



BID DOCUMENT
TERMS OF REFERENCE

PRE-QUALIFICATION /
EMPANELMENT
OF ADVERTISING AGENCIES FOR PRINT AND
ELECTRONIC MEDIA

Date and Time of Submission: 16th April 2018 till 10:30 AM

Technical Bid opening: 16th April 2018 at 11:00 AM

Head Branding & Marketing
The Bank of Khyber

34 the Mall, 2nd Floor State Life Building, Cantt,
Peshawar.

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Pre-qualification Form

General Information:

Name of Agency			
Abbreviated Name			
National Tax number/ KNTN no *KPRA		Sales Tax Registration No.*	
Number of employees		Company's Date of Formation	

Legal Status	Private limited		Sole Proprietor		Joint Venture		Partnership	
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Registered Office address		Fax number	
City		Mobile number	
Phone		Website	
E-mail address			

Branch Office address		Fax number	
City		Mobile number	
Phone			
E-mail address			

Financial worth of the Agency

Net Worth	In year 2017	
Turn Over	In year 2017	
Last 3 years of company profit* (Please provide 3 years Audited Statements)	Year	Profit / Loss
	2017	
	2016	
	2015	

Management Detail

CEO / Chairman Name		CNIC No:	
Phone		Fax	
E-mail			

List Management / Board of Directors

Sr. No	Name	Position	Phone	E-mail
1				
2				
3				
4				

List of current business with other organizations including government organizations

Sr. no	Name of organization	Current Project/Scope of Work	No of Employee	Annual Contract Volume	Approximate value of Business

Any business detail already done with BOK:Yes ☐ NO ☐

if Yes Please Specify:

List of Documents to be attached with application form/ Mandatory Required Attachments:

- Profile Document of Agency.
- Details/ certificates of registration with income Tax, Sales Tax, APNS, PBA and KPRA (K P Revenue Authority) ;
- Particulars of permanent technical staff, their qualification and experience;
- Copy of APNS accreditation/ Non suspension certificate from APNS and PBA;
- Affidavit on Stamp paper of Rs:100, stating that agency/service provider is not Blacklisted/Defaulter;
- Financial Soundness Proof (Bank Reference or Bank Statement or Audited Report / Accounts);
- List of Existing Clients with contact person (regular and occasional) on specified format;
- List of Projects Completed (if exceeds 50, then only for last five years).

The information given above is true to the best of our knowledge; we undertake to inform BOK, of any changes that may take place later in the status of company in business / agency or the Management.

Company's Stamp

Signature

Criteria for Prequalification/ Empanelment of Advertising Agencies for print and electronic media

The Bank of Khyber requires the services of Advertising Agencies for print and electronic media for both of its Conventional and Islamic banking segments.

1. Scope of Work:

- i) The Advertising Agency selected /empaneled shall provide services, as required by the Bank of Khyber from time to time.
- ii) Initial Contract/Agreement will remain for 1 year however it will be extended/renewed up to maximum 2 years on mutual understanding of same terms and conditions and rates.
- iii) To prepare advertising media plans for defined time periods as advised by the Bank, supported with survey, updated data showing effectiveness of media penetration.
- iv) Advise Bank of the latest research and development in the field of media advertisement, publicity trend and latest means of accepted and cost effective communication, as and when required.
- v) To Brand our existing and new products via designing attractive campaigns, also Point of Sales (POS) namely banners/standees/backdrops/designing of debit cards/take ones etc. (tender notices, expressions of interest, notices of hiring services /job opportunity ads, and procuring goods, office equipment, supplies, spaces etc. and other office procurements).
- vi) Place advertisements in print (Newspapers/Magazines). Prepare Media Plans by booking space in Newspapers and Magazines.
- vii) Airing of TV Commercials (TVC) in electronic media (TV Channels and Radio Stations) Moreover, Prepare Media Plans by booking space in TV Channels and Radio Stations.
- viii) Arranging free of Cost designing of all sort i.e Point of Sales (POS) (Banners, Standees, Back drops, Flyers/Brochures, Signboards and Advertisements etc)
- ix) Complete production of TVC and radio audio (voiceover).
- x) Advertising Agencies selected through the prequalification process will be signing the Integrity Pacts and Contract/Agreements between the Advertising Agencies and the bank.

Once the Contracts/ Agreements signed between the Prequalified Advertising Agencies and the bank individually, then work/assignments will be awarded to the Advertising Agencies as follows:

- i. As and when work is required by the bank for print or electronic media, the Prequalified Advertising Agencies will be invited and will be given the required pitch/brief for the assignment.
- ii. The Prequalified Advertising Agencies will prepare the assignment and present along with the financial proposal.
- iii. The concerned banks committee will evaluate /judge the assignment presented by the Prequalified Advertising Agencies and select the work as per the given criteria mentioned in the pitch/brief.
- iv. Whichever Prequalified Advertising Agency is selected for its assignment, will be awarded with the work order.

2. Selection Process Agency:

Selection Process comprise of two Phases;

i. Phase I Qualification in Eligibility Criteria Rating Mark Sheet:

Applying agency must qualify in Eligibility Criteria rating mark sheet by acquiring at least 70 marks to proceed further to Phase II.

ii. Phase II Qualification in presentation:

In Phase II initially qualified agency will deliver presentation to selection committee panel of the bank. Initially qualified agencies will be communicated of the time and date to deliver their presentation via email or letter from the bank.

Note: No Advertising Agency shall be prequalified unless a clearance certificate of the outgoing advertising agency is sent to PID.

3. Eligibility Criteria (Mark sheet):

Pre-Qualification criteria for selection of advertising agency for print & electronic are as under:-

The Qualification Criteria for selection of advertising agency for print & electronic are 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	15		For 05 Years or more	NTN Certificate/Letter of Incorporation/Company Registration Letter is required to be enclosed	Ann “A”
		07		For 03Years or more		
2	Banks & Financial Institutions (FI) handled in last 3 years	15		3 & Above	Attach client list and documentary evidence	Ann “B”
		07		2 & Above		
		03		1 & Above		
3	List of awards received in the last 5 years from Pakistan Advertisers Society (PAS)	10		2 and above	Attach list along with certificate/ photographs	Ann “C”
		05		Less than 2		
4	Number of TVC’s produced in the last 3 years along with the details(please attach sample of works e.g. portfolios and show reel)	15			Attach copies of letters of confirmation or letters of appreciation by the clients	Ann “D”
5	Cumulative Turn Over for Last 03 Years (Year wise)	10		100 million & above	Audit Report/ Tax Return	Ann “E”
		08		75 million & above		
		05		50 million & above		
6	Details of affiliates, sister concerns and/or other related offering (if any) for logistical and operational soundness	05			Attach letter of affiliation	Ann “F”
7	Number of Print campaigns run in the last 3 years along with the details (please include sample of works e.g. print ads and newspaper cuttings)	25			Attach copies of letters of confirmation or letters of appreciation by the clients	Ann “G”
8	Number of Offices in major cities (Peshawar Karachi/Lahore/Isla mabad)	05		3 and above	Attach list of complete address along with their landline numbers & email address	Ann “H”
		03		2 and above		
Total Marks		100		Qualified/Disqualified		

Note: i) Marks at serial no 4 and 7 will be evaluated by the banks nominated committee.

ii) Attachment of relevant evidence in eligibility criteria is mandatory. In case of non-provision of evidence in any of the requisite, no marks will be awarded. Acquiring of 70% marks are mandatory for initial qualification to Phase II of selection Process.

4. Mandatory Requirements

1. GST/Income Tax Registration/ Copy of Registration Certificate with (FBR) Federal Revenue Board and (KPRA) KP Revenue Authority.
2. Attachment of Affidavit (specimen attached as Annexure “A”) on stamp paper from the owner of the company.
3. Writing of tender reference as given in the Prequalification Ad on the envelope, carrying tender document is must or the bank will not be responsible if the documents are not received by the Procurement Committee at the time of opening of bids.
4. The representative present at the time of opening of tender shall be in possession of an authority letter on the Advertising Agencies letter head, duly signed by the concerned authority.
5. Registration of All Pakistan Newspapers Society (APNS), Pakistan Broadcasters Association (PBA) and Pakistan Advertising Association of (PAA) is mandatory otherwise agencies will be disqualified from the very onset. (Registered letters/Certificates are mandatory and must be enclosed)
6. Suspension not more than three months with All Pakistan Newspaper Society (APNS) and Pakistan Broadcaster Association (PBA).
7. At the time of submission of application the Advertising Agency must not be on suspension list of APNS and PBA.

5. Disqualification:

The bidder will be considered disqualified prior/during technical evaluation process or after award contract if:

1. Blacklisted by KPPRA and Bank of Khyber.
2. Issued with warning letters/emails by the bank of Khyber in the past to the bidder for unsatisfactory performances.
3. Not GST/Income Tax / KPRA Registered.
4. If during verification process of the client list the response by any of the bank is unsatisfactory on account of previous performance.
5. In the past, the company agreement has been prematurely terminated after due qualification in any of the category of the tender.
6. The advertising agency will be disqualified from the very outset, if it is found suspended while applying by All Pakistan Newspaper Society (APNS), Pakistan Broadcasters Association (PBA) and Pakistan Advertising Association (PAA).
7. Attached affidavit that the Advertising Agencies have never been blacklisted in any organization.
8. Any false documents submitted by the Advertising Agencies will be blacklisted and disqualified.

(Annexure) To be typed on Rs.100/- Stamp Paper

**AFFIDAVIT /
DECLARATION**

**(AS REQUIRED BY THE STATE BANK OF PAKISTAN
THROUGH BPRD CIRCULAR NO.13. DATED
DECEMBER, 11, 2014)**

I, _____ S/o _____, Proprietor/Authorized

Representative/Partner/Director of M/s _____,

having NTN # _____, holding CNIC # _____, do hereby state on solemn
affirmation as under:-

1. That the above named firm/company has not been adjudged an insolvent from any Court of law.
2. That no execution of decree or order of any Court remains unsatisfied against the firm/company.
3. That the above named firm/company has not been compounded with its creditors.
4. That my/our firm/company has not been convicted of a financial crime.

That whatever stated above is true and correct as to the best of my knowledge and belief.

City: _____ Dated. ____

DEPONENT

(PROPRIETOR / REPRESENTATIVE)/DIRECTOR

I Solemnly affirmed and stated by the above named deponent, personally, before me,
on this

_____ day of _____ 201 , who has been identified as per his CNIC.

COMMISSIONER FOR TAKING AFFIDAVIT

END OF DOCUMENT