procedure:

Phase 1

1. Application submission with all necessary documents
2. Phase 1. Profile evaluation of 40 Marks as per criteria defined in this document
3. Visit/Meeting with agency (if necessary)

Phase 2

1. Presentation of phase1. Successful bidders at given topic.

2. Technical evaluation as per the Evaluation Criteria
3. Combined technical evaluation of phase 1 and phase 2.
4. Selection of successful agencies
5. Issuance of Letter of Intent
6. Signing of Formal Contract

Selection Criteria

All applications will be evaluated as per the Evaluation Criteria in following categories

Phase 1. (Highest 40 marks)

- Company Experience (10 marks)
- Clientage details (10 marks)
- Human resource (10 marks)
- Financial health (05 marks)
- Litigation history (05 marks)

Phase 2. (Highest 60 marks)

Bidders will present their proposals as per brief issued to successful bidders from phase1. Marks will be allocated to bidders out of total 60 marks.

Evaluation Criteria (phase 1)

Participants will be evaluated as per criteria defined below. Total 40 evaluation marks will allocated for 5 categories. Each category has specific marks. Bidders with complete documents (as list mentioned above) will be considered for evaluation for phase 1. Agencies with minimum 15 Marks will be called for presentation of phase 2.

1. Company advertising Experience (Marks Allocated 10)

Proven experience and references from internationally recognized brands in the fields of advertising projects.

Marks allocation

Marks	Experience (Years)
8 -10	10+
5 -7	05-07
1 - 4	01-04

Experience certificate mentioning the number of years will be provided by the participant at its letter head.

2. Clientage Detail
(Marks Allocated 10)
Marks allocation

Marks	Clients details
10	10 and above multinational/local Clients
07-09	07-09 Multinational/local Clients
05-06	05-06 Multinational/local Clients
01-04	01-04 Multinational/local Clients

- Participant will provide the list of clients at company letter head and also the letter from each client.

3. Personnel Experience Qualification
(Marks allocated 10)

Participant will provide a certificate of List of employs with type/no. of experience on company letter head and with NIC/service card copies. PIA will evaluate as per following criteria.

Marks	Personals	Preferred Job Title/Experience
8-10	8-10	3 Client service Managers (8-10 Years) 4 Client Service Executives (5-6 years) 2 Graphic designers (2-3 years) 1 Dispatchers (1 year)
5-7	5-7	2 Client service Managers (5-7 Years) 3 Client Service Executives (4-5 years) 1 Graphic designers (2-3 years) 1 Dispatchers (1 year)
3-4	3-4	1 Client service Managers (2-4 Years) 1 Client Service Executives (4-5 years) 1 Graphic designers (2 years) 1 Dispatchers
1-2	1-2	1 Client service Managers (1 Years) 1 Graphic designers (1 years)

4. Financial Health
(Marks allocated 05)

Participating organization must provide letter of average annual turnover for last 3 years with bank statement. Participant will details on company letter head.

Marks allocation

Marks	Turnover (PKR)
05	5 & 5+ million
04-4.99	4-4.9 million
03-3.99	3-3.9 million
02-2.99	2-2.9 million
01-1.99	1-1.9 million

5. Litigation History**(Marks allocated 05)**

Agency will be evaluated with its litigation history with any Firm/Airline current & pending on similar service. One mark will be deducted upto maximum five marks for any current of historical case with any firm/airline (vice versa). Agency is required to submit the case history at its letter head. Otherwise PIA has right to disqualify or terminate the contract if PIA finds any litigation case of the agency, during or later on at any stage.

Evaluation Criteria Phase-2 (60 marks)

- Bidders will present their proposals for Phase 2 technical evaluation. Marks allocation is defined below. The allocation of marks for phase 2 will be defined in detailed to successful bidders of phase 1.
- Advertising proposal to enhance PIA Corporate image/Brand Equity (0-30 marks)
- Creative of artwork/designs/concepts/videos (0-30 marks)

The minimum marks requirement for consideration for final prequalification is 60. Bidders with highest marks (out of 100 marks for both phase 1 and phase 2) will be selected as prequalified advertising agencies on PIA panel. The number of agencies may vary as per requirement of PIA.

Sr.No	Phase-1 Criteria	Total	Remarks
1	Total company advertisings experience		
2	Total Clientage		
3	Total Personnel and their working experience of each employee		
4	Total Financial turnover (PKR)		
5	Total Litigation History/Cases		

Prequalification Form for Advertising Agency

Advertising Agency Name : _____

Documents attached:

Sr.No	Document	Yes	No	Remarks
1	Prequalification Form			
2	Pay order PKR 3,000 as tender fee			
3	Pay order PKR 10,000 as earnest money			
4	Sales and Income tax certificates			
5	Registration certificate with APNS and PBA (certificates)			
6	Experience Letter (company letter head)			
7	Clientage list(Company letterhead)			
8	Letters/contracts from all clients			
9	CNICs of the company head and employees (copies)			
10	Human resource details (Company letterhead)			
11	Annual Turnover for last 3 years			
12	Bank statement for last 1 year			
13	Litigation history (Company letterhead)			
14	Undertaking at stamp paper			

Any other Detail:

Name in full _____ Designation

CNIC _____ Phone / Fax #

Address

Signature _____ Date
