



National Bank of Pakistan  
نیشنل بینک آف پاکستان

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# 1. Proposals for Prequalification

National Bank of Pakistan (NBP) is one of the largest commercial banks operating in Pakistan. It invites applications from the private limited advertising companies registered with SECP and who are on Active Taxpayers List of the Federal Board of Revenue and Accreditation with All Pakistan Newspaper Society (APNS); Pakistan Broadcast Association (PBA) and enlisted with Press Information Department (PID) for prequalification for enlistment and placement on its panel.

Prequalification documents, containing detailed terms and conditions are available at the address given below. The Pre-Qualification document can also be downloaded free of cost from the website **[www.nbp.com.pk](http://www.nbp.com.pk)**

The proposals, prepared in accordance with the instructions provided in the prequalification documents, must reach at the given address below on or before October 18, 2022. Proposals will be opened the same day at 11:30am. This advertisement is also available on PPRA website at **[www.ppra.org.pk](http://www.ppra.org.pk)** and NBP Website **[www.nbp.com.pk](http://www.nbp.com.pk)**

## (Divisional Head)

Procurement Division,  
Logistics, Communications & Marketing Group,  
3rd Floor, National Bank of Pakistan,  
Head Office, Karachi.  
Tel: 021-99220331/021-38902435

## 2. Introduction

NBP's services are available to individuals, corporate entities and government, while it continues to act as a trustee of public funds and as the agent to the State Bank of Pakistan (in places where SBP does not have its presence). It has diversified its business portfolio and is today a leading player in the debt equity market, corporate investment banking, retail and consumer banking, agricultural financing, treasury services and is showing growing interest in promoting and developing the country's small and medium enterprises and at the same time fulfilling its social responsibilities, as a corporate citizen. Procuring the right product/service carries supreme importance for NBP. Therefore, the primary aim of any procurement and selection procedure is to ensure a transparency and fairness in process that can select the right vendor on the basis of merit and relevance experience.

## 3. Scope of Work

To develop & execute corporate / thematic / tactical campaigns based on the long & short term equity of the brand. The services will comprise of the following:

- Campaigns to be a mixture of all mediums i.e. Above the Line (ATL), Below the Line (BTL), Out of Home (OOH) & Digital Media, etc.
- Develop project/product based communication & media mix.
- Develop marketing collaterals and artworks based on brand guidelines.
- Develop designs/concepts/articles for special supplements, publicity campaigns.
- Provide design services for classified advertisements and any other ads for customers.
- Provide design services for financial statements.
- Design of display graphics and production of the following items as and when required;
  - Design of multipage brochures, leaflets, flyers, posters, standee, backdrops, calendars, diaries & fact sheets, etc.
  - Design for outdoor branding/stickers, kiosks, exhibit stands, ceremonies, etc.
  - Production of TV & Digital Commercials, Testimonials, Animated videos, Print & Radio campaigns.

- Translate NBP advertisements, marketing material and documents on need basis in Urdu and other regional languages.
- To conduct competitive analysis before and after the campaigns to gauge the possible outcome whenever needed.
- Strict adherence and compliance of all regulatory requirements for the scope of work.
- Strict adherence and compliance of trademarks, copyrights and patents for all images / pictures / graphics used in marketing material, print advertisements, electronic advertisements, videos and social / digital media.
- Develop project based digital strategy based on a campaign/goal for NBP whenever needed, this will include;
  - Unique Concepts and themes of content.
  - Provide Social Media insights and reports gathered from the previous activities/campaigns.
  - Updating, executing and moderating all content (project based) for all agreed social media platforms.

## 4. Instructions to Companies

### 4.1 Downloading of Prequalification Documents

- 4.1.1 This invitation follows the Proposal for Prequalification that was placed on NBP's website and website of Public Procurement Regulatory Authority (PPRA), as also published in the daily newspapers on September 28, 2022.
- 4.1.2 All companies to ensure submission of all information / documents / evidences sought for prequalification.
- 4.1.3 No compensation or payment for the presentation or for the production of material etc. will be given to the participating company.
- 4.1.4 The Pre-Qualification document can be downloaded free of cost from NBP website ([www.nbp.com.pk](http://www.nbp.com.pk))

### 4.2 Preparation of Proposals

- 4.2.1 The applications shall be prepared in the English language. Information in any other language shall be accomplished by its translation in English, however, in case of any discrepancy in such translation the translated version of the application shall prevail.
- 4.2.2 The Companies must respond to all questions and provide complete information as advised in this document. Any lapses to provide essential information may result in dis-qualification of the Company.
- 4.2.3 The Proposal must be complete in all respects with all annexures attached, however the same must not contain any information related to financial aspects. Proposals must be duly signed and stamped by the authorized person of the Company.
- 4.2.4 Required details must be properly filled. No Company shall be allowed alteration or modification once Proposals have been opened. NBP may seek and accept clarifications to the Proposal that do not change the substance of the Proposal. Any such clarification shall be in writing.

### 4.3 Submission of Proposals

- 4.3.1 Prequalification Proposals shall be submitted in a sealed envelope with clear marking “Prequalification for Advertising Companies”. Prequalification Proposals other than those in sealed envelopes i.e., if the envelopes are open, torn or transparent, or if the proposals are emailed or faxed, shall not be accepted.
- 4.3.2 The name and mailing address of the Company shall be clearly marked on the left-hand side of envelope.
- 4.3.3 Submission of proposals for prequalification will be valid if applications for prequalification are received by NBP on or before October 18, 2022 till 11:00 am, either by hand or via courier at the address mentioned below:

**Divisional Head (Procurement),**  
**Procurement Division**  
Logistics, Communications and Marketing Group,  
National Bank of Pakistan,  
Head Office, I. I. Chundrigar Road, Karachi.  
Tel: 021-99220331 / 021-38902435

### 4.4 Opening of Proposals

- 4.4.1 Prequalification Proposals shall be opened on October 18, 2022 at 11:30 am by Tender Opening Committee and in the presence of authorized representatives of the Companies who may choose to attend the said proceedings.
- 4.4.2 Late Proposals, received after the prescribed time and date shall be rejected and shall be returned unopened to the Companies. NBP shall not be held responsible for either non-receipt or late receipt of Proposals due to any reason.

### 4.5 Evaluation of Proposals

- 4.5.1 NBP shall evaluate the proposal in a manner prescribed in the Prequalification Criteria and reject any proposal which does not conform to the specified requirements.
- 4.5.2 NBP may reject all proposals at any time prior to the acceptance of a proposal. NBP shall upon request communicate to any Company who submitted a proposal, the grounds for

rejection of its proposal, however NBP shall not justify those grounds as per Public Procurement Rule 33.

- 4.5.3 NBP shall conduct a comprehensive, fair, and impartial evaluation of all proposals received, verifying the same with documentary evidences provided by Companies as required in the Evaluation Criteria in **Section 8**.
- 4.5.4 NBP shall shortlist top 3 companies based on the aggregate score secured by each company in Technical Evaluation & Presentation as given in **Section 8**.

The Evaluation process comprises of two phases:

- **Phase I** – Technical Evaluation (Submission of Profiles)

NBP Evaluation Committee will scrutinize applications and supporting documents based on the eligibility criteria submitted by companies. The shortlisted companies will be invited for presentations.

- **Phase II** – Presentation by advertising companies

The advertising companies will present their creative/artwork (concepts, strategies, artworks / preliminary designs) based on the presentation guidelines. Short-listed companies will be invited to deliver their presentation to an Evaluation Committee/Jury comprising a PID representative, an external media professional and NBP's representatives' for the final selection of the company on NBP panel.

## 4.6 Announcement of Results

- 4.6.1 After finalization of the evaluation, NBP as per PID guidelines, shall select top three (03) Companies on its panel based on their qualifying marks obtained as per Qualification Criteria. In case if NBP terminates its arrangements with a prequalified Advertising Company or the Advertising Company withdraws its decision to provide its services after issuance of Prequalification Letter, NBP shall reserve the right to issue Prequalification Letter to the next succeeding Advertising Company (based on qualifying marks obtained as per Qualification Criteria) in a manner whereby NBP shall have three (03) Advertising Companies on its panel.



- 4.6.2 The Prequalified (Successful) Companies shall be informed through a “Prequalification Letter”.
- 4.6.3 In the next phase of procurement process, NBP shall invite Proposals only from Prequalified Companies.
- 4.6.4 NBP shall communicate to those companies who have not been pre-qualified with the reason for not pre-qualifying them.

#### **4.7 Objections to Terms of Prequalification Document**

- 4.7.1 Should a Company object on any ground (including any ambiguity, discrepancy, omission or error to any provision or legal requirements set forth in this Prequalification Document, the Company must provide written notice to NBP setting specifically the grounds for the objection, however within ten (10) calendar days after publication of Invitation for Proposal for Prequalification.
- 4.7.2 The failure of a Company to object in the manner set forth in the above paragraph shall constitute a complete and irrevocable waiver of such objection.
- 4.7.3 Submission of proposal in response to this invitation shall construe to Companies consent on the contents of the Prequalification Document including terms and conditions appended therein, thus rendering any subsequent objection as null & void.

#### **4.8 Modifications of Prequalification Document**

- 4.8.2 NBP may modify the Prequalification Document prior to the submission deadline, by issuing Corrigendum, which will be posted on NBP website.
- 4.8.2 NBP will make reasonable efforts to notify Companies of modifications to the Prequalification Document in a timely manner.
- 4.8.3 Notwithstanding this provision, the Company is responsible for ensuring that its Proposal reflects any and all addenda issued by NBP prior to the Submission Deadline, regardless of when the proposal is submitted.

#### **4.9 Proposal Validity period**

- 4.9.1 The Proposal for prequalification will remain subject to NBP's acceptance for one hundred and eighty (180) calendar days after the Submission Deadline, or such a later date as per Public Procurement Rules 2004.
- 4.9.2 Submission of a proposal signifies that the proposal is genuine and not the result of collusion or any other anti-competitive activity.
- 4.9.3 In submitting its proposals, a company agrees that if the Proposal is accepted, the Company shall submit Technical / Financial proposal on or before the deadline specified by NBP.
- 4.9.4 Failure to furnish any and all documents or other materials required in the proposal, shall be deemed an abandonment of the proposal offer.
- 4.9.5 The successful company shall be prequalified for two years. The period of appointment of the selected companies 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.

#### **4.10 Modification and Withdrawal of Proposals**

- 4.10.1 Any Company may revise/modify or withdraw Proposal on own initiative at any time before the Submission Deadline, provided that written notice of the revision/modification or withdrawal is received by NBP's concerned officer prior to the deadline for submission of Proposals.
- 4.10.2 Revised/modified proposal must be received on or before the Submission Deadline.
- 4.10.3 No Proposal shall be revised/modified or withdrawn by a Company after the date and time for submission of Proposal.

#### **4.11 Cancellation of Prequalification Process**

- 4.11.1 NBP may cancel this process at any stage as per Public Procurement Rules without assigning any justification, or in case of no competition between Companies or pooling-up towards their proposals/offer.

#### 4.12 Updating Prequalification Information

4.12.1 Companies shall be required to update the financial, personnel and resource information used for prequalification at the time of submitting their Proposals, to confirm their continued compliance with the qualification and evaluation criteria and verification of the information provided at the time of prequalification. The proposal shall be rejected if the Company's qualification thresholds are no longer met at the time of proposal.

#### 4.13 Disqualification of Companies

- 4.13.1 NBP shall disqualify a Company at any time if the information submitted by the Company is found to be false and materially inaccurate or incomplete.
- 4.13.2 Direct or indirect canvassing, impelling or influencing any representative of NBP for any purpose related to the procurement process is strictly prohibited, and shall lead to immediate disqualification of the Company.
- 4.13.3 In terms of Rule 19 of PPRA Rules, 2004 NBP may also permanently or temporarily bar and/or blacklist a Company from participating in respective procurement proceedings and future tenders in case the Company is found to be indulged in corrupt and fraudulent practices (as defined in PPRA Rules, 2004).

## 5. Termination/Cancellation of Enlistment

Divisional Head, Strategic Marketing Division, Logistics, Communications & Marketing Group of NBP with the approval of the competent authority at NBP shall be entitled to immediately suspend or terminate / cancel the enlistment of the Advertising Company, in any of the following events:

- a. Advertising Company fails to meet the obligations set out in the engagement letter and/or intimated to Advertising Company by NBP from time to time;
- b. Advertising Company consistently fails to deliver satisfactory services, or there is a demonstrable deterioration in the ability of the Advertising Company to perform the contracted service.
- c. Advertising Company materially or consistently breaches the terms of enlistment/engagement and does not rectify the breach within a reasonable time.
- d. Advertising Company suffers (or is likely to suffer) an insolvency, liquidation, any such event or, undergoes a change in its management, beneficial ownership or control.
- e. Advertising Company goes into receivership or judicial management whether in country or elsewhere.
- f. Advertising Company or its employees are found to be involved in any illegal, criminal, or unlawful activity.
- g. There has been a breach of security or confidentiality, or breach of any relevant legal requirement and/or regulatory directive.
- h. Where regulatory instructions require termination.
- i. Advertising Company fails to provide such information (including but not limited to information regarding beneficial owners of the Advertising Company) to NBP as may be required to comply with any of the rules, regulations, statutes or directives of any judicial and/or quasi-judicial authority.

- j. In the opinion of NBP, continuation with the service shall lead to a situation of conflict of interest.

## 6. Provision of details of Beneficial Owners

The Service provider shall furnish the details of its beneficial owners as may be required by NBP from time to time under the procurement framework or even otherwise. Failure in provision of such information and/or provision of incomplete, inaccurate or fabricated information may lead to cancellation of enlistment of the Service Provider.

(As per format provided in Annexure 1 hereto in accordance with SRO 592).

## 7. Eligibility Criteria

Companies on the basis of the following information / experience / strength will be evaluated. All the below mentioned criteria items are **MANDATORY** and non-compliance to ANY of the below criteria will lead to disqualification.

*Responses against ALL questions MUST be in "YES" or "NO" only (Column-C).*

*Responses against ALL questions MUST be in affirmative ("YES") for Companies to qualify for the next stage of selection process, as such, any response in negative ("NO") shall lead to disqualification of the Company/proposal.*

*All documents/documentary evidences (as required) MUST be attached with the Proposal.*

QUALIFICATION CRITERIA			
A	B	C	D
S. No	NBP Requirement	Response (Yes or No)	Annexure
1.	Is the Company incorporated as "Private Limited" with Security Exchange Commission of Pakistan (SECP)? (Please attach attested copies of SECP Certificate of Incorporation, Memorandum of Association and Article of Association).		Attach as Annx. A
2.	Is the Company registered with Federal Board of Revenue and/or Provincial Revenue Board(s) and active tax payer (Please attach attested copy of NTN and last 3 years Tax Returns i.e. 2021, 2020, 2019 & FBR Certificate).		Attach as Annx. B
3.	The company confirms that it has never been involved in any criminal/unlawful activities nor has been blacklisted by any entity / organization/APNS, PBA (please provide confirmation / declaration on a Stamp Paper of Rs. 100/-)		Attach as Annx. C
4.	Minimum three (03) Years experience in launching of advertising campaigns (Attach relevant evidence i.e. campaign reference/invoice/transmission certificate or any other document validating this)		Attach as Annx. D

5.	Particulars/CV of technical staff, their qualifications, experience and available facilities. (Please share the list of functional staff i.e. Art Directors, Copywriters, Digital Marketing Expert etc. & support staff details)		Attach as Annx. E
6.	Accreditation with All Pakistan Newspaper Society (APNS), Pakistan Broadcast Association (PBA) and enlistment by PID (Please attach relevant letters)		Attach as Annx. F
7.	Must have an office in Karachi		Attach as Annx. G
8.	Does the Company undertake that in case any information/document submitted is found false/forged, the firm shall be disqualified from the procurement process at any stage? (please attach an undertaking on Stamp Paper of Rs. 100/-)		Attach as Annx. H



## 8. Qualification Criteria

### Instructions:

1. Only ONE relevant response (✓) against each Question MUST be provided in Column-C.
2. Column-E MUST be left blank for sole use of NBP.
3. Score of "0" (zero) shall be awarded against a response to any question if it is un-responded, left blank, unclear, ambiguous, vague, and/or is in duplicate.
4. All documents/documentary evidence (as required) MUST be attached with the Proposal, otherwise a score of '0' (zero) shall be allotted as Score Obtained against relevant Questions.
5. A minimum Score of 60 out of 100 MUST be obtained in Qualification Criteria to qualify for the next stage of prequalification process.

### Marking Procedure:

1. Technical Stability and Financial Stability section will jointly constitute the basis for Technical Evaluation during Phase I. Against an allocation of 50 maximum marks in **Phase I with minimum qualifying marks are 30.**
2. Presentation to the panel would be taken up in second stage which is Phase II where the company (after qualifying Phase I) has to make an exclusive presentation to the panel for which a **maximum of 50 marks are allocated.** The Presentation would be made on the basis of the brief provided in **Section 12. The minimum qualifying marks in Phase II are 30.**
3. Evaluation of all Phases (I & II) would determine the rank-wise listing of Company on the basis of the aggregate marks. **The minimum qualifying aggregate marks are 60.**
4. Top 3 companies (aggregate-wise) would automatically stand eligible for pre-qualification

Qualification Criteria			Total Score: 100	
(A)	(B)	(C)	(D)	(E)
<b>TECHNICAL STABILITY (Maximum 50 marks) – STAGE-01</b>				
<b>1</b>	<b>Total Years of Existence of Company</b>	<b>Tick One</b>	<b>Allocated Score</b>	<b>Score Obtained</b>
	10 Years or more		10	
	More than 07 Years but less than 10 Years		8	
	More than 05 Years but less than 07 Years		6	
	More than 03 Years but less than 05 Years		4	
<b>2</b>	<b>Types of Clients (Last 3 years)</b>	<b>Tick One</b>	<b>Allocated Score</b>	<b>Score Obtained</b>
	More than 02 Financial Institutional/MNC clients		10	
	Atleast 02 Financial Institutional/MNC clients		7	
	Atleast 01 Financial Institutional/MNC client		3	

3	<b>Range of Services</b>	<b>Tick One</b>	<b>Allocated Score</b>	<b>Score Obtained</b>
	Full Service Company (Includes ATL, BTL, Digital, PR, Out of Home & Media Buying)		5	
	Specialized Service Company (ATL, Digital & Media Buying)		4	
	Traditional Advertising Company (ATL & Media Buying)		3	
4	<b>Staff Strength or Equivalent</b>	<b>Tick Multiple</b>	<b>Allocated Score</b>	<b>Score Obtained</b>
	Creative Manager		2	
	Account Director		2	
	Art Director		2	
	Copy writer		2	
	Digital Marketing Expert		2	
5	<b>Financial Turnover (Total Billing During Last 3 Years In PKR) Please provide documentary evidence</b>	<b>Tick One</b>	<b>Allocated Score</b>	<b>Score Obtained</b>
	More than Rs. 75 Million		15	
	More than Rs. 50 Million but less than Rs. 75 Million		10	
	More than Rs. 05 Million but less than Rs. 50 Million		5	
	<b>TOTAL SCORE</b>		<b>50</b>	
<b>PRESENTATION TO JURY (Maximum 50 marks) – STAGE-02</b>				
1	<b>NBP Brand Building Campaign</b>	<b>Tick Multiple</b>	<b>Allocated Score</b>	<b>Score Obtained</b>
	Concept/Big Idea		10	
	Creative Visuals – Accurately represents brand		10	
	Clarity in Content		8	
	Communication Strategy		8	
	Competitive Analysis		4	
	Proposed Media Mix		5	
	Presentation Delivery		5	
	<b>TOTAL SCORE</b>		<b>50</b>	
	<b>GRAND TOTAL (STAGE -01 and Stage -02)</b>		<b>100</b>	

*Note: It is mandatory for companies to provide documentary evidence and support of all listed criteria for evaluation.*

## 9. Format of Proposal

The prequalification proposal should address each of the criteria addressed in this section. It should be clear and concise in response to the information and requirements described in this prequalification document. The format and sections of the Proposal should conform to the structure outlined below. Adherence to this format is necessary in order to permit the effective evaluation of proposals.

Each section of the proposal should be separated by colored separators for easy access to the relevant section;

Sr.	Contents
01	Letter of Application (Section 10)
02	Table of Contents
03	Executive Summary
04	Corporate Information
05	Company's Experience
06	Relevant previous and current clientele
07	References
08	Any other relevant information
09	Response to SRO Attached as Annexure 1
10	Response to Eligibility Criteria (Section 7 of Prequalification Documents)
11	Annexures/Attachments as required in the Eligibility Criteria (Section 7 of Prequalification Documents)
12	Response to Qualification Criteria (Section 8 of Prequalification Documents)
13	Annexures/Attachments as required in the Qualification Criteria (Section 8 of Prequalification Documents)

## 10. Letter of Application

To:

**Divisional Head (Procurement), Procurement Division**

Logistics, Communications and Marketing Group, National Bank of Pakistan,  
Head Office, I. I. Chundrigar Road, Karachi.

Tel: 021-99220331 / 021-38902435

Sir,

1. Being duly authorized to represent and act on behalf of ..... (hereinafter “the Company”) and having reviewed and fully understood all the prequalification information provided, the undersigned hereby apply to be prequalified as Company for providing Advertising Services to NBP.
2. Attached to this letter are Attested True Copies (of original documents) as required as per evaluation criteria section 7 & 8.
3. NBP and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the statements, documents, and information submitted in connection with this application, and to seek clarification from our bankers and clients regarding any financial and technical aspects.
4. This Letter of Application will also serve as authorization to any individual or authorized representative of any institution referred to in the supporting information, to provide such information deemed necessary and requested by yourselves or the authorized representative to verify statements and information provided in this application, or with regard to the resources, experience, and competence of the Company.
5. This application is made with the full understanding that:
  - (a) Proposals by Prequalified Companies will be subject to verification of all information submitted for prequalification at the time of proposal;
  - (b) NBP reserves the right to:
    - (i) Amend the scope of this project; in such event Proposals will only be called from

Prequalified Companies who meet the revised requirements; and

- (ii) Cancel the Prequalification process and reject applications in accordance with Public Procurement Rules.

6. We confirm that in the event that we bid, that bid as well as any resulting contract will be:

- (a) signed so as to legally bind all parties; and  
(b) 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 & Designation

For and on behalf of  
(Name of Company)  
Company Stamp to be affixed

## 11. Contact Information

In case of any query related to this Prequalification document, Company may contact the following NBP representative:

Name: Mudassir Inamullah  
Position: SVP/Divisional Head, Strategic Marketing Division,  
Logistics, Communications & Marketing Group  
E-Mail: mudassir.inamullah@nbp.com.pk  
Phone: 021-99062224

## 12. Presentation Guidelines

All participant companies will be required to give a presentation to the Jury comprising following areas:

- a) Company Credentials:** The Company should provide a brief introduction of its background, business approach, and creative foundation, operations across the country, achievements and team profiles
- b) Previous Campaigns:** The company will be required to share 360 degree campaigns along with samples of artwork, TVC, DVC, animated videos, marketing collateral, branding material, etc. developed previously for clients (preferably financial institutions / public / service industry) other than NBP, in their presentations with post campaign impact
- c) Strategy for NBP Brand Building:** Year 2024 marks the 75th anniversary of the Nation's bank. NBP would like to celebrate the Diamond Jubilee & create top of mind recall by reinforcing brand purpose, celebrate the past, and project vision for the future.

The Advertising Company will be required to present marketing and communications strategy to enhance NBP corporate image and brand equity. The presentation must include:

- a) Campaign Concept
- b) Competitive Analysis
- c) Communication Strategy
- d) Creative Artworks
- e) Proposed Media Mix developed specifically keeping in consideration with NBP's target market and products.

**What we require:** Big Idea & strategy that defines the roadmap about 75<sup>th</sup> years campaign

**Proposition** – One message: The Nation's Bank

**Key messaging:** Seven Decades of Success – Committed to Pakistan's Prosperity

**Tone of Voice:** Pioneer, Genuine