



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

## Expression of Interest

### 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 for the period of two years.

All advertising agencies enlisted/accruited with the Press Information Department (PID) and who are on Active Taxpayers List of FBR are requested to submit their application / profiles alongwith creative / artwork (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).

EOI document must reach in sealed envelop at the office of Director (PR), PTA HQs, F-5/1, Islamabad by 13th January, 2022 at 11:00 AM. The EOI will be opened on the same day at 11:30 AM. This advertisement is also available on PPRA websites [www.ppra.org.pk](http://www.ppra.org.pk).

**Khurram Ali Mehran, Director PR**

PTA Headquarters, F-5/1, Islamabad.

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Email: [pr@pta.gov.pk](mailto:pr@pta.gov.pk)

# **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 and must be on active tax payer list of Federal Board of Revenue (FBR).

### **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 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.
- ii. Number of employees working in creative and marketing department.

- iii. Number of overall clients
- iv. Number of clients in Islamabad office
- v. Strategy for PTA's image building
- vi. Action plan for PTA regarding media activities/publicity 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 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:**

The following 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.

- i. PTA Vision
- ii. PTA Functions and Responsibilities
- iii. PTA Achievements
- iv. Press Releases
- v. Total teledensity
- vi. Annual cellular mobile subscribers
- vii. 3G/4G subscribers
- viii. Annual cellular mobile teledensity
- ix. Broadband subscribers
- x. Telecom contribution to national exchequer
- xi. Foreign direct investment in telecom
- xii. Telecom revenues
- xiii. Telecom investment
- xiv. DIRBS/Mobile Registration
- xv. PTA Public Awareness Initiatives
- xvi. Annual Reports

**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**