

# Prequalification of Advertising Agencies & Media Buying Houses

National Bank of Pakistan invites applications from accredited Advertising Agencies and Media Buying Houses for appointment/placement on its panel. The Advertising Agencies and Media Buying Houses will be required to handle multifarious advertisements in print and electronic media to promote Bank's various products and services besides routine vacancies and tender notices. The Advertising Agencies and Media Buying Houses should also have the following experience/ facilities:

## **Advertising Agencies**

**ATL & BTL Activities:** Designing of print, electronic and radio campaigns, designing of marketing material, product/corporate promotions, event management.

**Strategic Planning (including consumer based research):** Proper understanding of market research. Understanding consumer mindset.

## **Media Buying Houses**

**Media Research, Planning & Buying:** We require from Buying Houses to give the best value for money along with the best media research & relationship.

The interested Agencies & Buying Houses may apply with the following documents:-

- i. Company profile including name, year of establishment, registered address, telephone/fax numbers, e-mail addresses.
- ii. Details of regular technical staff with qualifications and experience.
- iii. Registration and I.T. Certificates.
- iv. APNS & PBA accreditation (not suspended currently)
- v. Bank statement showing financial soundness.
- vi. Details of portfolios and services provided (Please include sample of works e.g. show-reel and print ads).
- vii. List of Clients.
- viii. Details of affiliates, sister concerns and/or other related offerings (if any) for logistical and operational soundness, if applicable.
- ix. List of awards received, if any.
- x. Branch addresses in other cities.
- xi. Any other information.

The applications, along with the required documents / details and expression of interest must reach Divisional Head, Corporate Communication Division-NBP, 6<sup>th</sup> Floor, NJI Building, I.I.Chundrigar Road, Karachi by not later than August 23rd, 2011. Shortlisted Agencies will be invited to make a comprehensive presentation on "NBP Image Building / Product Promotions" and Media Buying Houses will give Presentation on "Cost Effective and Efficient Media Planning and Placement".



**NBP**

National Bank of Pakistan



Size = 20x2col