



Request For Proposal (RFP)

For Advertising Agency Services
(Creative, Media, Digital, PR etc.)

Lahore Central Business
District Development Authority



Government of the Punjab

Table of Contents

1.1 Purpose	3
1.2 Important Dates	3
1.3 RFP SUBMISSION GUIDELINES	3
1.4 Proposal Contents	4
1.5 Rules and Regulations.....	4
1.5.1 Mode of Advertisement(s)	5
1.5.3 Type of Open Competitive Bidding	5
1.6 Disqualification	5
2. Project Details	5
2.1 Introduction	5
2.2 Key Challenges	6
2.4.1 Phases	6
3. Scope of Work	6
3.1 The Opportunity	6
3.2 Pre-Qualification of Advertising Agencies for Above The Line (ATL) & Below The Line (BTL) Advertising/Marketing Services.....	6
3.2.1 Eligibility Criteria for Category 1 (ATL & BTL Services)	7
3.2.2 Presentation Guidelines	8
Annexure – A	10
Annexure – B	11
Annexure – C	13
Annexure – E	15
3.3 Pre-Qualification of Advertising Agencies for Digital Media Marketing Services	16
3.3.1 Eligibility Criteria for Category 2 (Digital Media Marketing Services)	16
3.3.2 Presentation Guidelines	17
Annexure – A	19
Annexure –B	20
Annexure –C	22
Annexure - D	23
Annexure - E	24
3.4 Deliverables	26
3.5 Special Requirements/Disclaimers	30
4. Questionnaire	31
4.1 Company Credentials Checklist	31
4.2 References	32
4.3 Additional Disclaimers/Requirements	34

Document Brief

1.1 Purpose

“Lahore Central Business District Development Authority (CBD Punjab)”, is soliciting proposals from qualified organizations in the general fields of marketing, branding, public relations, content development, graphics, and website design to develop comprehensive and cohesive, marketing materials for print and web applications. Additional information about the full scope of the RFP can be found under “Scope of Work” below.

1.2 Important Dates

Advertisement Date: 07th July 2021

RFP Issuance Last Date: 15rd July 2021

Responses to questions by: 20th July 2021

Proposals Submission date: 27th July 2021

1.2.1 Bid Security

Only shortlisted bidders shall be contacted.

Upon contact by LCBDDA for agency pitch, bidder shall provide a bid security not exceeding five percent of the bid price or 1 million PKR (whichever is higher) in favor of:

Lahore Central Business District Development Authority

1.3 RFP SUBMISSION GUIDELINES

Proposals will be received until 27th July 4pm at LCBDDA - 51-N Gurumangat Road, Gulberg II, Lahore. Tel: 042-99263546 in hard copy and one copy be emailed on the address provided in the Primary contact details. Any proposal received after this date and time will not be accepted. Questions regarding proposals should be directed to:

Primary

Contact Person: Director Marketing

Email: cbdpunjab.official@gmail.com

One original and one digital copy of your proposal must be submitted to be considered. Any proprietary information contained in the proposal should be so indicated. However, if the entire contents, or a major portion, of a proposal is designated as proprietary, then that proposal will not be considered. A company official that has authorization must sign proposals in blue ink to commit company resources. The full cost of proposal preparation is

to be borne by the proposing firm.

Sole responsibility rests with the contractor to see that the proposal(s) are received on time at the stated location.

1.4 Proposal Contents

1. Name of the lead firm and any sub consultants
2. Point of contact (name, title, e-mail and phone number) at lead firm and location of the lead firm's office.
3. Qualifications and technical competence of lead firm and sub-consultants in the type of work required.
4. Description of lead firm and sub-consultant experience on no more than three similar projects including a list of references with current contact information, including contact name, agency, address, telephone and email address.
5. Listing of key project personnel and their qualifications and experience
6. Description of the technical approach proposed for accomplishment of the work
7. A proposed schedule and work plan for the accomplishment of the work described
8. A proposed project budget
9. Firm's financial statements
10. Completed questionnaire
11. Accreditation certificates
12. References
13. Any other pertinent information
14. Signed application

1.5.1 Test Campaign

Each bidder is required to submit a test LCBDDA image building campaign along with the proposal. The campaign must be submitted digitally as well as in print form. The brief requirement of the campaign is as follows:

Focus: LCBDDA image building/ awareness/ brand announcement

Channels: Digital and Press

Reach out to below contact person to obtain further details about the project.

Contact Person: Director Marketing

Email: cbdpunjab.official@gmail.com

1.5 Rules and Regulations

Procurement Regulations will be strictly followed. These may be obtained on request from the office.

1.5.1 Mode of Advertisement(s)

This Tender is being placed online at our social platforms, as well as being advertised in print media.

1.5.3 Type of Open Competitive Bidding

Single Stage – Two Envelope Bidding Procedure shall be followed.

1.6 Disqualification

Agency will be considered disqualified prior/during evaluation process or after award of the contract/agreement if the agency;

- a. Is blacklisted by the Government of Pakistan and Punjab or any other government organization.
- b. At any stage, it is found maligning the image of the Government of Pakistan, the Government of Punjab, or any of its constituents.
- c. Previous performance is found unsatisfactory during the verification process of the clientele list
- d. It has been suspended by All Pakistan Newspaper Society (APNS), and/or Pakistan Broadcasters Association (PBA), and/or Associated Press of Pakistan and/or Pakistan Advertising Association (PAA) in the last 01 year. Attach - APNS and PBA certificate for non-suspension where applied.
- e. Has provided misleading information or forged documents at any stage of the process.

2. Project Details

2.1 Introduction

CBD DA has been mandated to develop an environmental friendly, urban regeneration project on vertical principals that would enhance characteristics of city through walk able urbanism & smart infrastructure. A pre-financial feasibility has determined around 2700-3000B PKR from the development as economic advancement and shall generate employment in various sectors. Development shall also enhance vertical activity surrounding this site specially Gulberg and shall boost Major business activity.

Development has been categorized in three districts namely, Commercial, Residential & Digital District, each district having unique characteristics & dynamics, connected through

urban green infrastructure developed by renowned international architects. Other unique features of the development include, History Museum and Jinnah Monument illustrating the rich history of the Walton Airport. Botanical Gardens and Green spaces are part of the project to compliment the green architecture of this Unique yet modern development. This project for sure put Pakistan on the map of Global Business Districts.

2.2 Key Challenges

- Brand development
- Brand awareness (across all media touch points)
- Structured marketing
- Coordinated channel effort (digital/ press/ TV / PR)

2.4.1 Phases

3. Scope of Work

3.1 The Opportunity

LCBDDA desires to develop comprehensive and cohesive marketing and outreach materials to help build the brand and identity of the authority. This is a unique and exciting opportunity for a marketing/public relations/planning/graphic design firm(s) to help build a brand for a new growing authority and the Lahore city—one of the most economically significant metropolitans in the country and one of the largest industrial corridors in South Asia.

In addition to branding, LCBDDA desires to improve the city's aesthetics, facilitate communication with local property owners, stakeholders and the general public, foster economic development through marketing of the project to prospective industries and businesses with the purpose of attracting new companies to the area, inform, bring together and help instill a sense of pride among stakeholders and help change the negative perceptions historically associated with the Pakistan.

The successful firm(s) should have a strong understanding of design, branding, economic development, global central business districts and the city of Lahore. Must also have a grip over its challenges and opportunities and be able to develop a complete marketing and branding strategy that draws upon the strengths of the area. More specifically, please see desired Scope of Work and Deliverables list below.

3.2 Pre-Qualification of Advertising Agencies for Above The Line (ATL) & Below The

Line (BTL) Advertising/Marketing/ PR/ Digital Services

The advertising agencies selected/ empanelled shall provide the following services as required by as and when required:

1. To develop advertising strategies for enhancing the corporate image of LCBDDA.
2. To provide media plans for electronic, print and digital media.
3. To develop concepts/ designing of artworks/ production of videos, TVCs, radio ads and TV telops.
4. To complete production of TV commercials, and Audio (voiceover) for Radio and various campaigns.
5. To place advertisements in print, digital, electronic media and OOH (out of home advertising).
6. To Suggest and execute new ideas to enhance visibility.
7. To develop BTL marketing strategy and placement plan for international investors.
8. To provide services of concept development & designing of artwork.
9. To develop ideas for effective marketing and branding of.
10. To brand our existing and new products via designing attractive campaigns, point of sales (POS), including but not limited to banners, standees, backdrops, diaries, calendars, branded souvenirs/giveaways, and other branding and marketing material, as and when required, across network, tender notices, expression of interest (EOI), notices of hiring/ job opportunity ads, and procuring goods, office equipment, supplies, spaces etc. and other office procurements.
11. To arrange designing and printing of material with artwork that will include Annual Reports/ Quarterly Reports.
12. To maintain and manage PR campaigns of the Authority.
13. Any other assignments related to ATL and BTL mediums.

Note: Initial contract will be made for 01 year. However, if required, it will be extended / renewed up to maximum 3-6 months on mutual understanding.

3.2.1 Eligibility Criteria for Category 1 (ATL & BTL Services)

Selection process comprises of three phases:

Phase I - Initial Screening:

The agency must qualify Initial Screening (Phase – I) to proceed to next phases. Agencies are required to fulfill mandatory requirements and provide hard copies of the required list of documents cited in Annexure – A. Furthermore, agencies are also required to provide information in Pre-qualification Form i.e., Annexure – B.

Phase II - Eligibility Criteria Rating Mark Sheet: (25 marks)

The agency must qualify in Eligibility Criteria Rating Mark Sheet by securing at least 15 marks out of 25 to proceed to Phase III. Eligibility Criteria for qualifying Phase II of the process is attached at Annexure - C.

Note: All agencies will be required to provide their portfolio of multinational and local clients in the last 5-10 years for ATL & BTL, Social Media Presence and Influence (Annexure C). Provide the required information on company letter head and also provide the copy of contract agreement and point of contact of each client.

Phase III – Presentation: (100 marks)

Advertising agencies qualifying in Phase II will be required to deliver a 30-min. presentation. Presentations will be evaluated by a selection committee. Agency must qualify in the presentation phase by securing at least 60 percent aggregate.

3.2.2 Presentation Guidelines

Presentation Guidelines Presentations should include the following:

Brief Introduction of the Agency: Each agency should provide a brief introduction of itself including; name, official address, operations across the country, number of current clients, and expertise of notable team members, preferably in a tabular format.

Previous Campaigns: Each agency will be required to quote at least 3 campaigns along with samples of artwork, TVC, DVC, animated videos, marketing collateral, branding material, etc. developed previously for clients (preferably financial institutions) other than, in their presentations. Additionally, agencies should be able to present the impact (quantitative metrics) these campaigns were able to create for their clients.

Marketing & Communications Plan: Each agency will be required to present an annual Marketing & Communications Plan to enhance corporate image/brand equity, developed specifically keeping in consideration s target market and products. Marketing & Communications plan should include a comprehensive ATL, BTL plan for.

Note: Presentations need to be submitted in hard and soft copies. Hard copies need to be submitted a day before the presentation date and soft copies need to be submitted on the day of presentation.

Maximum 03 advertising agencies with highest marks (not less than 60 marks out of 100) in both phases (II & Phase III) will be selected as qualified ad-agencies for ATL, BTL Services on panel. The number of agencies may vary as per requirement of Committee

Annexure – A

Mandatory Requirements/List of Documents to be attached

Agencies meeting the below mentioned requirements will qualify for Phase – II of evaluation. Non-compliance to any of the given field(s) will result in disqualification of the agency for further processing for Phase – II.

S. #	Particulars	Evidence Attached		Evidence Attached at Appendix
		Yes	No	
1.	Profile Document of Agency			
2.	GST/Income Tax Registration/ Copy of Registration Certificate with (FBR) Federal Revenue Board and other Tax documents			
3.	Copy of accreditation certificate from All Pakistan Newspaper Society (APNS) for ATL Services.			
4.	Copy of Non-suspension certificate from All Pakistan Newspaper Society (APNS) and Pakistan Broadcast Association (PBA) for ATL Services.			
5.	Registration of All Pakistan Newspapers Society (APNS), Pakistan Broadcast Association (PBA) and Pakistan Advertising Association (PAA)			
6.	Certificate to the effect that the agency is not involved in litigation with any department.			
7.	Copy of Registration Certificate with SECP			
8.	Affidavit on Stamp paper of Rs.200/- stating that agency/ service provider is not Blacklisted/ Defaulter by any organization			
9.	Financial Soundness Proof (Bank Reference or Bank Statement or Audited Report / Accounts)			

Prequalification Form Phase – I

General Information									
Domain Applied For (Please Tick where applicable): ATL & BTL Services									
Name of Agency									
Abbreviated Name				Company's Date of Formation					
National Tax Number				Sales Tax Registration Number					
Number of Employees (Experienced Professionals) Statements)				Number of Registered Offices					
Legal Status	Private Limited		Sole Proprietor		Joint Venture		Partnership		
Head Office Address									
City				Phone					
Email Address				Website					
Regional Office Address									
City				Phone					
Fax Number									
Financial Worth of the Agency									
Net Worth (2020)									
Turnover (2020)									
Last 3 Years of Company's Profit/ Loss (Please provide 3 years Audited		2020							
		2019							
		2018							

Management Details			
CEO / Chairman Name		CNIC No:	
Phone		Email	

Fax		Other details	
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Note: all the fields are mandatory. Incomplete information may lead to rejection of the proposal.

Prior experience of working with any Government Authority at Federal or Provincial Level:

Yes ☐ NO ☐

(Attach details if TICKED Yes)

List of Current Business with Government Organizations and Other Organizations				
S. No	Name of Organization	Current Project/Scope of Work	Annual Contract Volume	Approximate Value of Business

The undersigned declare that the statements made and the information provided in the duly completed application are complete, true, and correct in every detail.

Signed: Name:
For and on behalf of
(Name of Applicant Firm)

Annexure – C

Eligibility Criteria (Phase- II)

For Category 1 (ATL & BTL Services)

S.No.	Descriptions	Marks	Marks Obtained	Remarks	Remarks (Attachment of relevant evidence in each case is mandatory)	Attach Evidence as Appendix
1.	Company has been in existence since years	6		6 marks for above 10 years	NTN Certificate/ Letter of Incorporation/ Company Registration Letter is required to be enclosed	
				3 marks for 5-10 years		
				2 marks for less than 5 years		
2.	Number of Govt. and Development organizations worked with	6		6 marks for above 3	Attach client list and documentary evidence	
				3 marks for 1-3 years		
				0 marks for No Experience		
3.	Expertise of ATL & BTL Campaigns (Years)	7		7 marks for above 10 years	Attach certificate/photographs and any other documentary evidence	
				5 marks for 5-10 years		
				3 marks for 1-5 years		
4.	Client Details/ Portfolio	6		6 marks for above 10 Clients	Provide portfolio of clients. Complete Details of Campaigns need to be provided including samples of artwork, TVC's, print ads etc.	
				4 marks for 5-10 Clients		
				2 marks for less than 5 Clients		
Total Marks		25	0	Qualified/Disqualified		

Annexure - D

Affidavit / Declaration

(As Required by the State Bank of Pakistan through BPRD Circular No.13, Dated December, 11, 2014) (To be printed on Rs.200/- Stamp Paper)

I, _____ S/o _____, _____ Proprietor/Authorized
Representative/Partner/Director of M/s _____, having NTN # _____, holding CNIC # _____,
hereby state on solemn affirmation as under:

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

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

Dated:

DEPONENT

(PROPRIETOR / REPRESENTATIVE)/DIRECTOR

I solemnly affirmed and stated by the above named deponent, personally, before me, on this Day of _____, 2020 who has been identified as per his/her CNIC.

COMMISSIONER FOR TAKING AFFIDAVIT

Annexure – E

Submission Form

(To be printed on bidder's letterhead)

To

Date: _____

Director Marketing,

51 – Gurumangat Road, Opposite Ramada Hotel,
Lahore

Dear Sir,

Having examined the pre-qualification document, the receipt of which is hereby duly acknowledged, we the undersigned, offer to provide advertising services and deliver the required item or services in conformity with the said document as may be ascertained in accordance with the pre-qualification proposal.

We undertake, if our proposal is accepted, to deliver the services in accordance with the scope of work specified in this document.

If the proposal is accepted then until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and your notification of award of contract shall constitute a binding contract between us.

Dated this _____ day of _____ 2020_.

[Seal & signature] [In the capacity of]

3.3 Pre-Qualification of Advertising Agencies for Digital Media Marketing Services

The advertising agencies selected/empanelled shall provide the following services as required by as and when required:

1. Manage, monitor and moderate social media platforms and to further uplift the image of through community building on social media. Social media platforms include Facebook, Twitter, YouTube, Instagram and LinkedIn, which will follow a social media strategy developed and mutually agreed upon by and the Agency.
2. Social media marketing to promote employer brand, products and Services through creative content (original and sourced), videos, in line with the housing finance industry practices and trends.
3. Community building and social marketing by maintaining positive image of through active promotion of the corporate brand, culture, CSR activities, achievements, and stories of/from, and regular engagement on all social media platforms.
4. Manage and provide social media organic growth analysis as and when required and target populations
5. Digital PR and Crises Communications to manage the digital community through posts, responses, online press releases, blogs, digital placements, media monitoring and event activations (in consultation with).
6. Monthly reporting of data analytics of each of the social media platforms to note trends, popular content and performance in general.
7. Agency will develop a monthly work plan for a period of two years in consultation with to be approved and implemented for each month, based on the scope of work and deliverables (to be defined and agreed upon by both parties post pre-qualification).
8. Any other assignment related to digital marketing.

Note: Initial contract will remain for 02 years. However, if required, it will be extended / renewed up to maximum 3-6 months on mutual understanding.

3.3.1 Eligibility Criteria for Category 2 (Digital Media Marketing Services)

Selection process comprises of three phases:

Phase I - Initial Screening

The agency must qualify Initial Screening (Phase – I) to proceed to next phases. Agencies are required to fulfill mandatory requirements and provide hard copies of required list of

documents cited in Annexure – A. Furthermore, agencies are also required to provide information in Pre-qualification Form i.e., Annexure - B

Phase II - Eligibility Criteria Rating Mark Sheet: (25 marks)

The agency must qualify in Eligibility Criteria Rating Mark Sheet by securing at least 15 marks out of 25 to proceed to Phase III. Eligibility Criteria for qualifying Phase II of the process is attached at Annexure - C.

Note: All agencies will be required to provide their portfolio of multinational or local clients in last 5-10 years for Digital Media Marketing Services (Annexure C). Provide the required information on company letter head and also provide the copy of contract agreement and point of contact of each client.

Phase III – Presentation: (100 marks)

The agency qualifying in Phase II will be required to deliver a 30-min. presentation. Presentations will be evaluated by a selection committee
Agency must qualify in the presentation phase by securing at least 60 percent aggregated.

3.3.2 Presentation Guidelines

Presentations should include the following:

1. **Brief Introduction of the Agency:** Each agency should provide a brief introduction of itself including; name, official address, operations across the country, number of current clients, and expertise of notable team members, preferably in a tabular format.
2. **Previous Campaigns:** Each agency will be required to quote at least 3 campaigns along with samples of artwork, DVC, animated videos, marketing collateral, branding material, etc. developed previously for clients (preferably financial institutions) other than in their presentations. Additionally, agencies should be able to present the impact (quantitative metrics) these campaigns were able to create for their clients.
3. **Marketing & Communications Plan:** Each agency will be required to present annual Marketing & Communications Plan to enhance corporate image/brand equity, developed specifically keeping in consideration target market and products. Marketing & Communications plan should include a comprehensive Digital Media Marketing plan, OOH, PR and others.

Note: Presentations need to be submitted in hard and soft copies. Hard copies need to be submitted a day before the presentation date and soft copies need to be submitted on the day of presentation. Maximum 02 advertising agencies with highest marks (not less than 60 marks out of 100) in both phases (II & Phase III) will be selected as qualified ad-agencies for Digital Media Marketing Services on panel. The number of agencies may vary as per requirement of

Annexure – A

Mandatory Requirements/List of Documents to be attached

Agencies meeting the below mentioned requirements will qualify for Phase – II of evaluation. Non- compliance to any of the given field(s) will result in disqualification of the agency for further processing for Phase – II.

S. #	Particulars	Evidence Attached		Evidence Attached at Appendix
		Yes	No	
1.	Profile Document of Agency			
2.	GST/Income Tax Registration/ Copy of Registration Certificate with (FBR) Federal Revenue Board and other Tax documents			
3.	Copy of Registration Certificate with SECP			
4.	Affidavit on Stamp paper of Rs.200/- stating that agency/service provider is not Blacklisted/Defaulter by any organization			
5.	Financial Soundness Proof (Bank Reference or Bank Statement or Audited Report / Accounts)			

Annexure –B

Prequalification Form Phase – I

General Information									
Domain Applied For (Please Tick): <input type="checkbox"/> Digital Media Marketing Services									
Name of Agency									
Abbreviated Name				Company's Date of Formation					
National Tax Number				Sales Tax Registration Number					
Number of Employees (Experienced Professionals Statements)				Number of Registered Offices					
Legal Status	Private Limited		Sole Proprietor		Joint Venture		Partnership		
Head Office Address									
City				Phone					
Email Address				Website					
Regional Office Address									
City				Phone					
Fax Number									
Financial Worth of the Agency									
Net Worth (2019)									
Turnover (2019)									
Last 3 Years of Company's Profit/Loss (Please provide 3 years Audited)		2019							
		2018							
		2017							

Management Details			
CEO / Chairman Name		CNIC No:	
Phone		Email	
Fax		Other details	

Note: all the fields are mandatory. Incomplete information may lead to rejection of proposal.

Prior experience of working with an Authority at Federal or Provincial Level:

YES ☐ NO ☐ (Attach details if TICKED Yes)

List of Current Business with Government Organizations and Other Organizations				
S. No	Name of Organization	Current Project/Scope of Work	Annual Contract Volume	Approximate Value of Business

The undersigned declare that the statements made and the information provided in the duly completed application are complete, true, and correct in every detail.

Signed:

Name:

For and on behalf of

(Name of Applicant Firm)

Annexure –C

Eligibility Criteria (Phase- II)

For Category 2 (Digital Media Marketing Services)

S. No.	Descriptions	Marks	Marks Obtained	Remarks	Remarks (Attachment of relevant evidence in each case is mandatory)	Attach Evidence as Appendix
1.	Company has been in existence since years	6		6 marks for above 10 years	NTN Certificate/Letter of Incorporation/Company Registration Letter is required to be enclosed	
				3 marks for 5-10 years		
				2 marks for less than 5 years		
2.	Number of Government Development organizations worked with	6		6 marks for above 3 years	Attach client list and documentary evidence	
				3 marks for 1-3 years		
				0 marks for No Experience		
3.	Expertise of Digital Marketing Campaigns (Years)	7		7 marks for above 10 years	Attach certificate/photographs and any other documentary evidence	
				5 marks for 5-10 years		
				3 marks for 1-5 years		
4.	Client Details/ Portfolio	6		6 marks for above 10 Clients	Provide portfolio of clients. Complete Details of Campaigns need to be provided including samples of artwork, TVC's, print ads etc.	
				4 marks for 5-10 Clients		
				2 marks for less than 5 Clients		
Total Marks		25	0	Qualified/Disqualified		

Annexure - D

Affidavit / Declaration

(As Required by the State Bank of Pakistan through BPRD Circular No.13, Dated December, 11, 2014) (To be printed on Rs.200/- Stamp Paper)

I, _____ S/o _____, _____ Proprietor/Authorized Representative/Partner/Director of M/s _____, having NTN # _____, holding CNIC # _____, hereby state on solemn affirmation as under:

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

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

DEPONENT

(PROPRIETOR / REPRESENTATIVE)/DIRECTOR

I solemnly affirmed and stated by the above named deponent, personally, before me, on this Day of _____, 2021 who has been identified as per his/her CNIC.

COMMISSIONER FOR TAKING AFFIDAVIT

Annexure - E

Submission Form

(To be printed on bidder's letterhead)

To

Date: _____

Lahore Central Business District Development Authority
51 – Gurumangat Road, Opposite Ramada Hotel,
Lahore

Dear Sir,

Having examined the pre-qualification document, the receipt of which is hereby duly acknowledged, we the undersigned, offer to provide advertising services and deliver the required item or services in conformity with the said document as may be ascertained in accordance with the pre-qualification proposal.

We undertake, if our proposal is accepted, to deliver the services in accordance with the scope of work specified in this document.

If the proposal is accepted then until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and your notification of award of contract shall constitute a binding contract between us.

Dated this _____ day of _____ 2021.

[Seal & signature] [In the capacity of]

Financial Proposal Contents

Print and Electronics publishing will be as per PID/ DGPR approved rates and pre-qualified agencies. In case of non avilibility of pre-qualified rates for certaain jobs, Job based 3 Quote process will be adapted.

Below mentioned jobs include creative work

MEDIUM	Handle/ Medium	DESIRED MONTLY REFERRAL TRAFFIC	MINIMUM FREQUENCY OF	Organic Reach Pr. Month	Year End Target	Monthly Spending
FACEBOOK	Official Page	3000 new Likes 1000 new Shares	Daily	7'000 Views	50'000 Likes	
INSTAGRAM	Official Page	2500 new Likes 1000 new Shares	Daily	3000 views	40'000 Followers	
TWITTER	Official Handle	2000 Re-Tweets	Minimum Once a day/	All Organic	3000 Re-Tweets	
	Chairman's Handle	3000 new Likes	Situational		5000 new Likes	
LINKED-IN	Official Page HR Page	500 new Likes 200 new Shares	3 pr Week	5'000 views	25'000 Page Followers	
Website	LBCDDA official	10'000 Visitors 3'000 Unique Visitors Google search Page 1	Daily Updation	700 visitors	Daily Traffic 10'000 Unique 500	
SNAPCHAT	Official Handle	200 Likes	twice a week	All Organic	10'000 Followers	
PINTEREST	Official Page	1500 Followers	twice a week	400 Views	10'000 Following	
TUMBLR	Official Handle	500 Re-Blogs	twice a week	All Organic	8'000 Following	
YOUTUBE	Official Page	5'000 Views 1'000 Shares	one video pr week	400 Views 100 Subscribers	30'000 Subscribers	
Bloggers	Multiple Bloggers	2'000 Views 700 Shares 50 Comments	2 Blogs pr Month	400 Views	100'000 Views/ Reach	
VLOGGERS	Voice of LCBDDA News Vloggers	2'000 Views 700 Shares 50 Comments	4 V Logs pr Month	400 Views 100 Subscribers	50'000 Subscribers	
Monthly Spending TTL						
Retainer Cost						
Grand Total						

PR Proposal:

Please attach an effective PR Campaign with monthly Retainer Charges and details of the services included.

3.4 Deliverables

1. Authority Brand/Identity collaterals
2. Branding/Logo re-design – Refine or redesign of existing logo into a more dynamic and improved aesthetics that can be used in a variety of formats, from marketing materials, web, print, etc.
3. Stationary Package – Letterhead, envelopes, business cards, mailing labels, email signature, thank you/note cards, etc.
4. E-Newsletter Template – One to three templates of the e-newsletter would be desirable. These templates would be used for “news” “Messages from CEO/Chairman”, “Meeting Notices”, etc.
5. Print Newsletter Template – One or two versions of a printed newsletter that can be filled quarterly for print and web distribution.
6. Print Organization Brochure/Annual Report – 6 to 8 pages booklet full size, full color that can be filled out to offer information about the authority, board members, staff, goals and objectives, etc.
7. Print Key Facts/At-A-Glance – 2-page template that can be filled in with basic information about Lahore,. These can be used as inserts into third party packets such as real estate brokers, building owners, economic development staff, etc.
8. Press/Organization Kit – Folder with pertinent information about for the press and/or prospective property owners that have not yet joined.
9. Power Point/Prezi – Template that can be filled in for presentations about projects or about the
10. Website –desires to develop an award-winning website with an overall look and functionality that builds on brand/identity and serves as a one-stop for all information related to Lahore and.

Desired features include:

1. Award winning design
2. Mobile/Tablet optimized
3. Social media integration
4. Newsletter sign-up
5. Video integration
6. Blog design and integration
7. Search Engine Optimized
8. Calendar integration
9. Staff/Board profile
10. File manager
11. Survey
12. Translation
13. Original artwork/graphics
14. Easy to use, integrated Content Management System

15. Contact us, community profile, infrastructure, landscaping and beautification, economic development, transit and transportation, news and press releases, etc.
16. mapping integration (google or GIS)
17. Hosting Solutions
18. 3D Rendering and walk through of Zones in the City.

Additional Scope/Deliverables if budget permits:

1. Tradeshow booth – Design and Fabrication/Construction cost
2. Video production: 5 minute “this is” / “The Future of Riverfronts” video
3. Print Ad campaign design for add to be placed in Newspaper

The key responsibilities of the agency shortlisted are listed below:

ACTIVITY	TECHNICAL SPECIFICATIONS:
PRINT MATERIAL	<p>The pre-qualified agencies may be responsible for printing all marketing material and advice on the most suitable paper grammage, dimensions, print techniques, and ensure satisfactory delivery of the required quantities according to the established timelines while directly coordinating with a top tier printer. Generally, printing requirements include flyers, brochures, reports, invitation cards, quarterly newsletters, one-pagers and any other printed material.</p> <p>The agency shortlisted from the pool of the pre-qualified firms based on cost for each task order will be responsible to ensure that all printing is of best industry quality and up to the satisfaction level of</p>
GIVEAWAY MATERIAL	<p>The agency shortlisted from the pool of the pre-qualified firms based on cost that may be responsible for production and/or procuring and stocking giveaway material and may deliver specified quantities to office as and when required. This material will include branded mugs, diaries, calendars, pens, swag bags, mementoes, shields, giveaways such as branded USBs etc.</p> <p>The agency will be responsible to ensure that all such giveaway materials are of best industry quality and up to the satisfaction level of</p>
EVENT SUPPORT	<p>The agency will be responsible for providing all event related support to as and when required. This includes backdrops, standees, media walls, SMD screens, podium covers, name tents, props, cut outs, banners.</p> <p>The agency will be responsible for printing, installation, dismantling, storage and advising on possibilities to reuse such material as and when possible.</p> <p>may request some support from agency to designate the Client Service Representative (CSR) and additional human resources to be present at certain events. This support will be required in very rare instances.</p>

	<p>events are generally in Lahore but may be in very limited instances may also include other cities. Furthermore, coverage of all official events includes, but is not limited to B2B meetings, signing of MOAs, signing of MOUs etc.</p>
PRINT AD RELEASES	<p>The agency will be responsible to release all print ads for in newspapers (Urdu, English and/or regional and international) as directed for marketing/publicity and announcement purposes such as call for applications, RFPs, EOIs, and Job Opportunities etc. will provide guidance on frequency, placement, and size of these ads but the agency may also provide its input to the benefit of strategy.</p>
OUT OF HOME (OOH)	<p>The agency will be responsible to advise and procure any electronic screens, billboards, streamers, airport screens, pamphlets, posters, any other medium of OOH advertising that may intend to undertake. This may or may not be part of an overall campaign. The agency will be responsible for securing permissions, advising on best available spots for such OOH advertising, printing, securing the desired spots, installation and dismantling. The agency will also monitor that all such OOH ads stay on for the desired period and share reports with as and when required.</p>
EVENT/FIELD PHOTOGRAPHY	<p>may require agency to provide support from time to time for photography. This may include event and field photography. Depending on the level and importance of the activity and in case of specific events may also review the portfolio of the proposed photographer before the activity and may require the agency to propose a substitute. This will include the photographer getting a thorough brief from POC beforehand and agency making sure that this brief is followed.</p> <p>The photos must be high resolution and showcase action, impact and efforts well. In order to enhance the marketing efforts desires original, high-quality photography of the area surrounding. Examples of desired photography includes aerial shots of , photos of manufacturing facilities such as an assembly line, dams, barrages, bridges, riverbanks, residential units, rail, roads, retail, truck traffic, public transit, utilities and water facilities, landscaping and streetscapes, etc. Moreover, pictorial documentation of the designated should be done in order to chronologically capture the developmental stages/phases.</p> <p>The agency will be responsible to ensure that all such photography is of</p>

	<p>best industry quality and up to the satisfaction level of PoC.</p> <p>photography opportunities are generally in Lahore but in very limited instances may also include other cities. will have all perpetual copyrights to all photo material produced under such activity.</p>
EVENT VIDEOGRAPHY	<p>HD quality video coverage of all events, as and when required, with full audio. Each video will then be edited into a short 2-minute Video News Report (VNR) styled montages cut on music to form a comprehensive social media video. These videos may also include short straight-to-camera video testimonials with participants and team, opening and closing 2-D graphics, music and titling. In some cases, the VNRs may also require background narration and a basic script.</p> <p>The videos must be based on the brief provided by the Communications team and up to the highest industry standards and acceptable to the client. There may be multiple rounds of feedback and the agency must be committed to finalize and deliver each video within a week of the date of the filming. The final deliverable will be 2 broadcast level DVDs of the edited videos and finally a hard drive with all edited videos and rushes. will have all perpetual copyrights to all video material produced under such activity.</p> <p>The agency will be responsible to ensure that all such videography is of best industry quality and up to the satisfaction level of POC.</p> <p>videography opportunities are generally in Islamabad, Karachi, and Lahore but may be in very limited instances may also include other cities.</p>
MASS MEDIA CAMPAIGNS	<p>From time to time, may run specific short-term mass media awareness campaigns for its specific activities. These campaigns must highlight the specific activity and its significance, and role as an enabler. The agency will be responsible for proposing, and implementing these mass media campaign after getting a thorough brief from the POC through channels such as:</p> <ul style="list-style-type: none"> Print Ads Television Ads Radio PSAs OOH Advertisements Digital Media Campaigns Road Shows <p>Any other mediums that the agency may want to propose for multifarious city-structure and riverfront attractions.</p>

DIGITAL MEDIA CAMPAIGNS	<p>From time to time, may run specific short-term digital media awareness campaigns for its specific activities. These campaigns must highlight the specific activity and its significance, and role as an enabler. The agency will be responsible for producing the digital adverts (different sizes suitable for different publications) through the GD, proposing, and implementing an effective digital advertisement plan for on online channels such as but are not limited to:</p> <p>Tribune.com.pk techjuice.pk propakistani.pk tech.com.pk pakwired.com techistan.pk/ etc.</p> <p>The plan should propose value additions for consideration and the agency must inform and agree with the POC on ad impression targets. The agency must ensure that the plan it proposes meets those targets at the minimum. Platforms can change if desired.</p>
ANY OTHER ADVERTISING OR COMMUNICATION SUPPORT	As and when required, the agency should be willing to provide any and all communication support to Pakistan.
GRAPHICS/MAPS	<p>One to three versions of maps/aerials of the riverfront boundaries within larger metropolitan Lahore context for insertion into a variety of marketing materials. Watermarks and graphics to enhance marketing materials. Note that has commissioned renderings of the future vision of the area in</p>
COPYWRITING/CONTENT DEVELOPMENT	<p>The agency must have excellent strategies for brand messaging/taglines/core values/mission, goals & purpose statements. All written content must be reviewed multiple times in order to ensure that there is no chance of errors, informational blunders or factual discrepancies. Content generated must comply with the essence of goals and objectives.</p>

3.5 Special Requirements/Disclaimers

LCBDDA desires the selected consultant(s) responding to this RFP to develop high-quality marketing materials. LCBDDA is in the process of engaging a multi-disciplinary firm to master plan the city of Lahore. The master plan would analyze current conditions and make

improvement recommendations related to economic development, landscaping and beautification, land use, urban design, streetscapes, transit and transportation. Selected consultant(s) responding to this RFP must be willing to collaborate and coordinate work with existing consultant working on the Master Plan as well as the staff, to achieve the best solutions possible for the Lahore and its mighty project.

The award of the contract will be to whose responses comply with the requirements set forth in this request for proposal, and whose proposal is most advantageous to, with price considered, and taking into consideration all aspects of the responses. Rates will not be the sole determining factor. The Board of Members of the Authority reserves the right to reject any or all proposals, to waive technicalities and to make an award in whole or in part and as deemed in its best interest and will not reimburse any offer or for its Request for Proposal preparation costs. may decide to split the work outlined in this RFP amongst multiple firms if deemed in the best interest of . The written proposal documents supersede any verbal or written prior communications between the parties. All companies submitting a proposal will be notified of award.

4. Questionnaire

Complete this questionnaire in responding to this RFP and ensure to attach the following details in the prompt you submit for evaluation.

4.1 Company Credentials Checklist

Name of individual and phone number who can be contacted for further explanation or clarification of your proposal

1. Date local office was established and address
2. A statement of previous/current experience of the contractor (and sub-contractors) in directly related projects
3. Provide a listing of other governments/large corporate developments in the metro-Lahore area for which you have provided consulting services
4. Provide documentation outlining ability to secure insurance levels required by
5. Provide Sample Agreement. (An award of bid will not imply the acceptance of the terms of sample bidder's agreement.)
6. Provide information on firm's financial stability
7. Provide any alternative solutions for cost savings
8. Financial statements along with tax return files for the past 5 years

4.2 References

Please list by company name, services rendered by the staff which are similar in size and scope of operation. Please provide the name of the individual to contact and phone number where they can be reached. Three references required.

REFERENCE #1

Company

Name: _____

Address: _____

_____ Authorized

Representative: _____

Telephone Number: _____ Fax: _____ E-Mail: _____

REFERENCE #2

Company Name: _____

_____ Address: _____

_____ Authorized

Representative: _____

Telephone Number: _____ Fax: _____ E-Mail: _____

REFERENCE #3

Company Name: _____

_____ Address: _____

_____ Authorized

Representative: _____

Telephone Number: _____ Fax: _____ E-Mail: _____

PROPOSAL PRICE:

IN COMPLIANCE WITH THE ATTACHED SPECIFICATIONS, THE UNDERSIGNED OFFERS AND AGREES, IF THIS PROPOSAL IS ACCEPTED BY THE LCBDDA BOARD OF DIRECTORS WITHIN NINETY (90) DAYS OF THE DATE OF PROPOSAL DEADLINE, TO FURNISH ANY OR ALL OF THE ITEMS UPON WHICH PRICES ARE QUOTED AT THE PRICE SET OPPOSITE EACH ITEM.

Contact Name:

Company Name:

Address:

Signature of Authorized Representative

Printed Name of Authorized Representative Phone:

Fax: _____

Cell: _____

E-Mail: _____

4.3 Additional Disclaimers/Requirements

Right of Rejection: LCBDDA reserves full freedom (in addition to the right to reject any and all bids) in awarding bids to consider all available factors including, but not limited to price, the provision of needed and unneeded features, usefulness, and prior experience. Hence, may award bids to other than the lowest bidder if, in the judgment of the jury, the interest of the will be best served by awarding to another.

Liability for Errors: While LCBDDA has made considerable efforts to ensure an accurate representation of information in this Request for Proposal, the information contained in this RFP is supplied solely as a guideline. The information is not guaranteed or warranted accurate by nor is it necessarily comprehensive or exhaustive.

Firm Pricing: The proposal must be firm for at least ninety (90) days after the closing date of the RFP. All pricing should include delivery-F.O.B. destination.

Price List: An itemized price list for all goods and services used to satisfy this need should be included in bid along with all warranties-standard and extended options.

Bid Amendments: LCBDDA reserves the right to amend this RFP prior to the proposal due date. All amendments and additional information will be sent to all vendors who have received the document and should be acknowledged in your proposal.

Bid Withdrawal: A submitted proposal may be withdrawn prior to the due date by a written request to Executive Director. A request to withdraw a proposal must be signed by an authorized individual.

Competence: Qualified contractors must demonstrate competence and experience in all areas of expertise required by the scope of services. If subcontractors are to be used, describe the function and approximate percentage of work they will be conducting.

Insurance requirements: Contractor shall procure and maintain in full force and effect, at all times during the term of this Agreement, general liability insurance, worker compensation insurance auto insurance.

All insurance companies providing coverage must have a good rating, approved by the in advance and at its sole discretion.

1. Contractor shall plan and conduct the services to comply with local, state and federal laws, rules and regulations, to adequately safeguard persons and property from injury.
2. Contractor shall obtain and maintain current any and all licenses, certificates, registrations,

permits and any other item or permission necessary to perform and complete the services outlined in this Request for Proposal.

3. Contractor shall comply with all Pakistan, Lahore District, Punjab Government and Transportation rules and regulations either currently in effect or as may be promulgated in the future, while performing services for
4. Contractor shall ensure that all employees qualify for employment under the stipulations required by the government.
5. Contractor shall adequately protect workers, landowners, tenants, adjacent property, and the public during its operations.
6. Contractor shall execute a contract tendered by LCBDDA prior to initiating service.

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