TERMS OF REFERENCE(S) (TOR)
FOR SELECTION/EVALUATION OF
ADVERTISING AGENCY
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1 Overview & Background

The United States Educational Foundation in Pakistan (USEFP) was established in 1950 by the governments of Pakistan and the United States. USEFP is a binational commission composed of an equal number of Pakistanis and Americans, with the Chair alternating between a Pakistani and an American. USEFP is one of 51 ‘Fulbright Commissions’ located throughout the world. Since 1951 when the first group of Pakistani grantees travelled to America and in 1952 when the first American grantees visited Pakistan, the USEFP has fostered mutual understanding between the people of Pakistan and the United States through educational and cultural exchange. Nearly 4,000 Pakistanis and more than 800 Americans have participated in USEFP administered exchange programs.

The Foundation receives support and counsel from both the Pakistan and U.S. Governments, but it is not an agency of either. The Foundation supervises a variety of programs that send Pakistani students and scholars to American campuses while bringing American scholars to universities in Pakistan. The goal of all USEFP programs is to help Pakistanis learn more about the U.S. and to help Americans learn more about Pakistan and its people.

2 Purpose of this Document

The purpose of this document is to specify the approach that USEFP will use to select the Advertising Agency for providing communication (advertising, media and marketing) services for United States Educational Foundation in Pakistan.

This document also describes the requirements that the foundation has to fulfill in order to be selected.
3 Scope of Work

USEFP promotes U.S. education and allied scholarships programs for students as well as professionals, across Pakistan. The USEFP principal office is in Islamabad whereas regional offices are located in Lahore and Karachi. To expand its outreach, USEFP is looking for a professional partner advertising agency based out of Islamabad with offices in Karachi, Lahore, Peshawar and Quetta to undertake the assignment as and when required.

The agency will support USEFP for its marketing and creative services including but not limited to ATL, BTL and other marketing activities.

The agency will

- Create visuals and copies of advertisements for USEFP
- Arrange for the best possible, cost effective media location for placement of advertisements
- Ensure the required placement within the given deadlines
- Create brochures, videos, documentaries, leaflets, banners, hoardings etc as and when needed
- Organize events/ educational exhibitions as and when required
- Assist USEFP in arranging media events / press conferences
- Monitor USEFP press and media campaigns
- Report the effectiveness of USEFP campaigns
- Perform any other assignment related to media
- Assist in PR related activities
4 Selection Criteria

The agency should be registered with APNS and other relevant advertising bodies and will be selected on the basis of the following criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Marks</th>
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<tbody>
<tr>
<td><strong>1 Company Information</strong></td>
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<tr>
<td>1.1 Legal structure of company (Proprietorship, Private Ltd, Public Ltd)</td>
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<tr>
<td>1.2 Expertise and experience in the field, year of establishment etc.</td>
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<tr>
<td>1.3 Geographical Coverage – in case of all provinces</td>
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<tr>
<td>1.4 Financial Capability:</td>
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<tr>
<td>A) Consolidated Sales or Revenue of the last five years.</td>
<td></td>
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<tr>
<td>B) State net profit / loss for the last five full financial years.</td>
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<tr>
<td>C) Please attach bank statement of last six months.</td>
<td></td>
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<tr>
<td>Supplementary financial requirements</td>
<td></td>
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</tbody>
</table>
- Confirm that details of your company’s financial statement can be made available to USEFP upon request.
- Provide bank name, contact person, mailing address, e-mail address, direct phone number and fax number, plus permission to contact for financial references.
- Provide auditor’s contact name and address, plus permission to contact for references.
- Explain any litigation with a potential value in excess of Rs. 5,000,000, or equivalent, involving your company, or alliance or consortium Partner Company, or parent or holding company, either as defendant or plaintiff, in progress now, or during the past five years. State names of both plaintiff and defendant, brief description of the subject of the claim, and the claim value.

<table>
<thead>
<tr>
<th></th>
<th>Technical Functionality</th>
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<tr>
<td>2</td>
<td><strong>Technical Functionality</strong></td>
<td>20</td>
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<tr>
<td>2.1</td>
<td><em>Prior / present experience of working with national &amp; international organizations</em></td>
<td></td>
</tr>
<tr>
<td>A)</td>
<td>List past (not exceeding 10 years) clientele with names &amp; period of engagement</td>
<td></td>
</tr>
<tr>
<td>B)</td>
<td>List present clientele with names &amp; date of business engagement</td>
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<tr>
<td>2.2</td>
<td><strong>Affiliated Services / One Window Services</strong></td>
<td></td>
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<tr>
<td>A)</td>
<td>Printing vendors</td>
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<tr>
<td>B)</td>
<td>Availability of give-away vendors</td>
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</tr>
<tr>
<td>C)</td>
<td>Editorial and advertisement placement services in newspapers</td>
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<td>D)</td>
<td>Production Studio facilities (electronic media)</td>
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<tr>
<th></th>
<th>Personnel</th>
<th>20</th>
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<tbody>
<tr>
<td>3.1</td>
<td>Senior Management position &amp; profile (please attach CV)</td>
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<tr>
<td>3.2</td>
<td>No. &amp; brief profile of copy writers, designers and social media experts</td>
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<tr>
<td>3.3</td>
<td>No. &amp; brief profile of Media &amp; PR staff</td>
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<tr>
<td>3.4</td>
<td>No. &amp; brief profile of Account team</td>
<td></td>
</tr>
<tr>
<td>3.5</td>
<td>No. &amp; brief profile of production team</td>
<td></td>
</tr>
<tr>
<td><strong>4</strong> Creative Portfolio</td>
<td><strong>30</strong></td>
<td></td>
</tr>
<tr>
<td>4.1</td>
<td>Work Samples</td>
<td></td>
</tr>
<tr>
<td>4.2</td>
<td>Presentations</td>
<td></td>
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<tr>
<td>4.3</td>
<td>Sample marketing plan / media</td>
<td></td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>100</strong></td>
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</tr>
</tbody>
</table>

The technical proposals will first be evaluated and only the shortlisted companies will be invited for presentations and financial quotations. Please note that the technical evaluation carries 75% weightage while financial evaluation carries 25% weightage.

**5 Other Terms and Conditions**

**Registration & Taxes:** The applicant firms must be registered companies having complete postal address, telephone, fax, National Tax Number (attach copy).

**General Conditions:** USEFP reserves the right to reject all or a part of this (TOR) WITHOUT NOTICE. Any changes to the proposal requirements will be made by written addendum. USEFP is under no obligation to select any of the bidder(s) submitting proposals and has the right to cancel the assignment without any cause.
Liability of Costs and Responsibility: USEFP shall not be liable for any costs incurred in preparing a response to this TOR. The respondent hereby indemnifies to hold USEFP harmless from all liability(ies), claim(s) or expense(s) incurred in any manner whatsoever by or on its behalf of that person or organization in connection with or relative to this process.

Validity: All responses must be valid for at least 90 days commencing on the due date, during which USEFP may request clarification or elaboration of the response for the purpose of evaluation. Such clarifications or elaborations shall not affect the remainder of the response except for the portion so amended or clarified.

Information Only: The information provided within this TOR is intended to help prospective respondents in creating a viable proposal. However, it shall be the sole and absolute responsibility of those responding to this TOR to complete it on their own with due diligence.

6 Undertaking

I/We declare that the information provided in the “Proposal for Advertising Agency” is accurate and can be proved whenever required. I/We further declare that if in case the information provided by me/us in this “Expression of Interest” proved to be incorrect at any point, USEFP reserves the right to take any action deemed feasible by the USEFP authorities against me/us. I/We further declare that our company (************ Company Name here ************) is not blacklisted by any division, department or organization of Government of Pakistan. The decision of USEFP regarding the acceptance or rejection of the bid will be final and binding and will not be challenged in the court of law.

Signature and Seal
The Proposal should clearly detail all the required information against the selection criteria mentioned above.

The shortlisted companies will also be requested to submit the financial proposal along with presentations. Though agencies are the liberty of using any tool, the cost of the following must be included in the financial proposals for comparison.

- Production of a Radio Spot Ad of 10 second
- Production of a Video Documentary 12-15 minutes
- Designing of a 7-8 page color brochure

The financial proposals should also list what value added services the company will offer USEFP against the percentage of commission received from media outlets.

The sealed proposals in marked envelope “Proposal for Advertising Agency” complete in all respects should reach latest by 4:30 pm on Friday, October 18, 2013 to:

**Executive Director’s Office**  
United States Educational Foundation in Pakistan  
House # 5, St # 17, F-6/2  
Islamabad.

An e-mail must be given to mazhar@usefpakistan.org informing that the proposal has been submitted to USEFP.
Director Alumni Affairs
Mazhar Q. Awan
United States Educational Foundation in Pakistan (USEFP)
Phone # 051- 8431 304
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Email: mazhar@usefpakistan.org
URL: www.usefpaksitan.org