

Pakistan Telecommunication Authority

EXPRESSION OF INTEREST (EOI)

FOR HIRING OF ADVERTISING AGENCIES

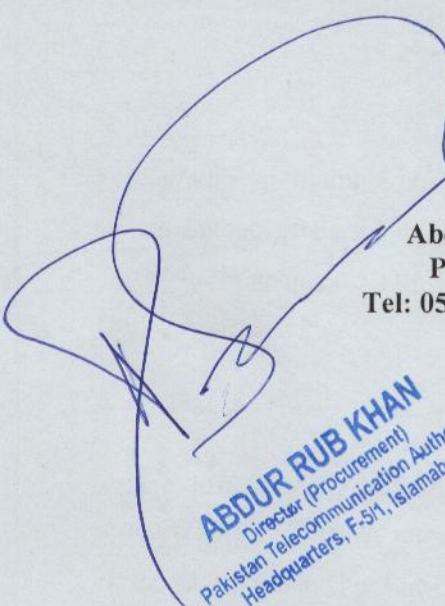
Pakistan Telecommunication Authority (PTA) invites Expression of Interest (EOI) from Advertising Agencies/Firms for handling its national and international publicity campaigns for a period of two (02) years.

All Advertising Agencies enlisted with Press Information Department (PID), Government of Pakistan are invited to submit their applications/profiles, along with creative/artwork (print, electronic, and digital/social media), including concepts and copy, sketches, preliminary designs, storyboards, and scripts, in accordance with EOI document available on PTA's website at www.pta.gov.pk. EOI document may also be obtained from PPRA website i.e. <https://ppra.gov.pk>

Bidders/Applicants are required to submit their electronic proposals through EPADS, strictly in accordance with instructions provided in EOI documents, on or before **16th February 2026 at 02:30 PM**. Manual submissions shall not be accepted.

EOI shall be opened on same day through EPADS at **03:00 PM**. Expression of Interest will be considered under guidelines of Press Information Department and PPRA Rules 2004. In case opening date falls on a public holiday, EOI shall be opened on next working day at same time.

In terms of Rule 48 of Public Procurement Rules, 2004 Grievance Redressal Committee (GRC) is constituted for subject procurement. Grievances can be submitted via email grievance.procurement@pta.gov.pk and on EPADS at (www.eprocure.gov.pk)



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Pakistan Telecommunication Authority

EXPRESSION OF INTEREST (EOI) APPOINTMENT OF ADVERTISING AGENCIES

Introduction:

In order to project and promote activities, programs, and policies of Pakistan Telecommunication Authority (PTA) through print, electronic, digital, and or publicity means, Authority intends to appoint Advertising Agencies on its panel.

Selected Advertising Agencies will be responsible for launching advertisement and awareness campaigns to highlight decisions, initiatives, and regulatory role of PTA, as and when required, and to support efforts aimed at attracting both local and foreign investment in telecommunications sector.

Appointment of Advertising Agencies shall be carried out through an open, transparent, and competitive process, in consultation with Press Information Department (PID), Government of Pakistan and in presence of independent eminent media persons.

Submission of Profiles / Expression of Interest:

Advertising Agencies/Firms desirous of participating are required to submit their profiles/portfolios on their official letterhead, along with requisite documents, in accordance with deadline and procedure mentioned in this EOI document.

Expression of Interest

Pakistan Telecommunication Authority (PTA) hereby invites Expression of Interest (EOI) from well-reputed and financially sound Advertising Agencies/Firms based at Islamabad/Rawalpindi, having a minimum of five (05) years relevant experience, for publication of advertisements in print and electronic media, execution of digital media campaigns, and provision of allied services, for a period of two (02) years, as per Annex I.

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General Terms and Conditions (Mandatory requirement):

1. Registration with SECP, APNS, PBA, FBR (for NTN, Sales Tax), and enlistment with PID. Valid documentary evidence must be attached.
2. A complete company profile, including names of owners/partners and addresses of all offices in Pakistan, along with contact details.
3. Details of permanent professional staff, including their qualifications, skills, and experience. With proven experience in managing and executing campaigns across major social media platforms, and capability to present a comprehensive digital media strategy for PTA.
4. Details of work executed during last five (05) years, including documentary films, TVCs, and digital campaigns undertaken for public and private sector organizations. Similar assignment to be identified.
5. Evidence of firm's financial strength and capacity to undertake assigned tasks must be demonstrated through evidence through audited Financial Statements.
6. Bid securing declaration to be provided as available on EPADS.

Other requirements

1. Payment of bills shall be subject to verification by PID and deduction of all applicable government taxes and levies.
2. Proposals/EOIs are required to be submitted by January 2026 at 02:30 PM. Proposals shall be opened on same day at 03:00 PM.
3. All participating Advertising Agencies are hereby informed that an internal departmental committee shall shortlist agencies based on evaluation criteria provided at Annex-II.
4. There will be grading for each advertising agencies by External Committee in final selection process based on criteria given at **Annex-II** for final selection.
5. PTA, reserves right to extend opening date of proposals, reject all proposals at any time prior to acceptance of proposal according to PPRA Rules.

Physical requirements

1. Visit to office setup of shortlisted ad agencies:

As per "Guidelines & Procedures Advertisement Policy 2024 for Advertisement Policy 2021;(amended in 2022)" of PID, short listed agencies offices shall be visited.

2. Presentation:

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

- i. Introduction/brief profile of agency with information such as established offices in various cities and major campaigns run for Government Offices.
- ii. Number of employees working in creative and marketing department.
- iii. Number of overall clients & in Islamabad Office.
- iv. Types of campaigns on social media, how many, what budget was utilized (maximum, minimum results achieved sub point/boosting, trending, 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.

vii. Social Media Strengthening and Digital Growth Strategy:

Agencies are expected to present a comprehensive strategy for strengthening PTA's social media presence across all major platforms (Facebook, X/Twitter, Instagram, LinkedIn, YouTube, TikTok, and Threads). plan should cover:

- Innovative and consistent content calendar aligned with PTA's vision, initiatives, and public awareness campaigns.
- Development of high-engagement posts, infographics, reels, and short videos.
- Paid and organic follower growth strategy to substantially increase PTA's digital reach, followers, and engagement rate.
- Use of advanced analytics tools and trend monitoring for real-time performance tracking, sentiment analysis and reporting.
- Creative use of trending hashtags, digital collaborations, and community engagement initiatives to enhance PTA's visibility and credibility online.

Social media component should include:

- A sample social media content plan showcasing creative themes, visuals, and messaging for PTA's ongoing initiatives.
- Illustrative examples of paid social media campaigns highlighting follower growth, engagement, and impressions.



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- Digital influencer collaboration ideas for outreach to younger and tech-savvy audiences.
- Proposed KPIs and measurable benchmarks for monthly social media growth and engagement improvement.
- Promotional Material: Brochures, Backdrop and Posters etc.



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Annex-I

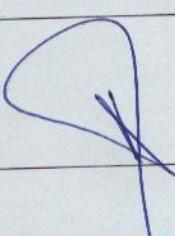
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Short Listing Criteria:

ENLISTMENT CHECKLIST FOR ADVERTISING AGENCIES

* Indicates Mandatory Submissions

Name of Firm	
Address (Telephone, Fax & E-mail)	
Comprehensive reports of past public sector digital campaigns, if any.	
List of at least 10 government clients along with their contact details.	
Social Media Presence Report including list of all social media links and official website *	
Any internationally recognized certification or awards	
Copy of lease agreement/proof of address of office in Islamabad and /or provincial capitals*	
Detailed organizational structure including specialized /qualified and experienced professional that can cater digital media handled by applicant agency*	
Affidavit on stamp paper affirming that it has never been blacklisted by any Federal or Provincial ministry/Division/Department/Organization etc.*	
Non-collusion certificate /affidavit *	
Any or conflict of interests*	
Liquidity Certificate demonstrating capability to run campaigns of any scale (especially for digital campaigns) *	
Balance sheets and duly audited accounts by authorized certified Accountant for past three years*	


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Year of Establishment (Attach documentary evidence)	
Sales Tax Registration No. (Attach documentary evidence)	
National Tax No. (Attach documentary evidence)	
Registration Certificate APNS&PBA along-with year of accreditation and also enlisting with PID.	
Detail of Office Equipment's Attach separate Annexure, if necessary	
Profile documentation	Attach company's profile/brochure
Organizational Structure	Provide details of hierarchy/ Management System including Organogram
Contact Person Date: _____	<p><i>Name & Designation</i></p> <p>_____</p>
	<i>Authorized Signature & Stamp</i>



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Annex-II

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SELECTION CRITERIA:

Expressions of Interest (EOIs) submitted by Advertising Agencies/Firms shall be evaluated in accordance with following criteria:

A. Shortlisting by Internal Committee:

Evaluation Criteria

S.No.	Grading	Marks
1.	Strategy for PTA's image building (Designs/ Portfolio)	20
2.	Print Media Creativity	20
3.	Electronic Media Creativity	20
4.	Social/ Digital Media Creativity	20
5.	Office Setup and Professional Capacity.	20
	Total:	100

Final Selection by External Committee

Evaluation Criteria:

S.No.	Grading	Marks
1.	Experience a. Generic Experience b. Relevant / Sector-Specific Experience	10 10

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		(Work order/contract etc is required to be provided as evidence)	
2.	Presentation	Presentation Copywriting / me Development	20
		Creative Artwork / Print (Maximum five advertisements)	20
		Visual Work / TVC (30 seconds) with adaptations for Radio	20
		Digital Campaign Execution	10
		Digital Strategy (Infographics, Animated Videos, GIFs, Short Videos)	10
		Total:	100

Minimum Qualification Requirement:

A minimum score of seventy percent (70%) is required to qualify at each stage, i.e., shortlisting by Internal Committee and final selection by External Committee.



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