



FEDERAL OMBUDSPERSON SECRETARIAT
For Protection Against Harassment of Women at the Workplace
LG&RD Complex, Behind SBP, Sector G-5/2, Islamabad

Details of the Advertisement for Marketing
Agency (October- 2024)

(a) Brief Introduction:

The Federal Ombudsperson Secretariat for Protection Against Harassment (FOSPAH) is operating as an autonomous quasi-judicial statutory body under the “Protection against Harassment of Women at the Workplace Act, 2010” with the primary mandate of safeguarding individuals against workplace harassment. Notably, FOSPAH has been entrusted with additional responsibilities through the “Enforcement of Women's Property Rights Act, 2020,” empowering it to adjudicate cases pertaining to women's legal rights in properties situated in Islamabad Capital Territory. FOSPAH's unwavering commitment to a harassment-free workplace revolves around cultivating a secure work environment that is devoid of abuse, intimidation, and discrimination.

(b) Scope of Services:

i. Strategic Planning and Campaign Development

- a. Market Research:** Conduct in-depth research to understand public perceptions of workplace harassment, awareness of FOSPAH, and relevant cultural and societal insights. This includes audience segmentation, message testing, and identifying the most effective communication strategies.
- b. Campaign Strategy:** Develop a comprehensive marketing and communication plan that aligns with FOSPAH's mission of combating workplace harassment. The strategy should prioritize outreach, awareness, and behavioral change, combining both traditional and digital media.
- c. Brand Positioning:** Help solidify and promote FOSPAH's brand identity, ensuring consistent messaging across platforms highlighting the organization's objectives, helpline (03444 367 367), and available services.

ii. Traditional Media Services

- a. Television Commercials (TVCs):** Develop, produce, and execute TV ads that effectively communicate FOSPAH's mission. The agency will oversee the concept creation, script development, casting, production, post-production, and broadcasting by ensuring that these ads run on targeted channels with high viewership among the key demographic.
- b. Radio Campaigns:** Create audio advertisements that are concise yet impactful for radio stations. The agency must handle scriptwriting, voice casting, and ad placement on appropriate radio stations with significant reach in urban and rural areas.
- c. Print Media (Newspapers & Magazines):** Design engaging print advertisements, op-eds, or feature articles highlighting FOSPAH's impact, helpline, and legal protection services. Ensure optimal ad placement in leading newspapers and magazines with high readership across Pakistan.
- d. Out-of-Home (OOH) Advertising:** Manage the creation and placement of billboards, transit ads, and posters, especially in high-traffic urban locations (e.g., public transport hubs, highways, shopping malls). Designs should be visually striking and culturally resonant to capture attention.

iii. Digital Media Services

- a. Social Media Campaigns:** Design and execute campaigns for social media platforms (Facebook, Instagram, Twitter (X), LinkedIn, YouTube and TikTok.). This includes content creation (posts, videos, infographics) and ad targeting.
- b. Social Listening & Engagement:** Utilize social listening tools to monitor discussions on harassment, gender rights, women's safety, and women's property rights. Provide reports with recommendations on how FOSPAH can join or lead relevant conversations.
- c. Paid Digital Advertising:** Develop digital ads (Google Ads, display ads, and paid social media ads) targeting specific audiences, including working women, employers, HR professionals, and legal entities. The ads should increase awareness of FOSPAH's helpline and services.
- d. SEO and SEM:** Implement search engine optimization (SEO) strategies to improve FOSPAH's website visibility in search results related to workplace harassment and legal protection. Incorporate search engine marketing (SEM) techniques to drive paid traffic through targeted Google campaigns.
- e. Website Development & Optimization:** Collaborate with the internal web development team to ensure FOSPAH's website is user-friendly, informative, and regularly updated. This includes

integrating interactive features like chatbots or FAQs related to harassment reporting and legal procedures.

iv. Creative and Content Development

- a. **Creative Assets:** Develop creative assets, including but not limited to posters, banners, brochures, flyers, and promotional materials that can be distributed digitally and in physical locations (schools, workplaces, public places).
- b. **Content Creation for Workshops & Events:** Support FOSPAH's events and workshops by developing promotional content, including event posters, banners, standees and post-event reports or videos to be shared online.
- c. **Public Service Announcements (PSA's):** Produce PSA's for traditional and digital channels that address workplace harassment, legal rights, and the role of inquiry committees, using storytelling and human-interest stories to convey the message effectively.

v. Public Relations & Media Outreach

- a. **Press Releases and Media Kits:** Draft and distribute press releases to promote FOSPAH's initiatives and events. The agency will also develop media kits with relevant visuals, stats, and quotes.
- b. **Influencer Engagement:** Identify and collaborate with key influencers (celebrities, social activists, content creators) who can advocate for FOSPAH's cause, share relevant content, and raise awareness among diverse demographics.

vi. Monitoring and Reporting

- a. **Campaign Tracking & Analytics:** Use analytics tools to track campaign performance across traditional and digital media. Provide comprehensive reports that measure reach, engagement, and conversion rates (calls to the helpline, web traffic).
- b. **KPIs and Optimization:** Define key performance indicators (KPIs) for all campaigns and continuously optimize strategies based on performance data. Recommendations should be made monthly for improvement in messaging, targeting, or media use.

vii. Stakeholder Engagement & Collaboration

- a. **Partnership Campaigns:** Collaborate with partners (ride-hailing apps, educational institutions, corporate bodies) to extend FOSPAH's reach and awareness initiatives. Develop co-branded campaigns, leveraging their platforms for greater exposure.
- b. **Community Engagement Programs:** Assist FOSPAH in designing community-based awareness programs, particularly in rural areas where media penetration might be lower. Tailor communication strategies for different regions, languages, and cultural nuances.

viii. Monitoring of Newspapers/Magazines

Monitor newspapers, magazines, TV, radio, and online media for mentions, comments, trends related to the FOSPAH.

(c) Requirements of applicants:

For eligibility criteria and further details, please refer to PID's

(d) Selection Procedure

Phase-I:

- i. Application submission with all necessary documents.
- ii. Profile evaluation of 55 Marks as per criteria defined in this document.
- iii. Visit/Meeting with agency (if necessary).

Phase-II:

- i. Presentation on a given topic by FOSPAH.
- ii. Technical evaluation as per the evaluation criteria for 45 marks.
- iii. Combined technical evaluation of Phase-I and Phase-II for 100 marks.
- iv. Issuance of letter to Prequalified Agency (s).

(f) Selection Criteria:

All applications will be evaluated as per the evaluation criteria, which is split into the following two phases:

(i) Phase-I Evaluation Criteria (55 marks)

Advertising Agencies will be evaluated in two phases. There shall be a total of 100 marks (phase 1 = 55, phase 2 = 45 marks). In the first phase, evaluation marks will be allocated to 5 categories. Each category has specific marks. Bidders with complete documents (as listed above) will only be considered for evaluation for Phase-I.

Agencies with a minimum of 35 Marks out of 55 shall be called for the presentation of Phase-II. Phase-II is a presentation stage with a maximum of 45 marks. A minimum of 65 aggregate marks out of 100 (Phase I + Phase-II) shall be considered for pre-qualification. The agencies securing the highest marks will be considered for the final selection.

i. Company Advertising Experience (Marks Allocated 10)

Proven experience in advertising mediums, as mentioned in the scope of work. 01 marks for each year will be allotted up to a maximum of 10 marks. Experience certificate mentioning the number of years on its letterhead will be provided by the participating agency. The experience will be considered from the date of registration of NTN (National Tax Number) in the advertising agency category.

ii. Clientage Details (Marks Allocated 20)

All bidders shall provide a portfolio of their public- and private-sector clients separately. One mark will be allocated to each active client, up to a maximum of 10 clients. The client must be a public-sector, multinational, or national brand with a good reputation. The participating agency must provide the list of its clients on company letterhead.

*Experience with multinational FMCGs, fashion brands, and government organizations will get you 2 marks each.

iii. Personnel Experience and Qualification (Marks Allocated 10)

The participant agency should have sufficient human resources to handle FOSPAH media advertisements, mainly on print media and electronic, outdoor, or digital media. Human resources may be considered only in the category of media planning, creative, and client service. Employees with a minimum of 5 years of advertising experience will get a 01 mark. (up to 10 employees maximum). Participant agency must provide a certificate of the list of such employees with type/no. of years' experience, qualification on company letterhead at the minimum requirement mentioned above.

iv. Financial Health (Marks Allocated 10)

01 Mark will be allocated to each and up to two million turnover (for the last year) up to a maximum of 10 marks. Bidder must provide a statement of annual turnover for the last year (01 July 2023 to 30 June 2024) on company letterhead. The turnover shall be evaluated based on tax filing with FBR. Bidder will have to submit tax filing certificate from 01 July 2023 to 30 June 2024 along with bank statements for the same period.

v. Office Locations (Marks Allocated 05)

The agency having office in Islamabad will get 02 marks. While 02 marks for Lahore office and 01 mark for Karachi office.

(ii) Phase-II Evaluation Criteria (45 marks)

Bidders will present their proposals for Phase-II technical evaluation. Marks allocation is defined below.

Sl #	Content	Marks																										
	While reflecting FOSPAH’s mandate/objectives, its achievement, activities and future plans, create minimum two design/artwork options on each of the following: (a) Display Ad: i) Display Ad of half page on observation of “16 days of Activism” on elimination of violence against women and harassment (min. 2 designs) ii) Display Ad of half page celebrating Pakistan’s Independence Day. (min. 2 designs) iii) Promotional Ad for publicity and projection of FOSPAH, regarding Protection against Harassment and Women Property Rights (min. 2 designs) (b) Advertising Campaign: iv) Advertising campaign to present an advertising creative strategy for FOSPAH’s image building, publicity and projection considering FOSPAH’s role in elimination of harassment at workplace and protection of women rights. The presentation must contain suggested concept, recommended static artworks/videos animation at mediums like TV, Radio, digital and social media etc.	<table><tr><td colspan="2">Max 45 marks</td></tr><tr><td colspan="2">(a) Display Ad (0-30 marks)</td></tr><tr><td>Understanding of Media Brief Perfectly well, judgment on overall execution</td><td>0-05</td></tr><tr><td>Sectoral knowledge Knowledge about FOSPAH and Women Rights in Pakistan</td><td>0-05</td></tr><tr><td>Clarity of the Main Message Does the ad design substantially convey intended message</td><td>0-05</td></tr><tr><td>Design Element/ Creativity Shape, Color, Space, Form, Line, Value, Texture</td><td>0-05</td></tr><tr><td>Design Principles Emphasis, Balance, Alignment, Contrast, Repetition, Movement</td><td>0-05</td></tr><tr><td>Tagline/Logo Catchy, retentive</td><td>0-05</td></tr></table> (b) Image Building Campaign (0-15 marks) <table><tr><th>Areas to evaluates</th><th>Marks</th></tr><tr><td>Overall strategy (planning, execution, attractiveness, objectives, identification of target audience etc)</td><td>0-05</td></tr><tr><td>Media selection and placement</td><td>0-04</td></tr><tr><td>Use of Static ads</td><td>0-03</td></tr><tr><td>Use of Video Ads</td><td>0-03</td></tr></table>	Max 45 marks		(a) Display Ad (0-30 marks)		Understanding of Media Brief Perfectly well, judgment on overall execution	0-05	Sectoral knowledge Knowledge about FOSPAH and Women Rights in Pakistan	0-05	Clarity of the Main Message Does the ad design substantially convey intended message	0-05	Design Element/ Creativity Shape, Color, Space, Form, Line, Value, Texture	0-05	Design Principles Emphasis, Balance, Alignment, Contrast, Repetition, Movement	0-05	Tagline/Logo Catchy, retentive	0-05	Areas to evaluates	Marks	Overall strategy (planning, execution, attractiveness, objectives, identification of target audience etc)	0-05	Media selection and placement	0-04	Use of Static ads	0-03	Use of Video Ads	0-03
Max 45 marks																												
(a) Display Ad (0-30 marks)																												
Understanding of Media Brief Perfectly well, judgment on overall execution	0-05																											
Sectoral knowledge Knowledge about FOSPAH and Women Rights in Pakistan	0-05																											
Clarity of the Main Message Does the ad design substantially convey intended message	0-05																											
Design Element/ Creativity Shape, Color, Space, Form, Line, Value, Texture	0-05																											
Design Principles Emphasis, Balance, Alignment, Contrast, Repetition, Movement	0-05																											
Tagline/Logo Catchy, retentive	0-05																											
Areas to evaluates	Marks																											
Overall strategy (planning, execution, attractiveness, objectives, identification of target audience etc)	0-05																											
Media selection and placement	0-04																											
Use of Static ads	0-03																											
Use of Video Ads	0-03																											

Pre-qualification Form for Hiring of Advertising Agency

Advertising Agency Name: _____

Sl #	Category	Quantity	Remarks
1.	Advertising experience as per NTN registration		
2.	No. of clients		
3.	No. of personnel/staff		
4.	Annual turnover		
5.	Locations of main office and branch offices (City names only)		

Documents to be Attached:

Sl #	Category	Quantity	Remarks
1.	NTN and Active Income tax payer list document		
2.	FBR document mentioning turnover 01 July 2023 to 30 June 2024		
3.	PID registration certificate		
4.	APNS active member certificate		
5.	PBA active member certificate		
6.	Experience Letter (company letterhead)		
7.	Clientage list (on Company letterhead)		
8.	Name and designation wise manpower detail (regular/permanent) on company's letterhead		
9.	Bank statement 01 July 2023 to 30 June 2024		
10.	Affidavit on stamp paper that agency has no litigation or case against FOSPAH in any court		
11.	Affidavit on stamp paper that the agency is not blacklisted by Ministry/Division/ Government Department/ Government Organization or Federal / any Provincial Government		
12.	Any Other Detail		

Full Name:	
Designation	
CNIC#	
Phone/Fax#	
Address	
Mobile#	
Email	
Date	