

ADVERTISING AGENCIES FOR NBP PANEL

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

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

Strategy Planning (Including consumer based research): Proper understanding of market research & consumer mindset.

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

The interested Agencies may apply with the following documents:

1. Company Profile including Name, Year of Establishment, Registered Address, Telephone/Fax Numbers & E-mail Address.
2. Details of regular Technical Staff with qualifications and experience.
3. Registration and I.T. Certificates.
4. APNS & PBA accreditation (Must not be suspended).
5. Bank Statement showing financial soundness.
6. Details of Portfolios and Services provided (Please include sample of works e.g. show reel and print ads).
7. List of Clients.
8. Details of Affiliates, Sister Concerns and/or other related offerings (if any) for logistical and operational soundness, if applicable.
9. List of Awards received, if any.
10. Branch Addresses in other cities.
11. Any other information.

All the interested Advertising Agencies are hereby informed to collect the documents against the payment order/CDR worth Rs.500/- in favor of National Bank of Pakistan. The documents will only be issued after signing of a Non-Disclosure Agreement. The Application along with the required documents/details, payment order/CDR must reach Head of Corporate Communication NBP; 12th Floor, NBP Head Office Building, I.I. Chundrigar Road Karachi by not later than 11:00am on May 04, 2015. Shortlisted Agencies will be invited to make a comprehensive presentation on NBP image building/product promotions and presentation on cost effective and efficient media planning and placement.

