

Pre-Qualification of Advertising Agencies for the years 2024-26



STATE LIFE INSURANCE CORPORATION OF PAKISTAN (SLIC)

(Bidding Documents)

Open Competition/ Enlistment and Appointment of
New Panel Advertising Agencies 2024-2026

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Contents of Bidding Documents

- Invitation to Bids.
- Instructions to Advertising Agencies/ Production Houses/ Firms and Data requirements.
- Form of Bid/ Form of Contract/ General or Special condition of contract. As per PPRA Rules/ Guidelines or Direction of PID.
- Evaluation Criteria.

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Invitation to Bid

The Advertising Agencies/ Firms are expected to examine all instructions and terms in the bidding documents. Failure to furnish required documents may result in the rejection of the proposal as per PPRA rules.

The Advertising Agencies/ Firms will be selected/ based on the evaluation criteria mentioned in this 'Bidding Documents' and as per PPRA rules.

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Instructions to Advertising Agencies/ Firms and Data requirements

1. **Preparation of Technical Proposal:** State Life Insurance Corporation of Pakistan invites application from the interested advertising agencies/ firms enlisted with PID, registered with income tax and sales tax departments with following documentary details (Technical proposal).
 - (i) Advertising Agency/ Firm's profile including name, registered address, telephone, fax number(s), e-mail address of head office and branch offices. Year of establishment should also be mentioned.
 - (ii) Registration Certificates with All Pakistan Newspapers Society (APNS), Pakistan Broadcasting Association (PBA) & Advertising Association of Pakistan (AAP).
 - (iii) Enlistment Certificate of Press Information Department (PID)/ letter.
 - (iv) Particulars of the permanent technical staff, their qualification, experience and the available facilities.
 - (v) Certificate to the effect that the Agency has not been blacklisted/ suspended by APNS & PBA etc.
 - (vi) Income Tax/ GST payment certificate.
 - (vii) Bank Certificate of financial stability.
 - (viii) Foreign affiliation/ associates; if any.
 - (ix) List of clients and details of the services offered to them during the last five (5) years.
 - (x) Advertising Agency/Firms shall provide a certificate that they have cleared all bills/invoices or made payment to all newspapers; if engaged or released by State Life.

2. **Invitation for Presentation:** After the initial scrutiny by the Procuring Agency (SLIC), the short listed Advertising Agencies/ Firms will be invited for the detailed presentation of concepts/ scripts, sketches, preliminary designs, storyboards/ director's boards with visual show-reels, TVCs/ DVCs etc. The agency will be engaged for a period of 2 years, and the overall scope of work includes:
 - a. **Branding:**
 - Develop a holistic approach to brand advertising.
 - Establish the SLIC Brand through boosted Public Relation strategies.
 - Develop and prepare media plans for leisure and group markets.
 - Potential redesign of SLIC's logo, associated schematics, and color scheme.
 - This integrated scope of work aims to strategically promote SLIC's insurance products across various channels, ensuring effective communication and market penetration.

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- b. **Information, Education, and Communication Materials:**
 - Conceptualize and develop materials for radio, TV, print, outdoor activities, and social media.
 - Design materials for diverse formats, including brochures, booklets, primers, guidelines, folders, leaflets, posters, and more.
- c. **Outreach and Events:**
 - Conceptualize and execute outreach initiatives, event coverage, and launches aimed at promoting insurance products.
 - Increase customer participation
 - Targeted workshops for specific regions, thematic workshops for Ministries/Departments, and participation in notable events.
- d. **Media Planning and Buying:**
 - Develop and execute media plans for print, radio, TV, digital, and outdoor campaigns.
 - Ensure approval from SLIC for all campaign plans and materials.
- e. **Print:**
 - Develop creative materials for print advertising in leading dailies and magazines to raise awareness about SLIC's achievements and insurance products.
- f. **Radio:**
 - Create engaging radio spots, RJ mentions, and sponsored programs to enhance visibility on various radio channels, reaching audiences in English, Urdu and regional languages.
- g. **Television:**
 - Conceptualize and produce compelling TV spots, talk shows, and sponsored product placements to effectively communicate insurance-related messages.
- h. **Digital Films:**
 - Develop impactful promotional campaign films, user experience films, and animation films for online platforms to inform and educate the public about insurance products.
- i. **Social Media:**
 - Undertake a comprehensive social media campaign to revamp official platforms like Twitter, Facebook, YouTube, and Instagram, creating content in English and Urdu languages.
- j. **Outdoor Media:**
 - Conceptualize and design creative material for outdoor IEC activities at prominent locations to maximize visibility.
- k. **New Media:**
 - Utilize web banner ads, engage influential bloggers, and implement mobile phone apps, SMS, and internet marketing strategies to reach diverse audiences.

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l. Merchandise:

- Design and coordinate the production of non-traditional and attractive merchandise tailored for different audiences, aligning with insurance promotion goals.

m. Overall Impact Assessment:

- Conduct regular impact assessments to understand responses and revise the media plan if necessary. This includes primary research activities such as surveys to gauge customer reactions.

Target Audience

- Primary Audience: Current and Potential Customers, Stakeholders, Ministries and Strategic Corporate Partners
- Secondary Audience: Organizations, School Boards, Universities, Students, Civil Society.

Intellectual Property Rights

- Ensure that all content conceptualized, created, and implemented belongs to SLIC, safeguarding intellectual property rights.

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3. **Language of Bidding:** The Bid prepared by the Advertising Agencies/ Firms as well as all correspondence and documents exchange between the SLIC shall be written in 'English' language. Supporting documents and printed literature furnished may be in 'English' and 'Urdu' both.
4. **Format and Signing of Documents/ Proposal:**
 - 4.1. The original and the set of copies of the proposal shall be typed or written in indelible ink and shall be signed by a person or persons duly authorized by Advertising Agencies/ Firms.
5. **Deadline for submitting of Bid Documents:** Last date for submission of Bid Documents is April 17, 2024 till 11:00 am and it will be opened at 11:30 am on the same date on EPAD System.
6. **Late submission of Bid Documents:** Any proposal received by the Procuring Agency (SLIC) after the deadline for submission of bids prescribed by the Procuring Agency (SLIC) will be rejected as per PPRA rules.
7. **Submission of Bid Documents:** The documents prepared in accordance with the instructions in the bidding documents shall be uploaded on EPADs before closing time in accordance with bidding documents.

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As per PPRA Rules/ Guidelines and Direction of PID

Open Competition/ Enlistment and Appointment of Advertising Agencies will be according to the guidelines issued by the (PID) Press Information Department, Government of Pakistan.

Contract Forms/ Release Orders shall be given after the selection procedure.

On account of payments: Invoice or bills shall be clear after the receipt as per procedure and rules. Redressal of grievances and settlement of disputes (If any) shall be dealt with according to the rules. The selection procedure will be based on the technical evaluation of the Advertising Agencies/ Firms as per PPRA rules.

The Advertising Agencies will be selected on the 'State Life's panel for a period of two (2) years which may be extended for further 03 months as per mutual consent and with the approval SLIC management and (PID) Press Information Department, Government of Pakistan.

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EVALUATION CRITERIA (Total 100 Marks)

Technical/Final Evaluation/Assessment

PART ONE - Agency Profile (Max. 30 Marks)

		Marks Allocated	Marks obtained
General experience in Advertising.	More than 15 Years	10	
	10 - 15 Years	05	
Financial Status on the basis of annual Agency Billing PKR/ Average annual turnover (Last 3 years)	Above 500 Million	10	
	100 Million to 500 Million	05	
No. of permanent Employees.	Above 50	10	
	20-50	05	

PART TWO - Advertising Agency Presentation (Max. 70 Marks)

QUANTIFIABLE

Creative Ideas/Concepts/Scripts for Branding, Information, Education, and Communication Materials, Outreach and Events, Media Planning and Buying, Print, Radio, Television, Digital Films, Social Media, Outdoor Media, New Media, Merchandise and Overall Impact Assessment.		
	Marks Allocated	Marks Obtained
Outstanding	70	
Excellent	55	
Good	40	
Average	25	
TOTAL MARKS OBTAINED		

NOTE:

1. At least 50% in each category of PART ONE will qualify for PART TWO.
2. On the basis of overall Advertising Agency's profile and presentation; only top (03) three Advertising Agencies/ Firms will be selected as per PID's new guidelines.

Signature with Name & Designation.