



Government of Pakistan
**Ministry of Planning
Development & Special Initiatives**



Expression of Interest
From PID Accredited Advertising Agencies

Ministry of Planning, Development & Special Initiatives intends to hold an open competition for appointment of advertising agencies for handling of advertisement and publicity assignments for a period of two years.

All PID enlisted advertising agencies are requested to submit their profiles, designs, concepts, copies, scripts, artwork etc. (both soft and hard copies) for Print, Electronic (TV & Radio), Digital Media, Outdoor & Cinema advertising on the following themes;

- Building Development Narrative
- 5Es National Economic Transformation Plan (2024-29)
- China Pakistan Economic Corridor (CPEC)
- Sustainable Development Goals (SDGs)

The advertising agencies must provide the following details along with their proposals:

- a. A complete list of available experts on media along with their qualification and experience.
- b. Total number of creative staff strength.
- c. The Agency's turnover during last five (05) years.
- d. Experience of launching media campaigns on development.
- e. Recent flagship campaigns launched/organized by the agency.
- f. Details of in-house production facilities.
- g. Details of digital/social media experience, expertise and facilities.

The Agencies may obtain detailed brief from Planning Commission's website www.pc.gov.pk

The proposals both in soft and hard form may be submitted within 15 days from the date of publication of this advertisement on the following addresses:

- i. Email Address: massmedia594@gmail.com
- ii. Mailing Address: Ministry of Planning Development & Special Initiatives, Room No.612, Block-P, Pak-Secretariat, Islamabad.

Mehboob-ur-Rehman
Assistant Chief
Ministry of Planning, Development & Special Initiatives
Block-P Pak Secretariat, Islamabad, 051-9201446

BRIEF FOR THE ADVERTISING AGENCIES

Introduction

Ministry of Planning, Development and Special Initiatives requires the services of advertising agencies to effectively communicate its strategic roadmap and development initiatives to the stakeholders and public. As the lead ministry for economic planning, we aim at building a national development discourse through development communication ensuring real-time engagement with stakeholders and reaching them on an occasional basis.

Objectives

- To promote development initiatives and strategic plans through effective communication
- To build a national development discourse and engage stakeholders
- To showcase Pakistan's economic potential and investment opportunities

Need Analysis

The Ministry requires the services of committed advertising agencies aimed at strategic communication, stakeholder engagement and promotion of development initiatives.

Scope of Services

The selected advertising agencies will provide following services:

1. Strategic Planning and Communication
2. Development Promotion and Marketing
3. Stakeholder Engagement and Outreach
4. Event Management and Branding
5. Content Creation and Media Production
6. Digital Media and Social Media Management

Deliverables

The selected agencies will provide the following tangible deliverables:

i. Audio-Visual:

- Documentaries (as and when required)
- Electronic media commercials (as and when required)
- Social media videos (as and when required)
- Video editing (as and when required)

ii. Print Media:

- Newspaper advertisements (as and when required)
- Print media campaigns (as and when required)
- Infographics for social media (as and when required)

iii. Digital Media:

- Dedicated digital media campaigns (as and when required)
- Targeted social media outreach (as and when required)

- Digital media analytics reports (as and when required)

iv. Event Management:

- Event management services (as and when required)
- Event branding materials (as and when required)
- Conference and seminar management (as and when required)

v. Promotional Materials:

- Designing and printing of promotional materials (as and when required)
- Designing and printing of books / reports (as and when required)
- Strategic papers (as and when required)
- Booklets (as and when required)

vi. Outreach Strategies:

- Electronic media outreach strategies and campaigns (as and when required)
- Print media outreach strategies and campaigns (as and when required)
- Social and digital media outreach strategies and campaigns (as and when required)
- Engagement with social media influencers for paid and volunteer campaigns (as and when required)
- Carrying of out paid social media campaigns (as and when required)

Agencies' Qualifications

- Experience in development communication and promotion
- Expertise in strategic planning and stakeholder engagements
- A Portfolio of successful campaigns and projects

Conclusion

Ministry of Planning, Development & Special Initiatives seeks the services of committed and contemporary advertising agencies to effectively showcase its policies, strategic plans and initiatives effectively. We anticipate working together with agencies that align with our vision for a prosperous and developed Pakistan.
