

**EXPORT DEVELOPMENT FUND (EDF)  
MINISTRY OF COMMERCE  
GOVERNMENT OF PAKISTAN**

**TERMS OF REFERENCE (ToRs)**

**FOR**

**HIRING OF ADVERTISING AGENCY FOR  
INTERNATIONAL ADVERTISING CAMPAIGN**



Export Development Fund (EDF)  
Ministry of Commerce  
Government of Pakistan



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**REQUEST FOR PROPOSALS (RFP)**

**HIRING OF ADVERTISING AGENCY FOR INTERNATIONAL ADVERTISING  
CAMPAIGN**

Export Development Fund (EDF) operates under the management of its Board appointed by the Federal Government as per provisions of the Export Development Fund Act, 1999.

The Fund can be utilized for any activity which is relevant for promotions of exports including engagement of consultants, publicity as per needs of the exporters, trade promotion offices and trade bodies.

Through this Request for Proposal, EDF intends to hire Advertising Agency for development and execution of a high-quality international advertising campaign aimed at promoting Pakistan's image, enhancing its global reputation and supporting export development objectives through impactful visual storytelling.

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**Instructions: -**

- Bids prepared in accordance with the terms and condition laid down in TORs including complete profile of the Advertising Agency, must be submitted ONLINE on PPRA's-EPADS on or before **8th June, 2026 at 11:00 a.m.**
- Application received through online (PPRA-EPADS) shall only be entertained.
- The "TECHNICAL PROPOSAL" will be opened on the same day at 11:30 a.m. in the presence of interested bidders or their authorized representatives.
- Late proposals/bids shall not be considered.
- EDF Reserve rights to reject or accept proposal as per PPRA Rules.
- General terms and conditions as mentioned in RFP shall also apply.
- For any further clarification, please contact on the address mentioned below.

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## 1. INTRODUCTION AND OBJECTIVE OF ASSIGNMENT

While many countries have used creative branding strategies to target international audience through soft power, Pakistan has not invested fittingly on the subject.

With recent diplomatic successes in the global arena, Pakistan is at a better position to use this foundation and amplify its image as a feasible sourcing hub for various global value chains and consumer products/services across the world.

While the overall objective is to outreach the world through various media platforms and attracting them towards a B2B/B2C matchmaking hub showing Pakistani exporters, well-crafted advertisement clips will become the main foundation to create the appeal.

## 2. SCOPE OF WORK

The selected service provider shall be responsible for the end-to-end conceptualization, production and delivery of an international-standard advertising campaign for dissemination across global media platforms.

The scope shall include, but not be limited to:

- **Creative Strategy & Concept Development**  
Development of campaign concept(s) aligned with national branding and export promotion objectives, including scripting and visual treatment.
- **Pre-Production**  
Casting, location scouting (local and/or international), production design, scheduling and all preparatory activities required for high-end production.
- **Production**  
Direction and execution of advertising film(s) using advanced cinematographic techniques and international production standards.
- **Post-Production**  
Editing, sound design, colour grading, visual effects and final mastering in multiple formats suitable for international broadcast and digital platforms.
- **Campaign Adaptation**  
Preparation of multiple edits and formats tailored for different global markets and media channels.

The campaign should reflect Pakistan's cultural richness, economic & export potential, and global competitiveness through compelling and high-quality visual storytelling.

## 3. DELIVERABLES AND TIMELINE

The assignment is expected to be completed within **60 days** from the date of award of contract.

Key deliverables include:

- Final advertisement film(s) for international broadcast
- Shortened/adapted versions for digital and social media platforms
- Vertical adapts for Tik Tok, Instagram Reels and You Tube shorts
- High-resolution master files and broadcast-ready formats
- Short clips of top exporting factories including BTS footage of shooting and interviews.
- Print Campaign for international publications for the top exporting sectors
- PR/Articles for international publication for the top exporting sectors.
- Digital Roll out Plan including Tik Tok, Instagram , Youtube , Influencer marketing (no celebrities) Fashion buyers, Tech founders, Travel Bloggers, teaser , soft launch and main launch on Digital. PR marketing on digital.

The selected firm will report progress to EDF as per agreed milestones.

#### 4. SELECTION CRITERIA FOR SERVICE PROVIDER

Consultant/firm will be selected through an open and transparent bidding process in accordance with Public Procurement Regulatory Authority (PPRA) guidelines and Procurement of Consultancy Services Regulations, 2010.

- The **Quality and Cost Based Selection (QCBS)** method shall be adopted considering the specialized creative nature of the assignment.
- The bid shall comprise one sealed package containing two separate envelopes marked as **“TECHNICAL PROPOSAL”** and **“FINANCIAL PROPOSAL.”**
- Technical and financial proposals shall be submitted in compliance with the requirements outlined in this TOR.
- Technical proposals will be evaluated as per the criteria defined below.
- Financial proposals of only technically qualified bidders will be opened.
- The firms will be selected on Quality based method on 80:20 (Technical 80% and Financial 20%)
- A pre-bid meeting can be held on 13<sup>th</sup> day of advertisement in case of queries. The interested parties may seek zoom link from the contact person by sending email to [ejaz.shah@edf.gov.pk](mailto:ejaz.shah@edf.gov.pk)

#### 5. ELIGIBILITY CRITERIA

The following documents / certificates shall be mandatory for submission:

- Certificate of incorporation/registration with SECP and other relevant media authorities.
- Active/Valid National Tax Number (NTN) and Sales Tax registration
- Declaration on stamp paper confirming that the firm has not been blacklisted
- **Bid security** amounting to **2%** in favor of the Export Development Fund (EDF) alongside Financial Bid.
- The successful firm shall furnish a Performance/Bank guarantee amounting to 10% of the contract price.

In addition, the firm must demonstrate:

- Minimum **15 years of experience** in Pakistan in advertising.
- Proven track record of producing **high-end television commercials or films for local and multinational clients**
- Experience in executing **large-scale, high-budget productions**
- Availability of an experienced **lead director with significant industry recognition and award-winning work**
- Having operational offices in Karachi, Lahore & Islamabad.

## 6. EXPERIENCE & SKILLS REQUIRED

The firm must provide profiles/CVs of key personnel who will be assigned to the project.

The proposed team should demonstrate:

- Extensive experience in **advertising, creative workflow and film productions.**
- Strong portfolio of handling multinational and local clients.
- Expertise across all stages of production (concept to final delivery)
- Proven ability to manage complex productions within tight timelines

## 7. TECHNICAL EVALUATION CRITERIA (100 POINTS TOTAL)

Consultants must achieve a minimum qualifying score of **70%** on the technical proposal.

S #	Main Criteria	Mark	Sub-Criteria Details
1	<b>Experience of Firm</b>	10	(Minimum 15-year experience will get 5 points) 0.5 mark per year of experience over and above 15 (Registration date/Proof of work)
2	<b>Financial Strength</b>	10	Revenue of 75 m or above during last three years (8-10) Revenue up to 75 m during last three years (5-7) Revenue up to 50 m last three years (0-4)
2	<b>Quantum of Quality Activity</b>	15	Evidence of high-end production (advertisements, films, media campaigns during last five years 2 mark for each production
3	<b>Client Base</b>	10	Number of public sector autonomous bodies or large multinational/international/private organizations served during last three years

			2 marks for each organization
4	<b>National / International Recognition of firm/lead director</b>	10	Awards/Nominations in widely recognized platforms (Effie, DoP, Lux Style, Hum, PDA etc.) 2 marks per award, 1 mark for nomination
5	<b>Key Personnel</b>	15	Lead Director Experience of leading high-end assignments during last five years (2 mark each)
6	<b>Methodology, Resource &amp; Systems</b>	30	Proposed concept, execution strategy, and work plan 15 marks Presentation: 15 marks

Presentation session schedule will be indicated at the opening of technical proposal which can be on the same day or as decided by the technical evaluation committee.

## 8. FINANCIAL BID EVALUATION CRITERIA

The bids achieving a minimum qualifying score of **70%** on their technical proposal will be accepted for evaluation of financial bids.

The financial bid shall be inclusive of all taxes and duties with clear categorization. The Financial bids will have a weightage of 20% in overall marking with marking as per following formula:

Marks to Lowest Bidder: 20 marks

Marks to other bidders:  $\text{Lowest Bid Value} / \text{Bid Value} \times 20$

## 9. FINAL MARKING

Total Marks = 80% x Technical Marks + Financial Marks

## 10. PAYMENT TERMS

- 15% at signing of contract
- 15% on submission of final concept
- 25% on completion of Pre-Production process

- 25% on completion of Production process
- 20% on completion of Post-Production and Campaign Adoption

## **11. CONTRACT AWARD**

EDF reserves the right to accept or reject bids or cancel/halt the procurement process at any time prior to the acceptance of a bid and award of contract.

The successful firm/bidder will be issued a work order followed by signing of a formal contract with EDF, outlining scope, deliverables, timelines, and payment terms. Agency scope of work payment will be made to the agency whereas production related work payment to be made directly to the production house. Agency shall provide the payment bifurcation between the two parties.

The successful firm/bidder shall furnish a Performance/Bank Security amounting to 10% of the contract price. This guarantee shall be submitted following the issuance of the Letter of Acceptance/Work Order and must be presented at the time of contract execution. The security shall remain valid until the successful completion of the project and the expiration of the maintenance/defect liability period.

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