



Special Technology Zones Authority

Cabinet Division
Government of Pakistan

Pre-Qualification for a Creative, Digital and PR Agency

August 6th ,2021

Submission Deadline:1st September, 2021 before 11:30 am

Special Technology Zones Authority Office, 4th Floor, Prime Minister's Office, Constitution Avenue, G-5, Islamabad, Pakistan. Ph: +92 (51) 9213881



PROPOSALS FOR PRE-QUALIFICATION

1. Sealed bids/proposals are invited from bidders for Hiring of a Creative and Digital Agency for Special Technology Zones Authority (STZA). All interested and eligible bidders are requested to go through the Tender and provide relevant information and supporting documents mentioned.
2. Request for proposal documents, (containing detailed terms and conditions, etc. are available on the STZA website (www.stza.gov.pk/procurement). All applicants who intend to participate may send an email to hina.nasir@stza.gov.pk with their contact details for any clarifications prior to the submission. Submission will be required as mentioned in the pre-qualification detailed document.
3. The request for proposal, prepared in accordance with the instructions in the RFP documents, must reach at STZA, Prime Minister's Office, Constitution Avenue, G-5, Islamabad on or before 1st September, 2021 before 1130 Hrs. The documents submitted will be opened on 1st September, 2021 at 1200Hrs. This advertisement is also available on PPRA website at www.ppra.org.pk free of cost to be downloaded.

About STZA

In recognition of the crucial need to harness the opportunities of the digital age, the Prime Minister has issued a mandate to establish the **Special Technology Zones Authority (STZA)**, which will provide legislative and institutional support for the development of the national technology sector. This body, under the **Cabinet Division** of Government of Pakistan, will work to develop a technology-driven knowledge ecosystem and encourage modern innovative solutions and futuristic entrepreneurship. STZA will develop **Special Technology Zones (STZs)** across Pakistan, provide special incentives to attract investors, builders, and technology companies to partner with the government, and also provide a one-window facilitation to local and international companies in the STZs. Ultimately, the Authority aims to build knowledge ecosystems that will harness Pakistan's IT potential and set the country on the trajectory of an entrepreneurial, innovative, and tech-driven future for shared prosperity & inclusive growth.

Our Vision: **ENABLING INCLUSIVE SOCIO-ECONOMIC DEVELOPMENT THROUGH KNOWLEDGE & TECHNOLOGY-DRIVEN GROWTH.**

Our Mission: **DEVELOP THE NATIONAL INNOVATION AND ENTREPRENEURSHIP ECOSYSTEM THROUGH SETTING UP WORLD-CLASS TECHNOLOGY DESTINATIONS (STZS) ACROSS PAKISTAN.**

TRANSFORM PAKISTAN'S HUMAN CAPITAL INTO HIGH-END FUTURE WORKFORCE

Scope

STZA is seeking for services for Creative, Digital, outdoor and PR domains – details for each of which are mentioned in relevant heads below:

Creative Agency

STZA is looking for the creative agency that have expertise and prior experience in all of the aspects of business below:

- High quality Graphic Designing Services for print, social, outdoor, standees, flyers, office branding, giveaways, like shields, office branding, folders, letter head, stamps and any other as required.
- Social media specific designs with adaptation to required sizes
- Designing for any branding deliverables as required
- Digital Video Campaign – Modes can vary as per the requirements
- TV commercial – Infomercial creation
- Video recording and production
- Conceptualization of ideas for creative execution keeping in view the scope shared by the organization.
- Video Editing, Post editing, grading, color correction and other post production related services.
- Video creation (Animation or otherwise) – 2D/ 3D or otherwise required
- Stationary items Branding
- Brand Book, Brand Guidelines
- *Event Theme Design and Branding*
- Copy writing – caption writing for any marketing touch point
- Content writing – Articles / blogs etc.
- Business writing

- Proofing of any content created for any touchpoint (Print, Digital, Outdoor and others)
- Standees/ Flyer Design with brand guidelines
- Creating Infographics for various deliverables
- Infographics and informative videos according to the briefs.
- Recording of Radio spots
- Engaging Experts from market for any purpose – recording artist, influencers, hosts, co-hosts, guests or any other third-party engagement.
- Planning for creative initiatives to achieve short -term and long-term strategy.
- Execution of marketing led activities.
- Event Management Services from design, conceptualization, procurement, fabrication and any other service or procurement related to the event.
- Outdoor campaign planning (Static, Digital, building wraps, floats any other creative touchpoint or mode of execution), coordination and execution which also includes getting the most desired assets with market competitive rates, quality and management and monitoring of the campaign and reporting.
- Any other activity for which the need arises and might/might not be part of the list shared above.

Digital Agency:

- Creating Digital campaigns for the organization for all social media platforms including Facebook, Instagram, twitter, LinkedIn and others where deemed necessary.
- Creating Content for Digital that resonates with the target audience.
- Campaign Tracking, reporting and updates as required by the organization.
- Continuous benchmarking and improvement on KPIs related to Digital like Reach, impressions, CTR, Cost per lead, traffic to landing page, conversion and others.
- Disseminating and circulating daily (multiple) posts for social media ensuring accuracy in terms of language, grammar and message
- Initiating and executing innovative digital campaign to enhance reach and get the message across.
- Creating landing pages as and when required and related services as required.
- Content Creation for website.
- Newsletter circulation and design creation and adaptability for the digital mediums.
- Reporting of Brand Health from digital on periodic basis as required.
- Digital / Virtual events/ Conferences / Seminars or sessions support , planning , promotion execution , pre and post event promotion and other related services / deliverables.
- Any other activity for which the need arises and might/might not be part of the list shared above.

Qualifications of the Agency

The agency must have the following minimum capabilities to qualify:

- Presence of an already running office in Islamabad (and at least one other in Karachi or Lahore).
- Good understanding and creativity in the proposed execution of the media strategy.
- Level of experience in the management of similar projects.
- Experience of working for at least 5 years with both govt organization/ agencies and Multinationals.
- Experience of managing digital campaigns for at least 5 years.
- Experience of delivering a high-profile Event.
- Available of full-time resources to deliver all of the tasks mentioned in the above provided lists.

- Two to three excellent references from recent clients; at least one from government sector and one from multinational.

Submission Process and Deadlines:

All the agency who fulfils the above-mentioned criteria are requested to submit the following documents for consideration

- Company Profile with registration details
- Organogram
- Name of one POC with contact details in each office along with office addresses
- Company financial statements.
- References from two/three clients.
- Proof of execution (For an event, a digital campaign and a creative execution of a video (for digital or otherwise)
- A letter of acknowledgement that your agency/organization meets the criteria mentioned in this document initiated by STZA.
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The sealed envelope with above mentioned documents should be sent to the following address clearly marked **“Response for Selection of Digital/Creative Agency”** before the deadline mentioned in the advertisement.

Hina Nasir, Director Marketing & PR, STZA
Special Technology Zones Authority Office, 4th Floor, Prime Minister’s Office, Constitution Avenue, G-5, Islamabad, Pakistan

In addition, a soft copy of the aforementioned documents should be sent to hina.nasir@stza.gov.pk before the deadline.

Evaluation Process

The steps for evaluation are as follows:

- All sealed envelopes will be opened in the presence of a committee internally made by STZA.
- The documents will be reviewed by a committee an allocated date.
- In case the agency/organization does not meet any one of the conditions, the bidder will be disqualified.
- All agencies that qualify on the given criteria and have submitted the complete set of required documents will be informed formally of their qualification for the said panel.
- *In order to successfully qualify, interested parties are to ensure they submit the required documents above and a set of documents that proves the expertise in the above stated tasks (Examples of prior work done).*
- Only agencies meeting at least 80% of the above activities will be considered.
- The quality of work shared will be reviewed from design and presentation perspective.