

## Advertisement:



### STATE BANK OF PAKISTAN Invitation of Applications for Appointment of Communication, Advertising and Digital Agencies

No. SBP/ERD/A&PD/002032/2022

Dated: 23-02-2022

State Bank of Pakistan (SBP) invites applications for the appointment of one or more PID and APNS accredited communication, advertising and digital agencies on its panel, as per Press Information Department (PID) Advertisement Policy 2021. The agencies will be required to design and implement communication strategies for SBP's various initiatives, through public awareness campaigns, special initiatives of communications and other advertising needs.

The Agencies must have the experience of strategic communication planning based on market and consumer research; above and below the line advertising activities; and media research, planning and buying activities to ensure effective designing and implementation of communication strategies.

The agencies should have a complete advertising setup for electronic/print/digital advertising including creatives, client service and media planning & buying and offices in major cities of the country. They must have at least 10 years of experience in the advertising business for leading clients.

Interested communication, advertising and digital agencies, eligible as per PID Guidelines may submit their applications in a sealed envelope to the Advertisement & Publications Division, External Relations Department, State Bank of Pakistan, 10<sup>th</sup> Floor, SBP Building, I.I Chundrigar Road, Karachi, on or before **March 14, 2022, latest by 10:30 AM**, subject to the specified terms and conditions. The applications will be opened at **11:00 AM** on the same day at the Learning Resource Centre (LRC) of SBP.

Terms of References (TORs) Document, which entail application form and detailed terms and conditions can be downloaded free of cost from the website: <https://www.sbp.org.pk/tenders/index2.asp>

Selected Agency will use its resources for publication of advertisement of SBP in print / electronic & digital media as per PID Advertisement Policy and on PID approved rates and without any additional cost or service charges.

#### Note:

- No compensation or payment for the presentation or for the production of material will be given to the participating agencies.
- Conditional entries will not be entertained.
- SBP reserves the right to accept or reject any application without assigning any reason.
- Only short listed advertising agencies will later be invited for presentations.

#### Joint Director

Advertisements & Publications Division, External Relations Department, State Bank of Pakistan,  
10<sup>th</sup> Floor, SBP Building, I.I Chundrigar Road, Karachi Tel: 21-3311-4916/3245-5947

Website: [www.sbp.org.pk](http://www.sbp.org.pk)



**STATE BANK OF PAKISTAN**

## **Terms of Reference (TORs)**

# **Invitation of Applications from Communication, Advertising and Digital Agencies for Print, Electronic & Digital Media**

**Date and Time of Submission: March 14, 2022 until 10:30 AM**

---

Advertisements & Publications Division, External Relations Department, State Bank of Pakistan  
10<sup>th</sup> Floor, SBP Building, I.I Chundrigar Road, Karachi Tel: 21-3311-4916/3311-5947  
Website: [www.sbp.org.pk](http://www.sbp.org.pk)

## **STATE BANK OF PAKISTAN**

### **INVITATION OF APPLICATIONS FOR APPOINTMENT OF COMMUNICATION, ADVERTISING AND DIGITAL AGENCY**

Interested advertising and digital agencies accredited with Securities and Exchange Commission of Pakistan (**SECP**), All Pakistan Newspapers Society (**APNS**), Pakistan Broadcasting Association (**PBA**) and acknowledged by Pakistan Information Department (**PID**) (registered with Sales Tax and National Tax Authorities & Sindh Revenue Board) are invited to submit application in closed / sealed envelope duly marked "Application of Advertising Agencies".

Application documents can be downloaded free of cost from the SBP website: <https://www.sbp.org.pk/tenders/index2.asp>. Agencies will submit proposals by March 14, 2022 up to 10:30 AM. . The applications will be opened at 11:00 AM on the same day at the Learning Resource Centre (**LRC**) of SBP.

Thanking you,

Yours faithfully

Joint Director,  
Advertisements & Publications Division,  
External Relations Department,  
State Bank of Pakistan.

# STATE BANK OF PAKISTAN

## TERMS & CONDITIONS FOR APPOINTMENT OF COMMUNICATION, ADVERTISING AND DIGITAL AGENCY

### 1. INTRODUCTION

1. The State Bank of Pakistan (Bank) is established under the State Bank of Pakistan Act, 1956 (**Act**). The Act mandates the Bank to achieve domestic price stability by way of regulating the monetary and credit system of Pakistan and, without prejudice to said primary objective, contribute to the stability of the financial system of Pakistan and support the general economic policies of the Federal Government to foster development and fuller utilization of the country's productive resources.

The Bank invites application from reputable advertising and digital agencies to meet its communication and advertising needs.

2. Interested agencies, capable of competing as per PID Guidelines may submit their application in sealed envelopes to the Advertisements & Publications Division, External Relations, State Bank of Pakistan, 10<sup>th</sup> Floor, SBP Building, I.I Chundrigar Road, Karachi on the date and time as advertised.

3. The proposals will be opened on March 14, 2022 at 11:00 AM at the Learning Resource Centre (**LRC**), SBP Head Office. Number of pages and set of information (to be received) will be counted and noted on cover page with signature of the relevant officer.

4. Selected Communication, Advertising and Digital Agencies / Firms ("the Agencies / Firms") will use their resources for publication of advertisement of the Bank in print / electronic & digital media as per PID Advertisement Policy and on PID approved rates and without any additional cost or service charges.

### 2. ELIGIBILITY

The Agencies / Firms will be eligible to take part in the application process that meet the following eligibility criteria and produce evidences thereof:

- a. Registration with the Sales Tax and Income Tax authorities.
- b. Accreditation with Securities and Exchange Commission of Pakistan (SECP); All Pakistan Newspapers Society (APNS); Pakistan Broadcasting Association (PBA) and acknowledged by PID.
- c. Affidavit on stamp paper indicating that the Agency / Firm is not black listed /suspended by APNS, PBA, PTV, Radio Pakistan, other channels, or any other organization.
- d. Certificate to the effect that the Agency / Firm will make payment of all dues relating to SBP to all newspapers and other media, payment of which will be released to them by SBP, if any.
- e. Federal Board of Revenue Income Tax / CGT payment certificate.

- f. Provincial Revenue Board Certificate.
- g. Minimum ten (10) years of experience.
- h. Should have working experience with financial institutions.

### **3. INELIGIBILITY**

An Agency/ Firm shall not be eligible if;

- a. It is presently suspended by PID or APNS;
- b. It has been blacklisted by APNS, PBA, PTV, Radio Pakistan, other channels, or any other organization;
- c. It has been sanctioned by National Counter Terrorism Authority (NACTA);
- d. It is owned by Employee of SBP or Federal or Provincial Government;
- e. It is owned by a Minor child / dependent of employee of SBP;
- f. Agency/Firm or its director or partner of proprietor is presently involved in default with PID or APNS; and
- g. It is deficient in term of requirements of clause '2' of this document.

### **4. SUBMISSION OF APPLICATION**

- i. Interested Agency /Firm may submit their application in sealed envelopes, addressed to the "Joint Director Advertisements & Publications Division", External Relations Department, State Bank of Pakistan (SBP), 10<sup>th</sup> Floor, SBP Building, I.I. Chundrigar Road, Karachi on the date and time as advertised.
- ii. Interested Agency / Firm shall enclose the information duly supported with documentary evidence with their application form:
- iii. All documents / papers must be attested by director / partner / proprietor of the Agency / Firm
- iv. SBP can ask for any other relevant information / document before or after selection and appointment;
- v. Agency/ Firm shall ensure transparency in submission of application and submit an integrity pact as per Annexure-I on the letterhead duly signed by the authorized representative; and
- vi. Applications received through fax, cable, email or any other mode or means, except as prescribed above, shall not be considered.

## 5. APPLICATION FORM

### **General Information:**

Name of Agency / Firm:			
Abbreviated Name:			
National Tax Number (NTN):		Sales Tax Registration No:	
Number of Employees:		Company's Date of formation:	

<b>Legal Status:</b>	Private Limited		Sole Proprietor		Joint Venture		Partnership	
----------------------	-----------------	--	-----------------	--	---------------	--	-------------	--

Registered Office Address		Fax Number	
City		Mobile Number	
Phone(s)		Website	
E-mail Address			

Branch Office Address		Fax Number	
City		Mobile Number	
Phone(s)			
E-mail Address			

Branch Office Address		Fax Number	
City		Mobile Number	
Phone(s)			
E-mail Address			

Branch Office Address		Fax Number	
City		Mobile Number	
Phone(s)			
E-mail Address			

**International Affiliation of the Agency:**

Name of International Company / Group			
International Office Address		Fax Number	
City & Country		Mobile Number	
Phone(s)			
E-mail Address			

**Financial worth of the Applicant Agency:**

Net Worth	Latest or financial year 2019-20	
Turn Over	Latest or financial year 2019-20	
Last Three (3) financial years of company profit (please provide 3 years audited statements)	Financial Years:	Profit & Loss
	2019-20	
	2018-19	
	2017-18	

**Management Details:**

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

**List of Board of Directors/Management/Key Team members (Branding/Creatives/Client Service/Media Planning & Buying)**

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

**List of business(s)/projects with Public/Private sector organizations of value minimum Rs100 million:**

Sr. No.	Name of Organization	Current Project/Scope of Work	No. of Employees	Approximate Value of Business
1				
2				
3				
4				
5				

**Experience in advertising services:**

Tick the box with relevant years of experience

10	11	12	13	14	15	16	17	18	19	20+

**List of Five (5) Clients served for minimum of 2 years (also attach supporting documents):**

SN	Name of Client / Brand	No. of years served
1		
2		
3		
4		
5		

**List of at least Two (2) Clients from Commercial Banks served for minimum of 2 years (also attach supporting documents):**

SN	Name of Client / Brand	No. of years served
1		
2		
3		



**List of at least Three (3) Advertising Campaigns, based on Electronic, Print and Digital means, with a campaign budget of minimum PKR100 million in last Three (3) years (also attach supporting documents including strategy, creatives and plans):**

SN	Name of Campaign / Brand / Client	Year of Campaign	Budget of Campaign
1			
2			
3			

**List of at least (10) Advertising Campaigns in last Three (3) years (also attach supporting documents such as client authorisation of the campaign):**

SN	Name of Client / Brand	No. of years served
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

**Any business details already done with the SBP or its subsidiaries:**

Yes		No	
-----	--	----	--

If Yes, please specify:

---



---



---



---

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

- a. Profile Document of Agency / Firm;
- b. Copy of registration of incorporation, in case of company;
- c. Details/ certificates of registration with income Tax, Sales Tax, APNS;
- d. Proof of enlistment with PID.
- e. Particulars of permanent technical staff, their qualification and experience;
- f. Letter of authority in favour of authorized person, who will negotiate appointment formalities;
- g. Copy of APNS accreditation/ Non-suspension certificate from APNS and PBA;
- h. Affidavit on Stamp paper of Rs:100, stating that there was no previous litigation of Agency / Firm with SBP and that the Agency/ Firm have not been black listed by APNS, PBA, PTV, Radio Pakistan, other channels, or any other organization;
- i. Proof of Financial Soundness (Bank Reference or Bank Statement or Audited Report / Accounts);
- j. Certificate of Incorporation / oldest contract / sufficient documentary evidence to prove minimum 10 years of experience;
- k. Copies of contract / sufficient documentary evidence of experience with at least Two (2) clients from the financial service sector, which have been served for a minimum of Two (2) years for their advertising services;
- l. Copies of contract / sufficient documentary evidence of experience with Top Five (5) clients, which have been served for a minimum of Two (2) years for their advertising services;
- m. Copies of contract / sufficient documentary evidence of experience with at least three (3) advertising campaigns of any of their client with a campaign budget of PKR100 million or above during the last Three (3) years;
- n. Proof of Listed Clients.

The information given above is true to the best of our knowledge; we undertake to inform SBP, of any changes that may take place later in the status of Agency/ Firm or its Management. We have also read and understood the terms and conditions for appointment of Communication, Advertising and Digital Agency/Firm and hereby give our unconditional acceptance to the same.

Company's Stamp

Signature

## 6. SELECTION PROCESS:

Selection Process comprises of two Phases;

### i) **Phase I: Short Listing of Firms:**

SBP's Evaluation Committee will scrutinize applications and supporting documents submitted by agencies/firms, and short-list agencies/firms who will be invited for final presentations.

### ii) **Phase II: Presentations by short-listed Advertising Agencies/Firms:**

Shortlisted agencies/ firms will be communicated, via email or letter, of the time and date for delivering of their presentation to a Selection Committee comprising a PID representative, an external media professional and SBP's representative for the final selection of the Agency/ Firm for appointment on SBP's panel.

## 7. EVALUATION OF APPLICATIONS FOR SHORT-LISTING (Phase I):

- a. Applications shall be evaluated purely on merit subject to Eligibility and Ineligibility conditions and minimum requirements wherever described in the application form;
- b. The Evaluation Committee may call any explanation / detail, during evaluation; however, the substance of original submitted/dropped application cannot be changed under any circumstances.
- c. The Evaluation Committee will short-list applicants who will be intimated subsequently for Final Presentation in front of the Selection Committee as per PID Guidelines.

## 8. PRESENTATIONS BY SHORT-LISTED AGENCIES/FIRMS (Phase II):

Short-listed advertising agencies/firms will be required to give a **45 minutes presentation** comprising of two parts:

**Part 1: A proposed communication and advertising strategy and plan from the agency / firm to effectively communicate SBP's key initiatives and support SBP in achieving its goals (30 minutes).** The presentation must show key elements of communication strategy comprising: (i) strategic communication goals; (ii) objective measures of success of the communication strategy; (iii) ways of market and consumer research to design strategies and plans; (iv) ATL (above the line) & BTL (below the line) advertising activities; (v) platforms of communication and advertising; (vi) ball park budget estimates for various components of plans; and, (vii) measures of research based impact analysis.

**Part 2: Showcasing the best campaign among the three listed in the application form (15 minutes).** The presentation must show the full journey of the campaign design, execution and impact analysis in establishing the brand. This entails (i) concept and strategy of the campaign, (ii) creatives and artwork; (iii) media plan; and (iv) indicators used to measure success of the campaign and their outcome.

The presentation will be made before the Final Selection Committee, constituted under PID Guidelines. Presentation format should be PowerPoint based and the laptop and other necessary equipment/requirement shall be arranged by the shortlisted agency/firm for this purpose.

## **9. APPOINTMENT OF COMMUNICATION and ADVERTISING AGENCY/FIRM:**

- a. The Agency/Firm, that meets the criteria and is recommended by the Final Selection Committee constituted for this purpose, will be appointed on panel of the Bank for further business as per PID Guidelines;
- b. SBP may appoint one or more Agencies/Firms and business can be allocated/distributed among the appointed advertising agencies/firms as per PID Guidelines.

## **10. DOCUMENTS AND CONTRACT:**

- a. In case of appointment of Agency/ Firm, advertisement published in the newspaper, TORs and Application of the Agency/ Firm will constitute the contract;
- b. The Agency/ Firm shall be responsible for completion/submission/execution of all documents, as notified from time to time, within **Ten (10)** days i.e. from the date of award of the contract;
- c. The documents, invitation of application and all the information/documents provided/submitted by the Agency / Firm shall be treated as integral part of the contract;
- d. Appointment of the Agency / Firm will be for a period of **Two (2)** years, extendable further as per PID's Guidelines, subject to satisfactory performance;
- e. SBP can call invitation from other Agency/ Firm during the currency of contract;
- f. SBP at its own discretion can appoint any other Agency/ Firm during the currency of contract after following the due process as per PID guidelines;

## **11. SCOPE OF WORK:**

- a. To develop and execute communication and advertising strategies for the various initiatives of SBP and its subsidiaries;
- b. To develop objective metrics for determining how successful SBP is in achieving its strategic communication goals

- c. To develop and launch communication activities including media campaigns on all available channels including Electronic, Print, Digital, Out Of Home (OOH) media.
- d. To develop campaign related creatives/collaterals including TVCs and adapts, testimonial and influencer videos, explainer videos, press ads, branding and event collaterals, digital collaterals and other communication and campaign related material such as briefs, articles, press releases as well as clarifications/rebuttals, if required.
- e. To arrange release and publication of all types of advertisements (including operational & administrative tender/legal notice /public notices and publicity/corporate advertisement/banners for special publications/events etc.).
- f. To develop and launch special supplements, publicity campaigns, brand activation, event branding, etc. whenever required.
- g. To see the affairs with PID and ensure compliance of Govt. Advertisement Policy.
- h. Communication and Advertising agency will be responsible for providing media monitoring services of the campaign;
- i. In addition to the above, to perform any other media related job, required by SBP, without any charges.

## **12. PAYMENT:**

- a. All the payment to the Agency/Firm shall be made in accordance with the prevailing federal government policy and PID Guidelines, applicable for public corporations and on PID approved rates;
- b. Any financial claim of the Agency/Firm in relation to scope of work (clause 11 of this document) shall not be considered;
- c. In case of any excess payment made by SBP due to inadvertent fault/negligence of the Agency/ Firm, same shall be recovered from the advertising agency/firm by SBP as per the applicable laws.

## **13. GENERAL CONDITIONS:**

- a. SBP reserves the right to accept /reject wholly or partially any application at any stage of the process. Reasons shall only be provided on written request.
- b. The decision of the SBP will be binding on all concerned and in no case will be challengeable at any forum or any court of law.
- c. Applications are liable to be rejected if; they do not conform to the terms and conditions of prequalification documents.
- d. During the prequalification process as per criteria, SBP at its sole discretion may ask for clarifications of any aspect. However, no change shall be made in prequalification criteria without bringing the same to the knowledge of all the participants/allowing equal opportunity & level playing field.

- e. If any evidence of misstatement or concealment of fact is found against any Agency/ Firm, SBP has the right to disqualify the agency even after announcement of qualification of the agency.
- f. Incomplete and conditional applications will not be entertained.
- g. For this application process, all updates/changes shall be communicated through email or by courier to the Bank.
- h. Information/documents along with application submitted via email or fax will not be entertained.

#### **14. TERMINATION CLAUSE:**

- a. SBP or the Agency/ Firm may terminate this Contract any time after giving written notice of its intention of termination at least **Thirty (30)** days prior to the intended date of termination.
- b. The Agency/ Firm shall keep rendering its services up to the date of expiry of the said one month's notice period.
- c. SBP and the Agency/ Firm shall settle all the outstanding transactions under this Contract up to the date of expiry of the said one month's notice period. During the notice period no new transaction shall be undertaken with the Agency/Firm
- d. The Agency/Firm shall not be entitled to any claim of whatsoever nature or raise any demand against SBP after the date of expiry of the said one month's notice period.

#### **15. DISPUTE RESOLUTION CLAUSE:**

Both SBP and the Agency /Firm expressly consent that in the event of any dispute relating to the provisions of the Contract, it shall be referred to Director ERD for dispute resolution and his decision shall be final and binding upon both the parties. However, if the dispute remains unresolved, the same shall be resolved through arbitration under the Arbitration Act-1940.

## INTEGRITY PACT

### STATE BANK OF PAKISTAN

\_\_\_\_\_ **[the Agency/ Firm]** hereby declares that it has not obtained or induced the procurement of any contract, right, interest, privilege or other obligation or benefit from Government of Pakistan (GoP) or any administrative subdivision or agency thereof or any other entity owned or controlled by it (GoP) through any corrupt business practice.

Without limiting the generality of the foregoing, **[the Agency/ Firm]** represents and warrants that it has fully declared the brokerage, commission, fees etc. paid or payable to anyone and not given or agreed to give and shall not give or agree to give to anyone within or outside Pakistan, either directly or indirectly through any natural or juridical person, including its affiliate, agent, associate, broker, consultant, director, promoter, shareholder, sponsor or subsidiary, any commission, gratification, bribe, finder's fee or kickback, whether described as consultation fee or otherwise, with the object of obtaining or inducing the procurement of a contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP, except that which has been expressly declared pursuant hereto.

**[The Agency/ Firm]** certifies that it has made and will make full disclosure of all agreements and arrangements with all persons in respect of or related to the transaction with GoP and has not taken any action or will not take any action to circumvent the above declaration, representation or warranty.

**[The Agency/ Firm]** accepts full responsibility and strict liability for making any false declaration, not making full disclosure, misrepresenting facts or taking any action likely to defeat the purpose of this declaration, representation and warranty. It agrees that any contract, right, interest, privilege or other obligation or benefit obtained or procured as aforesaid shall, without prejudice to any other right and remedies available to GoP under any law, contract or other instrument, be voidable at the option of GoP.

Notwithstanding any rights and remedies exercised by GoP in this regard, **[the Advertising Agency]** agrees to indemnify GoP for any loss or damage incurred by it on account of its corrupt business practices and further pay compensation to GoP in an amount equivalent to ten times the sum of any commission, gratification, bribe, finder's fee or kickback given by **[the Advertising Agency]** as aforesaid for the purpose of obtaining or inducing the procurement of any contract, right, interest, privilege or other obligation or benefit in whatsoever form from GoP.

Name \_\_\_\_\_

Signature \_\_\_\_\_

CNIC No. \_\_\_\_\_

**AFFIDAVIT /  
DECLARATION**

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 Advertising firm//Agency 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 Advertising firm//Agency.
3. That the above-named firm//Agency has not been compounded with its creditors.
4. That my/our firm/company/Agency has not been convicted of a financial crime.

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

City: \_\_\_\_\_ Dated: \_\_\_\_\_

**Deponent**

(PROPRIETOR / REPRESENTATIVE)/DIRECTOR

Solemnly affirmed and stated by the above-named deponent, personally, before me, on this \_\_\_ day of \_\_\_ 2020, who has been identified as per his CNIC.

**COMMISSIONER FOR TAKING AFFIDAVIT**