

**EXPRESSION OF INTEREST(EOI)
FOR
HIRING OF ADVERTISING AGENCY(IES) (MKT)**



VIRTUAL UNIVERSITY OF PAKISTAN

Sir Syed Memorial Building, 19 Ataturk Ave, G-5/1, Islamabad.

UAN: 051-111-880-880

Procurement Extension: 1323

Marketing Extension: 1136, 3161

VU NTN: 4388557-8

Email: po@vu.edu.pk



VIRTUAL UNIVERSITY OF PAKISTAN



EXPRESSION OF INTEREST (EOI)

TENDER NO. VU/26-27/09/899

Virtual University of Pakistan (VU) invites Expression of Interest (EOI) from the reputable advertising agencies who are accredited by APNS and PBA, to carry out VU's advertisements.

Sr. No.	Description	Tender Fee (Rs.)	Tender Opening Date	Tender Receiving / Opening Time
1.	<u>Tender No.VU/26-27/09/899</u> Hiring of Advertising Agency(ies) (MKT)	1,000/-	September 30, 2026	Receiving: 02:00pm Opening: 02:30pm

EOI documents for the above-mentioned tender(s) are available on the Virtual University of Pakistan website (<https://www.vu.edu.pk/Opportunities/Tenders>). The University reserves the right to accept or reject any proposal, or to annul the process at any stage, in accordance with the provisions of the Public Procurement Rules, 2004.

This Notice is also available on the PPRA website (www.ppra.gov.pk) and the Virtual University of Pakistan website.

PID (I) 2440/26

Procurement Department
Directorate of Finance, Virtual University of Pakistan
Sir Syed Memorial Society Building, 19-Ataturk Avenue, G-5/1, Islamabad
Phone No. 051-111-880-880 | Extensions: 1354 / 1323 / 3161
Email: po@vu.edu.pk | Website: www.vu.edu.pk | VU NTN: 4388557-8



VIRTUAL UNIVERSITY OF PAKISTAN

Sir Syed Memorial Building, 19 Ataturk Ave, G-5/1, Islamabad.

<http://www.vu.edu.pk>

EOI DOCUMENT

HIRING SERVICES OF ADVERTISING AGENCY(IES) (MKT)

Tender No. VU/26-27/09/899

This tender will be received and opened not later than **September 30, 2026, by 2:30 PM** in the Office of Director Finance VU at Sir Syed Memorial Building, 19 Ataturk Ave, G-5/1, Islamabad.

Name of Firm/Company: _____

Address: _____

Contact Person: _____ Designation: _____

Cell No.: _____ Email: _____

Phone No: _____ Fax No: _____

N. Tax Number: _____ GST Number: _____

Company Status: (Please provide proof)

- a) Sole Proprietorship ☐
- b) Partnership ☐
- c) Private Limited ☐
- d) Others _____

SPECIFIC TERMS AND CONDITIONS:

Original EOI documents along with all required documents must be attached. In case of non-compliance of any of the terms below (from Sr. No. 1 to 12), the proposal will not be considered for further evaluation.

1. Submit copies of your NTN and GST certificates.
2. Accreditation certificate of APNS and PBA must be attached.
3. The following information other than portfolio of services is required:
 - a) Names of Directors / Partners.
 - b) List of active clients with name of contact person & telephone Nos.
 - c) Details of awards received.
 - d) CVs of creative and service team.

4. Provision of details of the social media team, including their CVs and work experience in both government and private organizations.
5. Provide evidence of at least 3 years of advertising experience (portfolio), along with a list of current clients.
6. The agency preferably have its offices in Lahore, Karachi, and Islamabad.
7. The Lahore, Karachi and Islamabad offices of the agency should be capable of handling all of VU's requirements, such as designing, copywriting, print and electronic media releases, press releases, and event coverage, including coordination with TV channels. They should also manage liaison with the Press Information Department. VU reserves the right to visit and verify the functionality of the Head Office, Lahore Office, and Islamabad Office.
8. The agency should be able to execute and manage campaigns across print media, electronic media (TV, radio, cable), and digital and social media marketing (Google Ads, publisher ads, Facebook ads, Twitter ads, LinkedIn ads, Tiktok, Whatsapp etc.).
9. Submit a declaration letter (Rs. 100 stamp paper) confirming that firm/agency has not been blacklisted and suspended by PID or PBA in the last two years. Moreover, the agency should not be in the list of blacklisted advertising agencies of VU.
10. Agency must have proven 1 year experience of working with an educational institute.
11. Financial Soundness Certificate from the bank for the last 3 years.

GENERAL TERMS AND CONDITIONS:

1. Notice issued in the media is a part of this EOI document.
2. In case of holiday on tender opening date, same shall be opened on next working day at already given timings.
3. The offer / proposal should be addressed to the Director Finance, Virtual University of Pakistan.
4. Proposals, duly completed, should be submitted via the online portal no later than **September 30, 2026, by 2:00 PM which shall be opened on the same date at 02:30 pm.** Late submissions will not be entertained. Please note that no telegraphic or faxed proposals will be accepted. VU takes no responsibility for the unavailability of the internet or any downtime of the portal.
5. To submit a tender with the Virtual University of Pakistan, bidders are required to deposit **Rs. 1,000/- online in any branch of Allied Bank Limited in Account No. PK58ABPA0010061279710055 (Virtual University of Pakistan). (*)**

The original deposit slip must be attached with the bid. This amount is a non-refundable tender fee and is mandatory. Cash, crossed/open cheques, Pay Orders, or Demand Drafts are not acceptable.

Bids submitted without the tender fee shall not be accepted. (*)

6. After scrutinizing the proposals, Virtual University will invite all **compliant agencies** and their core teams to present their proposals (in the form of presentations) for VU admission campaigns Spring 2027 (including Designs for Print ad, Radio Spot, Social media ads, and TVC etc.) in front of the Constituted Committee, which consists of a PID representative, a VU member from marketing department, and external member designated by PID. Once notified by VU, this presentation will occur at Virtual University's Head Office in Islamabad. For details regarding VU and its admission process, please visit our website: www.vu.edu.pk.
7. The presentation design submitted by each agency shall become the property of the Virtual University of Pakistan, regardless of whether that advertising agency is selected or not.
8. The Constituted Committee will evaluate proposals and presentations of compliant advertising agencies and will make the decision for award of contract to successful agencies. The contract for agency hiring will be signed according to the defined SOPs after notification of agencies by PID.
9. The successful agency(ies) shall be offered contract valid for a period of 2 (two) years from the date of signing of the contract.
10. The University or the Agency shall have the right to terminate the contract by giving one-month written notice.
11. Relevant Government taxes will be deducted as per Government rules.
12. The Virtual University of Pakistan will not provide any advance payment for the execution of campaigns on print media, electronic media, digital and social media, outdoor media, and printed materials, in accordance with government regulations.
13. Financial proposals should include details regarding the print media plan, electronic media plan (TV, radio, cable), and digital and social media plan, along with rates for the VU Spring 2027 admission campaigns.
14. The successful agencies will have to follow TORs/terms & conditions of VU campaigns which will be applicable from the date of signing of the TORs till the end of the session.
15. Agencies will be required to share the e-copy of proposals/quotations within 24 hours of floating the project requirement/brief for digital and social media. Hard copies of proposals/quotations should be submitted to the Marketing Department within 2 working days from the date of project requirement/brief.

16. Each participating agency must submit a binding declaration confirming that, if selected, they will execute the social media campaign without advance payment and will not refuse execution under any circumstances.
 17. VUP will not entertain withholding tax on any digital and social media campaign. In case of FED or credit card charges, proof of amount deduction, or bank statement should be shared along with the invoice.
 18. Agencies participating in the pitch will accept the term that Dollar rate for Digital and Social Media campaigns will be charged/claimed by the Agency as per the Purchase/Release Order date.
 19. Preference will be given to the agencies who will on-air VU TVC Free of cost (FOC) on at least 25 cable operators across Pakistan.
-

Specimen of Declaration by the participating Advertising Agency

This should be on Rs.100/- Stamp paper.

I _____, as the owner/proprietor/director of _____(firm/company), hereby certify that I have read all the terms and conditions of Virtual University of Pakistan, and they are acceptable to me. All advertising services will be of the highest quality, meeting the standards required by the University. If I fail to provide the required services, I understand that VU holds the right to blacklist our firm/company and impose penalties.

It is hereby stated that as of today, our firm/company is not blacklisted by PID and PBA. Furthermore, it is clarified that our firm/company has not been blacklisted/suspended in the preceding two years.

SIGNATURE & STAMP

Name: _____

Designation: _____

CRITERIA FOR SELECTION OF ADVERTISING AGENCY

The agency to be hired should have:

- Exceptional creative and communication skills.
- Proficient in modern AI and other advertising tools and techniques, including satellite media, print media, electronic media, digital and social media, outdoor advertising, and BTL marketing activities.
- Extensive experience in managing corporate accounts and educational institutes.
- Event management experience would be advantageous.
- A dedicated social media team (with vast experience) to properly manage digital campaigns.
- Strong relations within the media community.
- Agencies will be hired in accordance with the rules.

SELECTION PROCESS

All invited advertising agencies must present a comprehensive advertising campaign based on the brief provided by VU. The selection will be made on the following factors:

1. Advertising plan with estimated cost.
2. Communication strategy of how to create proper overall awareness/promotion of VU.
3. Evaluation would be based upon education sector experience and understanding of VU, sensitivity to client's needs, creative designing, suggested budget, FOC offerings, experience of digital and social media campaigns, and communication strategy.
4. The decision of the Constituted Committee will be final.

A BRIEF OVERVIEW OF VIRTUAL UNIVERSITY OF PAKISTAN

The Virtual University of Pakistan (VU) is a public sector University holding a charter from the Federal Government that allows it to operate in Pakistan as well as overseas. The University provides affordable but high-quality education to the students through technological means. Since its inception, Virtual University has achieved many milestones including the launch of four educational satellite television channels for dissemination of education across the country. The channels are also viewable in more than fifty countries around the globe.

By identifying the top Professors of the country, regardless of their institutional affiliations, and requesting them to develop and deliver hand-crafted courses, the Virtual University aims at providing the very best courses to not only its own students but also to students of all other universities in the country.

Currently, the Virtual University offers two-year MS program, four-year Bachelor's degree programs, two-year Associate Degree Programs, 1 year Diploma programs, and specialization certificates & certificate courses. List of complete academic programs is available at www.vu.edu.pk

The Virtual University uses a combination of video lectures, reading material, audio/video tutorials and on-line interaction (e-class rooms) for imparting knowledge. However, it follows a very formal assessment and evaluation system in the same fashion as used in any conventional higher education institution (HEI). Although the University observes the semester system, its students have complete flexibility to study at their own convenience, pace, and place.

More than 200 campuses of the University in 100 cities across Pakistan provide its students a great opportunity to participate in academic activities without any extra burden on their pockets as compared with those studying at home. The current number of active students stands at over 132,000 students' body.

The Virtual University of Pakistan also has various projects and centers focused on technical IT education. Some of them are as follows:

- Professional Development Center
- DigiSkills 1.0, 2.0 and 3.0 Program

Under the umbrella of Professional Development Center, the Virtual University of Pakistan with its aim to equip and train its students with the latest ICT technologies in collaboration with world renowned ICT players. In this regard "Virtual University of Pakistan" has joined forces with "Cisco Systems Inc." to train its students on Cisco products with main objective of enhancing ICT skills and thus creating employment opportunities within country and abroad.

DigiSkills 3.0 Training Program (www.digiskills.pk) is an initiative of Government of Pakistan to provide online skill-based education FREE OF COST. The project is funded by Ignite and executed by Virtual University of Pakistan. Till June 2024, the DigiSkills.pk project has crossed almost 4 Million enrollments. The courses offered under DigiSkills 2.0 Training Program include Freelancing,

Affiliate Marketing, Auto CAD, Communication and Soft Skills, Creative Writing, Digital Literacy, Digital Marketing, Data Analytics and Business Intelligence, E-Commerce Management, Graphic Design, QuickBooks, Virtual Assistant, WordPress, and Video Editing Animation and Vlogging, etc. Initially the Digital Skills Training Project was launched which has been updated to Digital Skills 3.0 Training Program. Individuals from all walks of life can enroll in 2 courses in one batch without any Fee.

The project aims at increasing in the enrolment of tertiary and technical education, increased skilled human resources, strengthened Knowledge Economy, Easy access to technical and higher education to female and students of remote areas also.

For more details and activities of the University, please visit VU website www.vu.edu.pk and social media pages.