



**APPLICATION FORM
FOR PRE-QUALIFICATION OF ADVERTISING
AGENCIES**

PROC-SERVICES/EC/PQ-5459/2022



INTRODUCTION & TERMS AND CONDITIONS

1. INTRODUCTION / SCOPE OF WORK

Oil & Gas Development Company (OGDCL) is the largest Exploration & Production Listed Company in Pakistan. The Company intends to Pre-Qualify minimum four (04) professional partner advertising agencies based in Islamabad and having offices preferably in Karachi/Lahore to handle the advertising business of OGDCL as and when required basis.

1.1 Invitation of Applications

Applications are invited from potential firms having requisite capability, experience and expertise for enlistment/pre-qualification as a professional partner advertising agencies based in Islamabad and having offices preferably in Karachi/Lahore to handle the advertising business of OGDCL as and when required basis.

2. SUBMISSION OF APPLICATIONS.

- 2.1 The pre-qualification application shall be submitted in a sealed envelope clearly marked as: **"APPLICATION FOR PRE-QUALIFICATION/SHORTLISTING OF ADVERTISING AGENCIES AGAINST PRE-QUALIFICATION NOTICE NO: PROC-SERVICES/EC/PQ-5459/2022** not later than ***(as per press advertisement)*** **Hours** on ***(as per press advertisement)*** at the address given below:

Manager In-charge (Supply Chain Management)
OGDCL House, Plot No. 3013, Jinnah Avenue Blue Area,
Islamabad, Pakistan
Phone: +92-051-920023540, Fax: +92-051-9215090

- 2.2 The sealed envelope shall indicate the name and address of the Applicant.
- 2.3 All the pages of application shall be signed and stamped by Applicant's authorized Representative(s).
- 2.4 **Language of Application**
The Application must be prepared and submitted in English language. Supporting documents and attachments furnished by the Applicant must also be in English language.
- 2.6 **Cost of Pre-Qualification.**
The Contractor shall bear all cost associated with the preparation and submission of application for Pre-Qualification. OGDCL shall under no circumstances be

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responsible or liable for such cost regardless of the out-come of the application process.

2.7 Deadline for Submission of Application

2.7.1 The original application, together with the required copies must be delivered not later than **(as per press advertisement) Hours on (as per press advertisement)** at the address specified in clause 2.1.

2.7.2 OGDCL may, at its discretion extend the deadline for the submission of applications by amending the Pre-Qualification documents in which case all rights and obligations of the OGDCL and Applicants previously subject to the deadline will thereafter be subject to the deadline as extended.

2.8 Late Submission of Applications

Any Application received after deadline for submission of Applications prescribed by the Company pursuant to Clause-2 will be rejected and returned unopened to the Applicant.

2.9 Clarification of Applications.

To assist in the examination, evaluation and comparison of Applications the Company may at its discretion, ask the Applicant for a clarification of its application.

2.10 OGDCL'S Right to Accept or Reject any or All Applications.

The Company reserves the right to accept or reject any application or to annul the Pre-Qualification process and reject all Applications at any time without thereby incurring any liability to the effected Applicant or any obligation to justify the affected Applicant or Applicants of the grounds for the Company's action.

2.11 Affidavit

The Applicant shall provide an affidavit that his firm has never been blacklisted. In case the Applicant is in litigation or dispute or has involved in litigation or dispute with Company (OGDCL), details and nature of litigation and dispute may be indicated.

(Irshad Muhammad)
Manager In-Charge (SCM)



TERMS AND CONDITIONS OF OGDCL FOR PRE-QUALIFICATION/SHORTLISTING OF ADVERTISING AGENCIES

OGDCL is an E&P company, listed on Pakistan Stock Exchange and London Stock Exchange, operating a number of oil and gas fields across Pakistan and leading E&P player in the production of Oil & Gas. The Company also holds largest exploration acreage in the country.

OGDCL is looking for minimum four (04) professional partner advertising agencies based in Islamabad and having offices preferably in Karachi/Lahore to handle the advertising business of OGDCL as and when required basis.

1. Tasks to be Performed

The advertising agency will be requested to perform following tasks:

- i. Design all types of operational & promotional advertisements of OGDCL;
- ii. Arrange for the best possible, cost effective media allocation for placement of company advertisements in Pakistan & abroad;
- iii. Ensure placement of all types of Company advertisements within the given deadlines and uploading on PPRA, OGDCL and other related websites;
- iv. Designing & printing of brochures, preparation of OGDCL corporate TVC/Jingles, videos, detailed documentaries, leaflets, banners, hoardings and CSR branding etc. on as and when required basis;
- v. Designing & giving new 3-D ideas to organize events/ exhibitions as and when required within Pakistan & abroad;
- vi. To assist the Company in arranging media events / press conferences/creation of new ideas to promote the soft image of the Company;
- vii. To prepare features, articles, news stories, documentary films etc.; &
- viii. Perform any other assignment related to media.

2. Selection Criteria

- i. The agency is required to be registered with APNS and PBA.
- ii. Minimum 07 years of relevant experience is required.
- iii. The agency must be based in Islamabad and having offices preferably in Karachi/Lahore.
- iv. The agency shall be evaluated as per section-1&2 of the below mentioned technical evaluation criteria.

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Technical Evaluation Criteria Section-1

S#	Criteria	Details	Marks
1	Company Information		05
1.1	Legal structure of advertising agency	Public/Pvt Ltd. company	05
		Partnership	04
		Sole Proprietorship	03
2	Financial Capability:		06
2.1	Average annual turnover for the last three (03) years (Million PKR). <i>(Please attach financial statement and annual income tax returns of last 03 years).</i>	100 and above	06
		80 to below 100	04
		50 to below 80	03
3	Technical Functionality		26
3.1	Experience of working with national & international organizations.		
3.1.1	a) List of total clientele with names & date of business engagement, preferably Energy/ Oil & Gas Sector. (contract letters to be attached).	0.5 mark for each client	05
3.1.2	b) List of present clientele with names & date of business engagement, preferably Energy/ Oil & Gas Sector. (contract letters to be attached).	0.5 mark for each client	05
3.2	Affiliated Services		
3.2.2	a) Availability of Production Studio facilities for preparation & recording of TV talk for electronic, digital, social & other media. (Studio facilities will be visited by OGDCL Team)		08
3.2.3	b) Availability of Producer, Director, Cameramen and other Production Staff.		08

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4	Personnel		18
4.1	Senior management position (please attach CV, minimum 02 officials required).		04
4.2	No. & brief profile of art director, designers, pastor & translator (please attach CV of all officials).		05
4.3	No. & brief profile of copy writer, proof reading & press release drafting team etc. (please attach CVs).		05
4.4	No. & brief profile of print, digital, electronic, social & other media expert team (please attach CVs).		04
5	Creative Portfolio		15
5.1	Provide different designs of operational & promotional advertisements for print, digital, electronic, social & other media.	Design sample be attached	08
5.2	Highlight of publicity plan for different national occasions, discoveries, special occasion, CSR activities & overall design of special supplements regarding Company performance for the whole year to boost soft image of OGDCL.	Design sample be attached	07



Technical Evaluation Criteria (Section-2)

6	Presentation		30
6.1	<p>Standard of Presentations of OGDCL publicity material in detail briefing. Theme of presentation will be based on following factors keeping in view promoting positive image of the Company in print, digital, electronic, social & other media etc.</p> <ol style="list-style-type: none"> i. Ideas for promotion of day to day/ routine / general activities in Head Office & Fields. ii. Ideas/arrangements to publish/telecast the positive activities like discoveries, milestone achievements etc. of OGDCL through print, digital, electronic, social & other media. iii. Ideas/arrangements of articles, features and video documentary films for publicity campaign. iv. Ideas/arrangements to promote OGDCL CSR activities (Head Office/Fields) on daily basis. The main focus will be to promote Education, Health, Water Supply schemes, Roads Infrastructure, Sports & Emergency Relief to the local population. v. Ideas/arrangements for preparation of questionnaire for interviews and TV talks in print, digital, electronic, social & other media. vi. Arrangements for Press talk & Press Conferences of MD/CEO & other executives of the Company and ministry officials as well. 		

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	<p>vii. Arrangements for live coverage of any new hydrocarbon discovery etc. at OGDCL fields.</p> <p>viii. Arrangements/strategy to stop/minimize negative news in print, digital, electronic, social & other media.</p> <p>ix. Preparation & issuing rebuttal (if required) for publication in print, digital, electronic, social & other media.</p> <p>x. Arrangements for interaction with media persons to boost soft image of the Company and arrange OGDCL Management talk with media persons if required.</p>		
	Grand Total		100

- v. Advertising agencies securing 50 or more marks out of 70 marks as per technical evaluation section-1 will be invited for presentation to the management.
- vi. Advertising agencies obtaining overall 70 or above marks (sections 1&2) will be technically qualified.
- vii. However minimum top four (04) ranked advertising agencies securing highest marks will be pre-qualified by OGDCL to perform tasks detailed above.

3. Other Terms and Conditions

Payment: Payment will be made as per actual work performed and after receipt of invoices completed in all respects as per set procedures.

Taxes: advertising agency will bear all taxes; except PST/ICT (PST/ICT if applicable will be paid by the Company i.e. OGDCL).

Duration: The advertising agencies will provide the required services for a period of three (03) years. The arrangement will be extendable for further period of two (02) years with a mutual consent of the parties and in accordance with the Company policy.

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