

"PRE-QUALIFICATION OF ADVERTISING AGENCIES THROUGH AN OPEN FRAMEWORK AGREEMENT

July 2026

A (01)/PSEB/2026-23

PAKISTAN SOFTWARE EXPORT BOARD
MINISTRY OF INFORMATION TECHNOLOGY
GOVERNMENT OF PAKISTAN

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b.	Proposals qualifying mandatory requirements shall be evaluated as per evaluation Criteria	11
c.	PSEB will sign a formal Open Framework Agreement regarding the PREQUALIFICATION for the services of Media & Advertising Agency with the top six (06) qualified agencies valid for 2 years as per PID policy. This agreement will comprise of all details necessary to execute the services successfully and up-to the satisfaction of the procuring agency.	11
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1 Pakistan Software Export Board (G) Ltd - An Introduction

Pakistan Software Export Board (Guarantee) Limited (PSEB) is a State-Owned Enterprise under the Administrative control of Ministry of Information Technology & Telecommunication, Government of Pakistan. The main functions of the company are to act as a one stop on behalf of Government of Pakistan in matters relating to the development and export of IT/ITeS exports from Pakistan and to take all actions as may be required for the promotion and growth of IT Industry and increase in exports..

2 Purpose of this Document

The purpose of this document is to denote/specify the deliverables associated with the projects of the Pakistan Software Export Board and the procedure/approach, which will be followed by PSEB to pre-qualify the firms/companies capable of managing advertisements for PSEB on print and digital media as per terms and conditions.

3 Objectives of the Project

Introduction to the Project:

This project aims to highlight the IT industry of Pakistan to encourage and aware people regarding the opportunities offered by PSEB via advertisements in different mediums. Following will be the scope of work for hiring an media & advertising agency.

3.1 Scope of Work for Print Media, Outdoor and Electronic Media:

- On as and when required basis.
- The advertising agency would be responsible for managing the advertisements as asked by PSEB.
- The agency would be responsible to provide a rate for advertisements as approved by Press Information Department (PID).
- The agency should have a keen understanding of proposing the advertisement size in the newspaper according to the requirement.
- The agency should prepare the content of the advertisement keeping in view the language that is comprehensible to grab public engagement.
- The agency should be registered with the All Pakistan Newspaper Society (APNS) and Pakistan Broadcasters Association (PBA).
- Account Key Manager to be assigned for PSEB.
- The agency shall provide media planning recommendations, including selection of appropriate media channels, advertisement placement, timing, frequency, and audience targeting to maximize campaign effectiveness.
- The agency shall provide creative concepts, copywriting, and design support for print, outdoor, and electronic media campaigns in accordance with PSEB's branding and communication objectives.
- The agency shall coordinate with media houses, broadcasters, publishers, and outdoor advertising vendors to ensure timely execution of campaigns.
 - The agency shall provide post-campaign reports including details of media placements, estimated reach, audience exposure, and campaign performance.

- The agency should possess experience in developing and executing branding and awareness campaigns for technology, innovation, exports, investment promotion, or related sectors.
- The agency should be capable of supporting branding and promotional activities for national and international exhibitions, conferences, roadshows, trade delegations, and technology events.
- The agency shall have in-house creative production capabilities for the development of campaign creatives, promotional materials, and multimedia content as and when required.

3.2 Scope of Work for Digital Media:

- On as and when required basis.
- The agency would be responsible for managing and monitoring Facebook, Twitter (X), Instagram, LinkedIn, YouTube, or any other social media platforms to promote PSEB's activities and events.
- Social Media Marketing by creating creative ad posts and videos of PSEB to grab public engagement. Content should be original and exclusively designed.
- Community building by maintaining a positive image of Pakistan's IT industry through active promotion of IT services in Pakistan.
- The agency will be responsible for developing innovative and creative marketing campaigns when required. This includes production and development of images, infographics, videos, animations, motion graphics, and other multimedia content.
- Campaign content plan along with graphics and hashtags should be shared for approval before posting.
- All the content should be designed according to the given color scheme and fonts to maintain brand harmony over the digital media platforms.
- Agency will be responsible for actively posting the up-to-date activities by PSEB.
- The pictures and videos that are to be posted must be in high resolution and stock images to be posted with appropriate usage rights.
- During campaign the company will maintain a weekly report of the social media analytics and present it for evaluation on weekly basis.
- Agency will propose relevant media buy and budgets to support the proposed overall strategy according to the guidelines of Press Information Department (PID).
- "Key Account Manager" should be assigned to our organization.
- The agency shall provide social media monitoring, scheduling, campaign management, and reporting through industry-standard tools such as Hootsuite, Sprout Social, Meltwater, Brandwatch, Talkwalker, or equivalent platforms.
- The agency shall have the capability to perform social listening, sentiment analysis, audience analysis, trend monitoring, and competitor benchmarking to support campaign planning and optimization.
- The agency shall monitor online conversations, brand mentions, media coverage, emerging trends, and stakeholder engagement related to PSEB, Pakistan's IT industry, and relevant national and international developments.

- The agency shall provide campaign-wise performance reports highlighting key performance indicators (KPIs) including reach, impressions, engagement, click-through rates, video views, audience growth, conversions, and other relevant metrics.
- The agency shall conduct detailed impact assessments of campaigns and provide actionable recommendations based on data-driven insights to improve future campaign performance.
- The agency shall maintain customized reporting dashboards and present analytical insights on a weekly, monthly, and campaign-completion basis.
- The agency shall possess subscriptions, licenses, or access to relevant digital marketing, social media monitoring, analytics, SEO, and reporting tools required for effective campaign management and performance measurement.
- The agency shall demonstrate the availability of qualified human resources, including Digital Marketing Specialists, Social Media Managers, Graphic Designers, Content Writers, Video Production Specialists, Motion Graphics Designers, Media Buying Specialists, Community Managers, and Data Analysts.
- The agency shall have in-house video production capabilities and be capable of producing promotional videos, documentaries, success stories, event coverage videos, interviews, testimonials, and other audio-visual content for local and international audiences.
- The agency should possess experience in planning and executing international branding and marketing campaigns aimed at promoting technology sectors, exports, investment opportunities, national initiatives, or destination branding.
- The agency should have experience supporting marketing, branding, media, and promotional activities for major international technology events, exhibitions, conferences, and trade shows such as GITEX, Web Summit, LEAP, Mobile World Congress (MWC), or similar global platforms.
- The agency shall identify relevant influencers, industry leaders, technology communities, media outlets, and digital stakeholders to amplify campaign outreach and engagement whenever required.
- The agency shall proactively identify reputational risks, negative sentiment, misinformation, or emerging issues and provide recommendations for timely response and mitigation.

4 What must be included in the proposal?

- Prototype presentation.
- Complete details of the year of establishment of the agency and experience
- Project Organization and Management Plan
- Team details (No. of members, skills, experience)
- Details of Advertisement Projects completed.
- Graphic designing samples for posts, Successful campaigns, project profiles, and graphics and, growth record
- Details of registration with Income Tax, Sales Tax, PBA and APNS.
- The financial strength of the firm proves the capacity of the firm to carry out projects.

5 Pre-Qualification Mandatory Requirements

- Client list and their testimonials for whom advertising have been done.
- Incorporation status supported by relevant department registration certificate
- National Tax Certificate and sales tax registration certificate and supported by Active tax payer status
- Audited financial statements for atleast 2-financial years out of the last 3-completed financial years.
- Registration with APNS & PBA
- PID enlistment
- Undertaking on Stamp Paper Valuing Rs 500/- Submission of undertaking - that the firm is not blacklisted by any of Provincial or Federal Government Department.

6 Copyright

All the content (including content, images, etc.) should be original and developed for PSEB.

To use any copyright or trademarked content, the company needs to seek permission first. Entries containing any unauthorized content will be disqualified.

The bidder will transfer all the rights to PSEB; PSEB reserves all rights to use all the content at any platform.

7 Technical Proposal Points Allocation/Selection Criteria

The technical proposals/bids must be submitted in conformance with the format give under #8.3 and Technical Bid Criteria for the Portal

Sr#	Description	Max. Score	Marks Allocation	
1	Firm/Bidder Experience (Attach the registration certificate from the relevant authority)	10	01 mark per year (Max. 10 Marks)	10
2	Financial Position (Audited financial statements for atleast 2-financial years out of the last 3-completed financial years.	10	Annual turnover +30 million for each financial year	10
			Annual turnover +20 million for each financial year	8
			Annual turnover +10 million for each financial year	6
3	Relevant experience of the firm in similar projects preferably Experience in Promoting National Brands, Investment Destinations, or Export Industries. • Work order/ Contracts in last 5-Years supported with completion certificates	10	Successfully Completed Advertising Projects (1 Project =1 Marks)	10
4		15	Relevant Experience of Video Editor / Motion Graphics & Multimedia Specialist	5

	Qualification and Competence of the proposed Team Members–Full Time/Part-time/ On-call (Attach list of team members, resumes of the team with required detail as per the Annex-1 Format)		01 mark for each relevant completed project, up to a maximum of 05 marks	
			Relevant Experience of Graphics Designer 01 mark for each relevant completed project, up to a maximum of 05 marks	5
			Relevant experience of content writers 01 mark for each relevant completed project, up to a maximum of 05 marks	5
5	Submission of sample dashboard, campaign analytics report, or impact assessment report from previous campaigns	5	01 mark for each relevant sample upto maximum of 05 marks. Evidence: Copies of Dashboards, Campaign Analytical reports or impact assessment reports prepared by the bidders for previous clients.	5
6	Submission of Print Media Advertisement Samples and Content developed by the bidder	5	01-Mark against each relevant advertisement sample upto maximum of 05 Marks. Evidence: - Copies of published print advertisement/(newspapers, Magazine, brochures etc). - Client reference confirming that the advertisement was developed/executed by the bidder.	5
7	Digital Media Graphic Designing Samples developed by the bidder	10	1-Mark against each relevant digital media graphic design sample Upto maximum of 10-Marks Evidence: - Copies of digital media graphic designs (e.g., social media posts, web banners, display ads, infographics, or digital campaign creatives) developed by the bidder - Client reference or published links screenshots	10
8	Video Content Samples developed by the bidder	10	1-Mark against each relevant video content sample Links or copies of video content (e.g., promotional videos, corporate videos, TV commercials, digital advertisements, animated videos, motion graphics, or social media videos) developed by the bidder,	10

			Client reference, or published link demonstrating the bidder's role in the project.	
9	Technical Bid Completeness	5	01 mark for each of the following, up to a maximum of 05 marks: - Technical proposal submitted in the prescribed format. - All required forms, declarations, and annexures duly completed and signed. - Team composition and CVs submitted as per Annex-1. - Required sample works and supporting documents submitted. - Proposal is complete, properly indexed, and page-numbered.	5
10	Presentation/Demonstration	20	Presentation of proposal: - Understanding of PSEB's Mandate, Objectives, and Communication Requirements (4 Marks) - Proposed Media & Advertising Strategy and Approach (4 Marks) - Creativity and Innovation in Campaign Concepts and Content Development (4 Marks) - Team Composition, Resource Availability, and Project Management Capability (3 Marks) - Relevant Experience and Demonstrated Success in Similar Campaigns (3 Marks) - Quality of Presentation, Communication Skills, and Response to Queries (2 Marks)	20
	G. Total	100		

8 Technical Evaluation Criteria

The minimum percentage for technical qualification shall be 70% Firms securing this evaluation score or more will be considered technically responsive and subsequently shortlisted/pre-qualified for open framework agreement.

9 Incurred Cost

Those submitting proposals do so entirely at their expense. There is no expressed or implied obligation by the PSEB to reimburse any individual or firm for any costs incurred in preparing or submitting proposals, for providing additional information when requested by the PSEB, or for participating in any selection

demonstrations or interviews including contract negotiations. Furthermore, finalists will be required to complete a detailed **Statement of Work** at their own cost that will be part of the implementation contract before contract signing.

10 Detailed Submittal Requirements

To facilitate the analysis of responses to this Pre-Qualification, vendors are required to prepare their proposals following the instructions outlined in this part. Proposals should be prepared as simply as possible and provide a straightforward, concise description of the vendor's capabilities to satisfy the requirements of the Pre-Qualification. Emphasis should be concentrated on accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and clearly labeled.

Vendor responses shall be in the following format and numbered with tabs as shown:

Section	Title
Sr.#	Title Page
1	Table of Contents
2	Executive Summary
3	Scope of Services
4	Company Background and detail of completed projects (Projects should be mentioned separately with reference details)
5	Detailed CVs of the proposed project team. (Projects should be mentioned separately with reference details)
6	Proposed Methodology for Advertising
7	Samples of Advertisements and Content
8	Copies of APNS, Income Tax and Sales Tax registration certificates
9	Undertaking on the letterhead of the firm/company that the firm/company is not blacklisted by any other firm and/or government department.
10	In the case of a representative of a company, an authorization letter from the firm/company is represented.
11	Exemption certificate (if applicable).
12	Client/Project References
13	Any other document required by PSEB or supporting your proposal.

For any query, please contact at aishfaq@pseb.org.pk

11 Terms and Conditions

10.1 Submission of Bids

The proposal shall be in the English language. Pre Qualification bidding procedure will be opted as per rules to receive and evaluate bids. The evaluation process includes presentations of bidders as well. Based on evaluation criteria.

- Applicants shall provide the documents as mentioned in mandatory clause. Any short coming in the said requirements shall render the applicant disqualified.
- Applicants are required to state, in their proposals, the name, title and email address of the applicant's authorized representative through whom all communication shall be directed until

- the process has been completed or terminated.
- c) Each applicant shall submit only one proposal; multiple proposal submissions shall render the applicant disqualified.
 - d) The proposal validity period will be one hundred and eighty days (180) days, starting from the date of opening of the proposals
 - e) The language of the proposal shall be English language. Any printed literature furnished by the Applicant(s) in another language shall be accompanied by an English translation which shall govern for purposes of interpretation of the proposal.
 - f) The applicant(s) may, by written notice served on the PSEB, modify or withdraw the proposal after submission, but prior to the deadline for submission of the proposal.
 - g) Only registered suppliers who are on Active Taxpayers List (ATL) of FBR and others provincial revenue authorities are eligible to supply goods/services to the Commission.
 - h) If any supplier is not in ATL then his payment shall be stopped till he files his mandatory returns and appears on ATL of FBR.
 - i) The decisions of PSEB will be binding on all applicants.
 - j) During the examination, evaluation and comparison of the proposals, PSEB at its sole discretion may ask any applicant for clarifications of its proposal.
 - k) The Procuring Agency reserves the right to verify the authenticity of the submitted samples and supporting documents.
 - l) PSEB may seek clarifications from a bidder regarding its proposal, provided that such clarifications do not alter the bidder's eligibility or cure any deficiency relating to disqualification.
 - m) Bidding documents/proposals, containing detail terms and conditions, etc. are available electronically and can be downloaded from PPRA (EPMS) website <https://epms.ppra.gov.pk> free of cost. Detailed request for proposals (RFPs) for pre-qualification of Advertising Agencies is also available at the link <https://tinyurl.com/y92ayppz>
 - n) The complete Bid documents shall be submitted on or before **11th August, 2026 at 03:00 PM** and will open on the same date at **03:30PM**.
 - o) The interested bidders/agencies are requested to submit their sealed proposals to the undersigned at the address mentioned in contact information mentioned at serial 15.
 - p) The bids, prepared in accordance with the instructions in the bidding documents of Eligibility documents and evaluation as specified in bidding document in favor of the undersigned must be submitted latest by **August 11th, 2026 on or before 03:00PM**. Bids will be opened on the same date at **03:30 PM at the below mentioned address**.

PSEB reserves the right to cancel this Pre-qualification process at any stage without assigning any reason whatsoever.

12 Opening of Bids

Technical offer(s) will be opened on the stipulated date and time as mentioned in the tender notice, in the presence of vendors/bidders or their authorized representatives who desire to attend the bid opening session.

13 SELECTION PROCEDURE

- a. The applicants shall provide duly completed / filled in mandatory requirements for applicants to qualify along with supporting documents as provided therein. PSEB shall evaluate the proposal according to the mandatory requirements for applicants to qualify reject any proposal which does not conform to the specified requirements and finally concluded as “non-responsive”.
- b. Proposals qualifying mandatory requirements shall be evaluated as per evaluation Criteria
- c. PSEB will sign a formal Open Framework Agreement regarding the Pre-Qualification for the services of Media & Advertising Agencies with the minimum three and maximum of six advertising agencies from only amongst PID enlisted advertising agencies. This agreement will comprise of all details necessary to execute the services successfully and up-to the satisfaction of the procuring agency.

14 Disqualifications

Without prejudice to other rights of the company; the bidder shall be disqualified if:

- They are or have been at any time during the last five years involved in litigation, arbitration, or any other dispute or event that may in the company have material adverse effects on the bidders’ ability to perform the contract.
- Its involvement in litigation is chronic.
- Its past conduct or execution of work under the contract has been poor.
The Specification and other requirements of the assignment are not properly adhered to, or it is different from those mentioned against each deliverable.
- The firm/company is not registered with the Income-tax and Sales Tax authorities.
- Any other significant discrepancy found in the proposal and non-compliance of the terms and conditions of Pre-Qualification and tender notice.
- The firm has been blacklisted by any other firm/company and/or government department.

15 Contact Information

Manager Procurement

Pakistan Software Export Board

Ministry of Information Technology and Telecommunication.

Government of Pakistan

Plot # 61, 06th Floor, New State Life Tower,

Near Saudi Pak Tower, Jinnah Avenue,

Blue Area, Islamabad.

Phone # 051-9202285, Ext: 117,

Direct# 051-9215098.

Annex-I

FORMAT OF CURRICULUM VITAE

Name of Company:	
Name of Staff Member:	Job Designation:
Role in this project:	Total years of experience:
Years with Company:	Nationality:

1. Key Qualifications and certifications:

(Give an outline of staff member's experience and training most pertinent to tasks on assignment. Describe the degree of responsibility held by the staff member on relevant previous assignments and give dates and locations)

2. Educational Qualification.

3. Other Skills

4. Work Experience:

• Employment Record:

(Starting with present position, list in reverse order every employment held. For experience in the last ten years, give types of activities performed and client references at least three (Name, Email, Phone number, Company Name.)

- **Significant Projects** (Project Name, details, your Role, significance of the project)
- **Any International Project**, if yes (Please mention project name, details, your role and significance of the project)
- **Experience relevant to the assignment**

5. A complete Profile Consisting of

- Total no of projects so far
- Project tenure
- Expertise and roles in those projects

Signature : _____ (Staff Member)

OR

Signature : _____ (Authorized Representative)

Date: _____