

Evaluation Criteria

Section A: Bidder's Qualification Criteria

S. No	Description	Yes / No
1.1	<p>Has your firm ever been blacklisted by IBA or any other Government firm?</p> <p><i>(Please provide an undertaking on at least Rs. 100/- Stamp paper that IBA or any other firm does not blacklist the firm)</i></p>	
1.2	<p>Must be a registered digital marketing agency for at least the past 3 years.</p> <p><i>(Attach a certificate of incorporation/Partnership Deed/ Sole Proprietorship)</i></p>	
1.3	<p>Sales tax registration certificate in both FBR and SRB.</p> <p><i>(Provide a copy of a valid SST Registration Certificate)</i></p>	
1.4	<p>Head office or an independent office in Karachi with all core and all support business functions but not limited to client servicing, finance, creative, design, Strategy, In-house Media planning (Print, electronic & digital), buying & release. Fully equipped and capable of handling Advertising campaigns.</p> <p><i>(Provide proof on company letterhead with the company structures, organogram of the Karachi Team having names, designations, number of years of experience and qualifications)</i></p>	
1.5	<p>Currently managing accounts or have managed (from strategy till media planning) at least 3 renowned national/ international companies in Pakistan or abroad, in the last 1 year, out of which at least 1 should be MNC or FMCG or Telco.</p> <p><i>(Please provide in writing on company letterhead along with Service Orders or documentary evidence as per the format attached)</i></p>	
1.6	<p>Adequate annual business turnover of an advertising agency for the last three consecutive years (FY20 - FY23)</p> <p><i>(Please provide Income Tax Return for last three years)</i></p>	

Note: Please note that IBA can verify any document submitted by the agency at any point in time. In case of non-validation of any document submitted during/ after the bidding process, the IBA reserves the right to remove the agency from the IBA's panel.

Section B: Technical Evaluation Criteria (50 Marks)

Sr. #	Description	Marks		
		Allocated	Max	Obtained
1.1	<p>Experience in digital marketing business:</p> <p><input type="checkbox"/> More than 10 years</p> <p><input type="checkbox"/> More than 5 years up to 10 years</p> <p><input type="checkbox"/> 3 to 5 years</p> <p><i>(Attach a certificate of incorporation/Partnership Deed/Sole Proprietorship/Proof of experience)</i></p>	10 7 5	10	
1.2	<p>Average annual business turnover of an advertising agency for the last three consecutive years</p> <p><input type="checkbox"/> Above Rs. 100 million</p> <p><input type="checkbox"/> More than Rs. 80 million</p> <p><input type="checkbox"/> More than Rs. 60 million</p> <p><input type="checkbox"/> Between 50 to 60 million</p> <p><i>(Please provide documentary evidence i.e., audited financial statements/income tax return establishing the same)</i></p>	10 7 5 2	10	
1.4	<p>The number of noteworthy Advertising Campaigns (must include third-party collaborations) that the agency has executed in the past 2 years (only those which included strategy building, concept development, visualization, production and media planning/release and are the intellectual property of the agency):</p> <p><input type="checkbox"/> 10 or more</p> <p><input type="checkbox"/> 8-9</p> <p><input type="checkbox"/> 6-7</p> <p><input type="checkbox"/> 5 or less</p> <p><i>(Kindly submit the list of ads developed, proof of media release, project description, corresponding dates and your role with the outcome of the campaign. Please provide on company letterhead)</i></p>	10 7 5 2	10	

1.3	<p>The total media buying done by the agency in the past 1 year (excluding digital/online media buying):</p> <p><input type="checkbox"/> More than Rs. 30 million</p> <p><input type="checkbox"/> More than Rs. 20 million</p> <p><input type="checkbox"/> More than Rs. 10 million</p> <p><input type="checkbox"/> Less than Rs. 5 million</p> <p><i>(Provide a copy of Purchase Orders / Agreements)</i></p>	<p>10</p> <p>7</p> <p>5</p> <p>2</p>	10	
1.5	<p>Awards won by your agency for any Advertising marketing campaign(s) or brand(s) in the past 3 years (local or international)</p> <p><input type="checkbox"/> 2 or more PAS/Effie awards</p> <p><input type="checkbox"/> 1 PAS/Effie award</p> <p><input type="checkbox"/> Won awards other than PAS/Effie</p> <p><input type="checkbox"/> Nominated for 3 or more PAS/Effie award</p> <p><input type="checkbox"/> None</p> <p><i>(Please attach copies of certificates of the same and a list detailing the award name, campaign/project/brand for which the award was received, body from which the award was received and date of receipt in case of nomination then please provide relevant documentary evidence of the nomination – all information to be on company letterhead)</i></p>	<p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>0</p>	5	
1.6	<p>Number of noteworthy digital campaigns that your agency has executed in the past 2 years (only those which included strategy building, concept development, visualization, production and published and are the intellectual property of the agency)</p> <p><input type="checkbox"/> 10 or more</p> <p><input type="checkbox"/> 7-9</p> <p><input type="checkbox"/> 4-6</p> <p><input type="checkbox"/> 3 or less</p> <p><i>(Kindly submit the list of ads developed, proof of campaign, project description, corresponding dates, and your role with the outcome of the campaign. Please provide on company letterhead)</i></p>	<p>5</p> <p>4</p> <p>2</p> <p>0</p>	5	