



HOUSE BUILDING FINANCE COMPANY LIMITED (HBFC)

APPOINTMENT OF ADVERTISING AGENCIES

HBFC/HOK/GSD/2022/145

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SECTION I. INSTRUCTIONS TO BIDDERS

The following specific data for services to be acquired will complement, supplement or amend the provisions in the Instructions. Whenever there is a conflict, the provisions herein will prevail.

S#	Details
1.	<p>Appointment of Advertising Agencies HBFC/HOK/GSD/2022/145</p>
2.	<p>Contact Information and Communication</p> <p>Contact Details for all correspondence in relation to this bid are as follows:</p> <p>Asad Baber Khan Manager Procurement - GSD Email: asad.baber@hbfc.com.pk Address: House Building Finance Company Limited, Head Office, 3rd Floor, Finance & Trade Centre, Shahrah-e-Faisal, Karachi. Phone: +92 21 35641752</p> <p>Technical Contact</p> <p>Syeda Zauwia Riaz Manager - Corporate Communication, Business & Operations Group Email: zauwia.riaz@hbfc.com.pk Address: House Building Finance Company Limited, Head Office, 3rd Floor, Finance & Trade Centre, Shahrah-e-Faisal, Karachi. Phone: +92 21 35631748 +92 21 35641711-15, Ext. 778</p>
3.	<p>Address for Bid Submission</p> <p>The Company's address for the purpose of bid submission is:</p> <p style="text-align: center;">Head of General Services Department, House Building Finance Company Limited, 3rd Floor, Finance and Trade Centre, Shahrah-e-Faisal, Karachi, Pakistan Telephone No: 021- 35641752</p>
4.	<p>Deadline for Submission of Expressions</p> <p>The deadline for submission of expressions / profiles will be February 16, 2022 at 11:00am. Bids will be opened on February 16, 2022 at 11:30 am at the following address:</p> <p style="text-align: center;">House Building Finance Company Limited, 3rd. Floor, Finance and Trade Centre, Shahrah-e-Faisal, Karachi - Pakistan.</p>

SECTION II. GENERAL CONDITIONS

2.1 SCOPE OF BID

House Building Finance Company Limited (HBFC) intends to appoint on its panel Advertising Agencies for *Above the line (ATL)*, *Below the line (BTL)* & *Digital Media Marketing* to create brand awareness, strengthen its corporate identity & employer brand and market its products and services. Advertising Agencies shall be selected through an open and transparent competition, after consultation with Press Information Department (PID).

2.2 DEADLINE FOR SUBMISSION OF PROPOSALS

2.2.1. Proposals must be received at the address specified in Data Sheet not later than the time and date specified in the Bid Data Sheet.

2.2.2 The Company may extend the deadline for submission of proposals by issuing an addendum, in which case all rights and obligations of the HBFC and the bidders previously subject to the original deadline will then be subject to the new deadline.

2.3 LATE SUBMISSION

The proposals must be sent to the address indicated in Section I of the document and received by HBFC by no later than the time and the date indicated in Section I, or any extensions to the date in accordance with Section II para 2.2.2. Any proposal received after the deadline for submission shall be returned unopened.

2.4 SELECTION PROCEDURE

The selection of agencies would be made in accordance with the revised guidelines of Press Information Department (PID) attached at **Annexure B**.

2.4.1 Phase I - Submission of Profiles

The agencies desiring to participate should submit their profiles/portfolios to Head GSD on their letterhead along with documents in sealed envelope as per deadline mentioned in advertisement.

2.4.1.1 Terms & Conditions

The advertising agencies intending to participate in the competition will be required to fulfill the following requirements and provide certificates/proof.

Mandatory Requirement

- i. Should be accredited/enlisted by PID.
- ii. Registered with Income tax and sales tax departments and must be on active tax payer list of Federal Board of Revenue (FBR).

2.4.2 Phase II – Shortlisting

The advertising agencies will submit their creative/artwork (concepts and copies, sketches, preliminary designs, story boards and scripts). Short-listed agencies will be invited for a final presentation based on actual artwork.

2.4.3 Phase III – Visit to Office Setup of Shortlisted Ad Agencies

As per “Guidelines & Procedures Advertisement Policy 2021” of PID, short listed agencies’ offices shall be visited.

2.4.4 Phase IV–Presentation

Only short-listed agencies will be invited for presentation. Each agency will be given 30 minutes for presentation and question/answer session. The presentation shall focus on the following aspects.

2.4.3.1 Presentation Guidelines

Presentations should include the following areas:

- a) **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.
- b) **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 HBFC, in their presentations. Additionally, agencies should be able to present the impact (quantitative metrics) these campaigns were able to create for their clients.
- c) **Strategy for HBFC Image Building:** Each agency will be required to present marketing and communications strategy to enhance HBFC’s corporate image/brand equity, developed specifically keeping in consideration with HBFC’s target market and products.

a. Media Mix:

The presentation must include the following media mix:

- Electronic - TVC (30 seconds) with adaptations/Radio
- Print - Advertisements (maximum 5 advertisements)
- Social/Digital Media - Info graphics, still posts, animated GIFs and videos etc.
- Promotional Material - Brochures, Backdrop and Posters etc.

For detailed information on **scope of work**, please refer to **Annexure - A**.



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.

2.4.5 Phase V - Final Selection and Notification

Press Information Department (PID) will select and notify all the selected agencies.

2.5 COMPANY'S RIGHT TO REJECT ALL BIDS

The Company reserves the right to annul the process and reject proposals at any time prior to the finalization of pre-qualification as per PPRA Rules.

SECTION III. ANNEXURES

ANNEXURE – A

SCOPE OF WORK

- i. The advertising agencies selected/empaneled shall provide services, as required by HBFC from time to time.
- ii. Initial contract will remain for **02 years**. However, if required, it will be extended / renewed up to maximum 06 months on mutual understanding and after obtaining NOC from Press Information Department (PID) on same terms and conditions.
- iii. Provide services in the following domains:

a. ABOVE THE LINE (ATL), BELOW THE LINE (BTL) & DIGITAL MEDIA MARKETING PROJECTS

Agency/ies will be required to:

- Develop advertising/promotional strategies for enhancing corporate image of HBFC as well its products.
- Provide media plans (electronic & print media) as and when required.
- Develop concepts/design artworks of marketing material such as flyers, brochures, print ads, annual reports/quarterly reports etc.; produce videos/ads such as TVCs and radio ads (as and when required).
- Place HBFC advertisements in print and electronic media as and when required.
- Develop BTL marketing strategy.
- Maintain and manage PR of the company.
- Any other assignments related to ATL and BTL mediums.
- Manage HBFC's social media platforms and to further uplift the image and brand of HBFC through community building, creative content (original and sourced), videos, in line with the housing finance industry practices and trends on social media. Social media platforms include Facebook, Twitter, YouTube, Instagram and LinkedIn etc., which will follow a social media strategy developed and mutually agreed upon by HBFC and the Agency.

- 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 HBFC).
- Monthly reporting of data analytics of each of the social media platforms to note trends, popular content and performance in general.
- Agency will develop a monthly social media work plan for a period of two years in consultation with HBFC 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).
- Any other assignment related to digital marketing.

ANNEXURE - B

PROCEDURE FOR THE SELECTION AND APPOINTMENT OF ADVERTISING AGENCIES

- Each Ministry / Department / Organization will select three advertising agencies on its panel; however, Ministry of Information & Broadcasting can appoint six advertising agencies on its panel.
- Advertising agencies shall be selected through an open and transparent competition, after meaningful and effective consultation with Press Information Department (PID). Appointment process of agencies shall be a 6-step process which shall include:
 - a. Invitation for competition.
 - b. Submission of Creative / Artwork.
 - c. Shortlisting of agencies based on Artwork.
 - d. Visit to office setup of shortlisted agencies.
 - e. Presentation by shortlisted agencies.
 - f. Final selection and notification by PID.
- Principal Information Officer (PIO) or his designated officer will issue instructions on the procedure and appointment of advertising agencies to PID regional offices time to time to ensure transparency and merit.
- The initial invitation to advertising agencies by department/organization will be for presentation of concepts and copies, sketches, preliminary designs, story boards and scripts based on which, short listing of agencies will be done and the short-listed agencies will be invited for a final presentation based on actual artwork.
- The Selection Committee shall consist of three members including a senior level representative of PID, a representative of the concerned department and an external media expert. PID shall maintain a pool of external media experts in respective fields, the concerned department shall pay an honorarium to the external media expert.
- The period of appointment of the selected agencies shall preferably be for two years. This shall not, however, be extendable beyond two years except with the approval of PID, which may allow such extension for maximum period of six months only.
- All public sector departments and organizations will take immediate steps to hold required competition for selection and appointment of advertising agencies.



- PID reserves the right to decrease or increase the number of advertising agencies on panel of Ministries/Department in view of the quantum of work / business.
- Federal Government Departments / Organizations shall ensure equitable distribution of business among the advertising agencies.

For more information on PID guidelines, please visit:

<http://pid.gov.pk/uploads/AdvertisementPolicy2021Updated.pdf>