



Government of Pakistan  
PAKISTAN TELECOMMUNICATION AUTHORITY  
www.pta.gov.pk

## **Invitation For Competition Appointment of Advertising Agencies**

Pakistan Telecommunication Authority (PTA), intends to hold an open competition for the appointment of advertising agencies for handling of its publicity (National & International) for the period of two years.

All advertising agencies enlisted with the Press Information Department (PID), Government of Pakistan are requested to submit their application/ profiles along with creative/ artwork (print, electronic, digital/social media) containing concepts and copies, sketches, preliminary designs, story boards and scripts as per document available on PTA website [www.pta.gov.pk](http://www.pta.gov.pk). Document/ Brief can be obtain from the office of PR Directorate, PTA.

Application/Profile must be reach in sealed envelopes at the office of PR Directorate, PTA Headquarters, F-5/1, Islamabad on or before 16<sup>th</sup> January, 2024 at 02:30 PM. Application/Profile will be opened on the same day at 03:00 PM. If the Application/Profile receiveing and opening day fall on a public holiday, the application/-profile will be opened on next working day at the same time. This advertisement is also available on PTA website ([www.pta.gov.pk](http://www.pta.gov.pk)).

**Malahat Obaid, Director PR**  
**PTA Headquarters, F-5/1, Islamabad**  
**Tel: 051-2878152 , Fax: 051-9219921**  
**Email: [pr@pta.gov.pk](mailto:pr@pta.gov.pk)**

14x2

## EOI/Brief for Selection of Advertising Agencies

### Pakistan Telecommunication Authority (PTA)

1. In order to project and promote activities, program and policies of Pakistan Telecommunication Authority (PTA) through media and other publicity means, the Authority intends to appoint Advertising Agencies on its panel. These agencies will be responsible to launch advertisement campaigns to highlight the decisions of the Authority and to attract foreign and local investors to enter into this potential sector of economy, as and when required. Advertising agencies shall be selected through an open and transparent competition, after meaningful and effective consultation with Press Information Department (PID).

#### **2. Submission of Profiles:**

The agencies desiring to participate should submit their profiles/portfolios to PR Directorate on their letterhead alongwith documents in sealed envelope as per deadline mentioned in advertisement.

##### **2.1 Terms & Conditions**

The advertising agencies intending to participate in the competition will be required to fulfill the following requirements and provide certificates/proof.

##### **Mandatory**

- i. Should be accredited/enlisted by PID.
- ii. Registered with Income tax and sales tax departments.

#### **3. Short listing:**

The advertising agencies will submit their creative/artwork (concepts and copies, sketches, preliminary designs, story boards and scripts). Short-listed agencies will be invited for a final presentation after fulfilment of mandatory requirements and based on artwork.

#### **4. Visit to office setup of shortlisted ad agencies:**

As per "Guidelines & Procedures Advertisement Policy 2021" of PID, short listed agencies offices shall be visited.

#### **5. Presentation:**

Only short listed agencies will be invited for presentation. Each agency will be given the maximum time of 20 minutes for presentation and question/answer session. The presentation shall focus on the following aspects:-

- i. Introduction/brief profile of the agency with information such as established offices in various cities and major campaigns run for Government Office.
- ii. Number of employees working in creative and marketing department.
- iii. Number of overall clients and in Islamabad.

- iv. Types of campaigns on social media, how many, what budget was utilized (maximum, minimum results achieved sub point/boosting treading/increase followers etc.
- v. Strategy for PTA's image building
- vi. Action plan for PTA regarding media activities/publicity fraud concerning its functions including creative work on topics such as protection of consumer rights and awareness, Device Identification Registration and Blocking System (DIRBS), Auction of Spectrum and awareness for responsible use of internet content, etc.

a. Media Mix:

The presentation must include the following media mix:

- |                        |   |
|------------------------|---|
| Electronic -           | TVC (30 seconds) with adaptations/Radio   |
| Print -                | Advertisements (maximum 5 advertisements) |
| Social/Digital Media - | Info graphics, animated GIFs and videos.  |
| Promotional Material - | Brochures, Backdrop and Posters etc.      |


**6. Information/Material on PTA:**

All information/material is available at PTA website [www.pta.gov.pk](http://www.pta.gov.pk) for preparation of final presentation by the ad agency.

**7. Contact Information:**

For further details/information, the following may be contacted during working hours:

**PR Directorate, PTA Headquarters, F-5/1, Islamabad. Phone #: 051-2878152**

  
**Zaib Un Nisa Gharshin**  
Deputy Director (PR)  
Pakistan Telecommunication Authority  
Headquarters F-5/1, Islamabad