

HIRING OF PUBLIC & MEDIA RELATIONS SERVICE FOR STATE LIFE
INSURANCE CORPORATION OF PAKISTAN



STATE LIFE INSURANCE CORPORATION OF PAKISTAN (SLIC)

REQUEST FOR PROPOSAL

PUBLIC RELATIONS AND MEDIA RELATIONS SERVICE

The RFP will be invited through EPADS and can be viewed and downloaded from the PPRA website (www.ppra.org.pk), the EPADS system, and the SLIC website (www.statelife.com.pk). Bid documents will only be accepted from firms registered with PPRA for e-procurement on the EPADS system, using their registered email addresses.

Proposal Submitting Deadline: Friday, July 26, 2024, at 11:30 am

Maha Haider

Divisional Head

Corporate Affairs Division

State Life Insurance Corporation Building No. 9, Principal Office,
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INSURANCE CORPORATION OF PAKISTAN**

INSTRUCTIONS TO BIDDERS

1. INVITATION TO SUBMIT A PROPOSAL

- 1.1. State Life Insurance Corporation of Pakistan (SLIC) was established in 1972 and is Pakistan's largest life and health insurer. SLIC's commitment to continuous improvement has contributed to SLIC's impressive achievement of maintaining AAA rating within the insurance industry. SLIC's strategy is focused on anticipating and embracing emerging opportunities in the insurance landscape. This proactive approach is set to propel the corporation towards further expansion and innovation. By keeping an eye on unexplored areas and seeking avenues for growth, SLIC aims to continue its legacy of excellence and contribute positively to Pakistan's insurance sector and economy.
- 1.2. SLIC seeks to engage an experienced firm/company to provide professional public and media relations services. Eligible firms/agencies are invited to submit a bid, detailing their experience and qualifications in the form provided in this document.
- 1.3. RFP along with related document can be seen/downloaded from PPRA website i.e. www.ppra.org.pk also RFP along with related documents has also been uploaded on EPADS system and SLIC Website i.e. www.statelife.com.pk as well.

2. TERMS AND CONDITIONS

- 2.1. Agencies will be evaluated against the mandatory requirements outlined in the evaluation criteria.
- 2.2. Agencies that meet the mandatory criteria will be rated on the technical evaluation criteria.
- 2.3. Marks obtained in the technical evaluation criteria shall hold 70% weightage.
- 2.4. Financial bid will be opened of technically qualified agencies only. Financial bid shall hold 30% weightage.
- 2.5. The quality and cost based method shall be adopted for selection of PR Agency. SLIC will adopt single stage two envelopes bidding procedure to call for proposals. The bid shall be a single package containing the financial and the technical proposals. The envelopes shall be marked as "Financial Proposal" and "Technical Proposal". In the first instance, the "Technical Proposal" shall be opened and the envelope marked as "Financial Proposal" shall be retained unopened in the custody of the SLIC. The SLIC Shall evaluate the technical proposal in the manner prescribed in the Evaluation Part One, without reference to the price and shall reject any proposal which does not conform to the specified requirement.
- 2.6. The highest scoring agency will be appointed.
- 2.7. Pre-submission queries will be submitted to corporatedaffairs@statelife.com.pk.
- 2.8. SLIC will ensure that all data submitted by prospective applicants are treated as confidential.
- 2.9. All bidders will be expected to keep any information received from SLIC confidential.
- 2.10. SLIC reserves the right to verify any information submitted by applicants. Any information which is found by SLIC to be false will be a ground for rejection. Any misstatement or concealment will also be grounds for rejection.

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- 2.11. SLIC reserves the right to cancel this procurement process at any time without notice and disclaims all and any liability related to it.
- 2.12. SLIC may reject all bids or proposals at any time prior to the acceptance of a bid or proposal.
- 2.13. Notice of the rejection of all bids or proposals shall be given promptly to all PR companies that submitted bids or proposals.
- 2.14. All queries must be through a written notice or email.

3. SCOPE OF WORK

State Life Insurance Corporation of Pakistan seeks a proactive and integrated public and media relations agency to collaborate with the Corporate Affairs Division. The agency will be responsible for planning, initiating, executing, and assisting with State Life's image-building campaigns and improving the corporation's image with internal and external stakeholders.

3.1 Strategic Planning and Assessments

- Provide assessments, benchmarking, goal setting, recommendations, and reports as part of developing strategic media relations plans.
- Compile, write, edit, and format a draft strategic media relations plan that can be presented to leadership and stakeholders for approval.
- Conduct assessments and make recommendations that are detailed and comprehensive, with cited benchmarking and research; actionable recommendations; and evaluation criteria.
- Increase goodwill asset of SLIC by gaining media coverage through various means
- The agency shall build a relationship and in-person meetings with media, executive speaking opportunities, and thought-leadership positioning
- Develop and maintain a targeted media list for PR material distribution
- Cultivate and maintain relationships with reporters, editors, and bookers at key media publications, outlets, programs, etc to support the events or conferences SLIC will be conducted
- Proactively pursue positive stories and respond to inquiries - targeting all forms of media: broadcast, digital, podcasts, print.
- Regular performance reporting following the major event/activity articles, news, and social media posts, and monthly assessments of PR services provided by the agency.

3.2 Media Strategy and Planning:

- Research past media coverage to assess SLIC's reputation.
- Meet with key leaders and stakeholders to gain an understanding of institutional vision.
- Identify key targets, including state, national, and international news, entertainment, culture, and industry media (print and online).
- Propose innovative opportunities in key media markets to engage media in understanding SLIC's goals, programs and institutional vision, and to cultivate stronger relationships with colleagues, donors, and influencers.
- Identify opportunities and help develop materials for key SLIC personnel to publish (articles, guest blogs, essays, op-eds, etc.) in relevant media.
- Provide advice on press previews (attendees, scheduling/timing, content, etc.) for key events and/or programs.
- Develop culturally competent variations in messaging and written content, including regional messaging, for media/audiences communicating in a language other than English, as requested by SLIC.
- Create relevant materials, including news hooks, talking points, press releases, social media messaging.

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- Monitor and assess press coverage and social media posts and develop any responses needed to proactively address potential issues.
- Press Placements Contractor will place stories with national and international publications, popular culture press, and mainstream media as directed and coordinated by SLIC. Advise on creating and/or selecting press imagery, including photo embargoes and photo exclusives.

3.3 Media Monitoring

- Monitoring newspapers, magazines, TV, radio, and online media for mentions of the insurance corporation.
- Keeping an eye on social media platforms for mentions, comments, and trends related to the corporation.
- Identifying key themes and topics associated with the corporation in the media.
- Comparing the corporation's media presence with that of competitors.
- Keeping track of industry trends and news that could impact the insurance sector.
- Measuring the reach and impact of media coverage.
- Providing reports on the volume and quality of media mentions over time.
- Assessing how well media content (press releases, articles, and interviews) is being received.
- Gathering feedback to refine future media strategies
- Using media monitoring data to adapt and improve PR and communication strategies and identifying successful campaigns and areas needing improvement.

3.4 Writing Services

- Develop social media content, news/feature articles, opinions, speeches, messaging, newsletter content and other written communications for external and/or internal audiences at the direction of SLIC.
- Provide content in Microsoft Word to allow for review/edits by SLIC management.
- Provide bilingual and culturally competent written content for non-English speaking audiences as specified by SLIC.

3.5 Creative Services including Videography and Photography

- Develop ideas and create storyboards for videos that meet SLIC's goals for messaging, content, style, and length.
- Event coverage including producing videos in format that can be posted on YouTube, SLIC official website and Social Media handles.

3.6 Enhance Reputation as Thought/Industry Leader

- Identify and develop key messaging for SLIC top management to build reputation as a thought and/or industry leader.
- Identify key publications, events, conferences, organizations, and groups that leadership should be involved in and facilitate connections, invitations, or membership.
- Recommend and, with SLIC approval, secure speaking engagements for leadership.
- Recommend topics and publications for articles, columns, social media messaging, and op-eds that help establish leaders as thought/industry leaders.
- Develop and pitch articles, op-eds, columns, etc. with SLIC input and approval.
- Develop and implement sponsorship plans that offer leadership opportunities for speaking and/or engagement and/or enhance awareness and regard for SLIC.
- Monitor trends and make recommendations for topics to focus on in the future.

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3.7 Social Media

- Assess and benchmark current social media efforts and make detailed recommendations to achieve goals, enhance its online presence, and support its public relations/communications efforts.

3.8 Crisis Communications

- Develop and implement proactive, comprehensive crisis communication plans that clearly identify roles and responsibilities, provide step-by-step guidelines, and address multiple types of crises and audiences, including non-English speakers.
- Provide crisis communications training, including spokesperson training and tabletop situational exercises, to leaders and communicators. Training should be videotaped for reference and feedback.
- Provide communications leadership, support, and guidance during an ongoing emergency or crisis.
- Provide ongoing monitoring of key issues.

4 Documents

All applicants must submit an electronic bid through EPADs, containing the following:

4.1 Technical Proposal: The technical proposal must include all of the following documents in order to qualify and be eligible for evaluation:

- Agency / firm profile.
- Teams structure in Karachi, Lahore, Islamabad.
- List of at least 10 public and private organizations experience as PR Agency.
- NTN/ STRN Registration Certificate.
- Audited Financial Reports for the last two financial years.
- List of at least 5 current public or private clients for a reference check with contact information.
- Proof of work done previously for both public and private entities, this must include work done in digital PR mediums.
- Undertaking on PKR 100/- stamp paper, duly attested by the oath commissioner, stating that the company/firm has not been blacklisted by any of Federal or Provincial Government Department, Agency, Organization or autonomous body or Private Sector Organization anywhere within or outside Pakistan.

Please note that the absence of any documentary proof shall lead to the disqualification from the bidding process.

4.2 Financial Proposal: The financial proposal must include the following document in order to qualify:

- The Financial Proposal shall list all costs associated with the assignment. All activities and items described in the proposal must be priced separately; activities and items described in the Technical Proposal but not priced shall be assumed to be included in the prices of other activities or items.
- The quoted price shall be in Pak Rupees and shall be inclusive of all applicable taxes.

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- The details of Financial Proposal or a price quotation shall at no cost be mentioned in any document being submitted as part of the Technical Proposal. A company/firm will be disqualified if such details are mentioned in the Technical Proposal.

4.3 Bid Security:

- Each bidder shall furnish, as part of his bid, a Bid Security as stipulated in the Bidding Data in Pak Rupees in the form of pay-order/demand draft in favor of employer.
- Any bid not accompanied by an acceptable Bid Security shall be rejected by the SLIC as non-responsive.
- The bid securities of unsuccessful bidders will be returned after award of work to successful bidder.
- The Bid Security of the successful bidder will be returned when the bidder has furnished the required performance security after issuance of Letter of Award

4.4 Amount of Bid Security: PKR.180,000/- in shape of Pay order / Bank Draft in favor of State Life Insurance Corporation of Pakistan.

4.5 Period of Bid Validity: 120 days

4.6 Performance Security: The successful bidder shall furnish to the Employer a Performance Security which is 10% of contract amount in favor of State Life against Bank Guarantee as the Conditions of Contract within a period of 03 days after the receipt of Letter of Acceptance.

4.7 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.

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EVALUATION CRITERIA (Total 100 Marks)

Technical/Financial /Presentation Assessment

STEPS OF APPOINTMENT

- Bidders, who fail to meet the mandatory requirement, will be automatically disqualified.
- Only agencies which will fulfill the mandatory requirement will be rated further.
- Agencies obtaining less than 70% marks in Part Two will be disqualified.
- Marks obtained in the technical evaluation criteria shall hold 70% weightage.
- Financial bid will be opened of technically qualified agencies. Financial bid shall hold 30% weightage.
- The highest scoring agency will be appointed.

PART ONE: Technical – (Mandatory Requirement)

Registration of Business	Yes	No
NTN # (Please attached copy)		
Provincial Sales Tax (PST) - (Please attached copy)		
Undertaking on Rs.100 stamp paper for not blacklisting is required		
Kindly provide an undertaking on your company's letterhead, signed by your CEO stating that you are either: a) Not working with any SLIC competitors at present OR b) Are working with competitors of SLIC and are willing to forego all competitor account/s in case you are appointed by SLIC.		
Must have experience of PR as an agency for at least 5 years. (Attached service orders/invoices/documentary evidence).		
Cover Letters:		
Undertaking on company's letterhead, signed by CEO stating that all the information provided is accurate and true to the best of his knowledge		
An undertaking signed by the CEO on company's letterhead of the firm, company or corporation, bidding the firm/company/corporation to the listed work scope in its entirety without any caveat or distortion.		
Bidder agencies profile including name, year of establishment, registered address of Head Office and branches in other cities of Pakistan, telephone numbers, email addresses, social media pages (if any) and website addresses.		
In-House Operations:		
Entire operations are carried out by bidder itself (in house operation and execution). Confirmation on company's letterhead along with documentary proofs is required.		
Service Capability:		
Services will be provided (24/7) after working hours/weekends/public/gazette holidays without any additional payment. Confirmation on company's letterhead along with signature of the most senior officer is required.		
Profile:		
Profiles and work experience of top 3 executives of the company to be submitted		
Resources:		
A dedicated and highly proactive account team assigned to SLIC including; account/client services in Karachi, Media Relationship Manager in Karachi and Media Relationship Manager in Islamabad, 01 full time experienced content writer and 01 translator. Confirmation on company's letterhead is required.		

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Reference Letter:		
Reference letters from at least 03 clients out of which 02 should be MNC (FMCG/Services etc.). During the period 2021-2023 stating the services years if services and service offered (PR services e.g. Press releases, PR content etc.) Reference to be on client's letterhead with signature, stamp and date. The reference letters should be signed within the last 60 days from the date of tender advertisement. SLIC reserves the right to visit and meet the references to verify the information provided.		
Financial Strength:		
Average annual business turnover of PR agency excluding turnover of sister concerns for the last three years consecutively (2021-2023) should be more than PKR.10 million. Audited financial statement/documentary proof is required.		
Offices:		
Must have offices in Karachi, Lahore & Islamabad. Please provide complete officer details including address, contact details.		
Backup Operations:		
Agency must have a backup facility and resources to ensure provision of uninterrupted services on 24/7 basis. (Confirmation with relevant details of availability of the backup facilities is required on company's letter head).		

PART TWO: Rating Criteria (Max. 70 Marks)

S.No.	Description	SLIC Standard	Max Point	Point Obtained
1	Experience Overall bidders experience in business in Public Relations and Media Management in number of years.	More than 05-10 years 03-05 years 01-03 years	10 05 00	
2	Reference Letter Reference letters from at least 03 clients out of which 02 should be MNC (FMCG /Services etc.), during the period 2021-2023. Reference to be on client's letterhead with signature, stamp and date. The reference letters should be signed within the last 60 days from the date of tender advertisement. SLIC reserves the right to visit and meet the references to verify the information provided.	More than 03 reference letters 03 reference letter 03 or Less	10 05 00	
3	Human Resource Strength Combined work-force not including peons/riders/ office boys. (Nationwide-permanent staff only). Please provide list if staff members, designation, qualification and experience on company letterhead	More than 25 Between 10-15 Less than 10	10 05 00	
4	Financial Strength Average annual business turnover of PR agency excluding turnover of sister	More than PKR. 10 million PKR.10 million	10 05	

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	concerns for the last three years consecutively (2021-2023) should be more than PKR.10 million. Audited financial statement/documentary proof is required	Less than 10 million	00	
5	Global Affiliations: If the vendor possess any global affiliations, the information to be provided on company's original letter head duly signed and stamp. (Supporting / Evidence to be provided)	Yes No	05 0	
6	Agency Report should include: Strategic Planning and Assessments <ul style="list-style-type: none"> ▪ Provide a SWOT analysis of the corporation pertaining to its public image ▪ Provide a strategic assessment of SLIC's narrative in the public and media platforms including goal setting, recommendations, and reports as part of developing strategic media relations plans. Media Strategy and Planning <ul style="list-style-type: none"> ▪ Research past media coverage to assess SLIC's reputation. ▪ Identify key targets, including state, national, and international news, entertainment, culture, and industry media (print and online). ▪ Propose innovative opportunities in key media markets to engage media in understanding SLIC's goals, programs and institutional vision, and to cultivate stronger relationships with colleagues, donors, and influencers. ▪ Create relevant materials, including news hooks, talking points, press releases, and social media messaging. Enhance Reputation as Thought/Industry Leader <ul style="list-style-type: none"> ▪ Provide a strategic way forward including identifying and developing key messaging for SLIC top management to build reputation as a thought and/or industry leader. 		25	

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	<ul style="list-style-type: none">▪ Identify key publications, events, conferences, organizations, and groups that leadership should be involved in and facilitate connections, invitations, or membership.▪ Monitor trends and make recommendations for topics to focus on in the future. <p>Crisis Communications</p> <ul style="list-style-type: none">▪ Prepare a case study on a negative brand perception and devise a solution based approach to resolve the matter. Develop and implement proactive, comprehensive crisis communication plans that clearly identify roles and responsibilities, provide step-by-step guidelines, and address multiple types of crises and audiences, including non-English speakers.			
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**Maha Haider
Divisional Head
Corporate Affairs Division**