

SNDB/COK/ADMIN/TD/ \_\_\_\_\_

Copy No. \_\_\_\_\_

**CRITERIA  
PREQUALIFICATION  
OF  
ADVERTISING AGENCIES**

*This document contains; 04 pages*

## ● Terms of Reference

The agency shall provide services, or any of such services as may be required by the Sindh Bank Ltd (SNDB) from time to time.

Contract agreement will be extended / renewed upto 3 years on mutual understanding on same terms & conditions.

- a) Prepare advertising media plans on such lines and for such period as may be advised by the Bank, supported by field survey, with updated data showing effectiveness of media penetration.
- b) Nominate its representative to co-ordinate with Bank's focal person for briefing and finalizing details of assignment.
- c) On the advice of the Bank, prepare and provide media plans and seek approval for executing such plans.
- d) Advise the Bank of the latest research and development in the field of media advertisement, publicity trend and latest means of accepted and cost effective communication.
- e) Present and project strategy, ideas, concept and creativity for communication methodology through mail advertisement, speech writing, publicity and public relationing or any other popular mode.
- f) Arrange printing of material with art work and designing, tender notices, expressions of interest, notices for hiring services and procuring goods, office equipments, supplies, spaces etc. and other office procurements.
- g) Place advertisements in print and electronic media, bill boards hoarding and event presentations. Ensure thorough proof reading for accuracy, effective and complete insertions, displays, broadcast and telecast management.

## ELIGIBILITY CRITERIA-- PHASE 1

Pre-Qualification criteria for advertising agencies is as under:-

S. No.	Descriptions	Total Marks	Marks Obtained	Remarks	Remarks (Attachment of relevant evidence in each case is mandatory)	Attached Evidence as
1	Years in relevant business experience	20		For 15 years or more	NTN Certificate/Letter of Incorporation/ Company Registration Letter is required to be enclosed	Ann "A"
		10		For 8 years or more		
		03		For 5 years or more		
2	Financial Institutions (FI) handled in last 5 years	10		6 FI's & Above	Attach client list and documentary evidence	Ann "B"
		07		4 FI's & Above		
		03		2 FI's & above		
3	List of awards received	10		5 and above	Attached list along with certificate/ Photographs	Ann "C"
		07		3 and above		
		03		2 and above		
4	Particulars of permanent technical staff ,their qualifications, experience and available facilities	10		50 number of staff & above	Attach list of staff on company letterhead	Ann "D"
		07		30 number of staff & above		
		03		15 number of staff & above		
5	Cumulative Turn Over for Last 03 years	30		300 million & above	Audit Report / Tax Return	Ann "E"
		15		200 million & above		
		08		100 million & above		
6	Details of portfolios and services provided (please include sample of works e.g. show-reel and print ads)	10		Evidence Shown	Attach List of sample work alongwith CD / show reel	Ann "F"
7	Details of affiliates, sister concerns and/or other related offerings (if any) for logistical and operational soundness	05		Evidence Shown	Attach letter of affiliation	Ann "G"
8	Number of Offices in major cities (Karachi/Lahore/ Islamabad)	05		3 and above	Attach list of complete address along with their landline numbers & email address	Ann "H"
		3		2 and above		
<b>Total</b>		<b>100</b>		<b>Qualified / Disqualified</b>		

**NOTE:**

Selection process consist of 02 Phases

- a. **Phase 1** (Qualifying in Eligibility Criteria)
- b. **Phase 2** (Qualifying in Presentation)

**DISTRIBUTION OF ASSIGNMENTS TO ADVERTISING AGENCIES**

Distribution of assignments (1. Electronic Media, 2. Print Media and 3. NIT/EOI/Notices & Job Opportunities will be awarded to Advertisement Agencies as follows;

- ❖ **First Highest scoring Advertising Agency** will be awarded the assignment of Electronic Media.
- ❖ **Second Highest scoring Advertising Agency** will be awarded the assignment of Print Media.
- ❖ **Third highest scoring Advertising Agency** will be awarded the assignment of NIT/EOI/Notices and Job Opportunities.

1. In **Phase 1**, acquiring of 70 marks is mandatory for enlisting into panel of "Pre-Qualified Agency for Sindh Bank Limited".
2. In **Phase 2**, the advertising agency will deliver the presentation to the SNDB panel and should qualify for 630 out of 900 marks based on 03 categories Print (corporate advertisement for Newspaper), Classification of advertisement (Notice Inviting Tender /Expression of Interest/Notices) and Electronic (TV & Radio).Rating will be done on Message/Concept/Strategy/Quality.
3. If any agency disqualified in the phase 1, will not be eligible to participate in **Phase 2** i.e. the Presentation. Agencies that will qualify in phase 1 will be sent a letter with the time and date to deliver their presentation to SNDB panel.
4. The advertising agency will be disqualified from the very outset, if suspended by All Pakistan Newspaper Society (APNS) and Pakistan Broadcasters Association (PBA) in the last year. (attached – APNS and PBA certificate for non-suspension)
5. Registration of All Pakistan Newspaper Society (APNS), Pakistan Broadcasters Association (PBA) and Advertising Association of Pakistan (AAP) is mandatory otherwise agencies will be disqualified from the very onset. (Registered letters/Certificates are mandatory and must be enclosed)
6. Attachment of relevant evidence in each above requisite is mandatory. In case of non-provision of evidence in any of the requisite, no marks will be awarded.
7. Only relevant document to be enclosed.
8. Above given scoring Performa duly filled in all respect along with comprehensive **Company Profile** is required to be submitted as mentioned in the advertisement on the given address.
9. Any false information or mis-statement on the part of the agency will lead to disqualification/ blacklisting/ legal proceeding.
10. Attached affidavit that the agency have never been blacklisted in any organization.

**Lt. Col. (R) Shahzad Begg**

Head of Administration Division

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