

PRELIMINARY SHORTLISTING OF ACCREDITED ADVERTISING AGENCIES FOR PLACEMENT ON NEPA PANEL - OPEN COMPETITION 2019

| S.# | PARAMETERS | Parameter Details | Marks | ACCREDITED ADVERTISING AGENCIES | | | | | | | | | | | | | | |
|-----|-------------------------------|-------------------|-------|---|--|---|-------|-------------------|-------|-------------------------|-------|-------------------|-------|------------------------|-------|---|---|---|
| | | | | 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | | | |
| | | | | Adetude | | Adreach advt | | Brand Partnership | | Channel 7 Communication | | Creative Junction | | Enhancer Communication | | | | |
| | | | | Check | Marks | Check | Marks | Check | Marks | Check | Marks | Check | Marks | Check | Marks | | | |
| 1 | Accreditation Marks (10) | PID | 4 | Suspended for 9 times during the last 5 years therefore has not been shortlisted for next stage i.e. Final Presentation stage | Suspended for 7 times during the last 5 years therefore has not been shortlisted for next stage i.e. Final presentation) | Suspended for 6 times during the last 5 years therefore has not been shortlisted for next stage i.e. final presentation stage | ✓ | 4 | ✓ | 4 | ✓ | 4 | ✓ | 4 | ✓ | 4 | | |
| | | APNS | 3 | | | | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | | |
| | | PBA | 3 | | | | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | | |
| 2 | Experience Marks (10) | Above 20 years | 10 | | | | ✓ | 6 | ✓ | 6 | ✓ | 6 | ✓ | 6 | ✓ | 6 | ✓ | 6 |
| | | 10-19 years | 6 | | | | ✓ | 6 | ✓ | 6 | ✓ | 6 | ✓ | 6 | ✓ | 6 | | |
| | | less than 10 | 3 | | | | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | | |
| 3 | Financial Strength Marks (10) | Fin Statement | 5 | | | | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 |
| | | Audited Report | 5 | | | | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | | |
| 4 | Offices (10) Marks | Islamabad | 6 | | | | ✓ | 6 | ✓ | 6 | ✓ | 6 | ✓ | 6 | ✓ | 6 | ✓ | 6 |
| | | Karachi | 1 | | | | ✓ | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | | |
| | | Lahore | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | | | | | |
| | | Peshawar | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | | | | | |
| | | Quetta | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | | | | | |
| 5 | Art Pull/Designs Marks (10) | Art Pull | 5 | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | | | |
| | | Designs | 5 | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | | | | | |
| 6 | Grand Total Marks(50) | | 50 | | | | 36 | | | | 43 | | 34 | | | | | |

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|-----|-------------------------------|-------------------|-------|---------------------------------|-------|--|--|-----------------------|-------|---|-------|------------------|-------|----------------|-------|---|
| | | | | 7 | | 8 | | 9 | | 10 | | 11 | | 12 | | |
| | | | | Graymatters Communication | | Interflow Communication | | Interlink Advertising | | Kenard | | M. Communication | | Manhattan Comm | | |
| | | | | Check | Marks | Check | Marks | Check | Marks | Check | Marks | Check | Marks | Check | Marks | |
| 1 | Accreditation Marks (10) | PID | 4 | ✓ | 4 | Suspended for 10 times (including now) during the last 5 years therefore has not been shortlisted for next stage i.e. Final Presentation stage | Suspended for 15 times (including now) during the last 5 years therefore has not been shortlisted for next stage i.e. Final Presentation stage | ✓ | 4 | Suspended for 9 times (including now) during the last 5 years therefore has not been shortlisted for next stage i.e. Final Presentation stage | ✓ | 4 | ✓ | 4 | | |
| | | APNS | 3 | ✓ | 3 | | | ✓ | 3 | | ✓ | 3 | ✓ | 3 | | |
| | | PBA | 3 | ✓ | 3 | | | ✓ | 3 | | ✓ | 3 | ✓ | 3 | | |
| 2 | Experience Marks (10) | Above 20 years | 10 | ✓ | 6 | | | ✓ | 6 | | ✓ | 6 | ✓ | 6 | ✓ | 6 |
| | | 10-19 years | 6 | ✓ | 6 | | | ✓ | 6 | | ✓ | 6 | ✓ | 6 | | |
| | | less than 10 | 3 | ✓ | 3 | | | ✓ | 3 | | ✓ | 3 | ✓ | 3 | | |
| 3 | Financial Strength Marks (10) | Fin Statement | 5 | ✓ | 4 | | | ✓ | 4 | | ✓ | 4 | ✓ | 4 | ✓ | 4 |
| | | Audited Report | 5 | ✓ | 4 | | | ✓ | 4 | | ✓ | 4 | ✓ | 4 | | |
| 4 | Offices Marks (10) | Islamabad | 6 | ✓ | 6 | | | ✓ | 6 | | ✓ | 6 | ✓ | 6 | ✓ | 6 |
| | | Karachi | 1 | ✓ | 1 | | | ✓ | 1 | | ✓ | 1 | ✓ | 1 | | |
| | | Lahore | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | | | | | |
| | | Peshawar | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | | | | | |
| | | Quetta | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | | | | | |
| 5 | Art Pull/Designs Marks (10) | Art Pull | 5 | ✓ | 4 | ✓ | 4 | ✓ | 4 | ✓ | 4 | ✓ | 4 | | | |
| | | Art Pull | 5 | ✓ | 4 | ✓ | 4 | ✓ | 4 | ✓ | 4 | | | | | |
| 6 | Grand Total Marks(50) | 50 | | 41 | | | | 40 | | | 42 | | | | | |

| Sr. No. | PARAMETERS | Parameter Details | Marks | ACCREDITED ADVERTISING AGENCIES | | | | | | | | | | | |
|---------|-------------------------------|-------------------|-------|---------------------------------|-------|----------|-------|--|---|---------------------|-------|-------------|-------|--------------------------|---|
| | | | | 13 | | 14 | | 15 | | 16 | | 17 | | 18 | |
| | | | | Maxim Advt | | MCM Advt | | Message Communication | | Midas International | | OrientMconn | | Smart ways Communication | |
| | | Check | Marks | Check | Marks | Check | Marks | Check | Marks | Check | Marks | Check | Marks | | |
| 1 | Accreditation Marks (10) | PID | 4 | ✓ | 4 | ✓ | 4 | Suspended for 12 times during the last 5 years therefore has not been shortlisted for next stage i.e. Final Presentation stage | Suspended for 6 times (including now) during the last 5 years therefore has not been shortlisted for next stage i.e. Final Presentation stage | ✓ | 4 | ✓ | 4 | | |
| | | APNS | 3 | ✓ | 3 | ✓ | 3 | | | ✓ | 3 | ✓ | 3 | | |
| | | PBA | 3 | ✓ | 3 | ✓ | 3 | | | ✓ | 3 | | | | |
| 2 | Experience Marks (10) | Above 20 years | 10 | ✓ | 10 | ✓ | 10 | | | | | | | | |
| | | 10-19 years | 6 | | | | | | | ✓ | 6 | | | | |
| | | less than 10 | 3 | | | | | | | | | ✓ | 3 | | |
| 3 | Financial Strength Marks (10) | Fin Statement | 5 | ✓ | 2 | ✓ | 2 | | | | | ✓ | 4 | ✓ | 1 |
| | | Audited Report | 5 | ✓ | 2 | ✓ | 2 | | | | | ✓ | 4 | ✓ | 1 |
| 4 | Offices Marks (10) | Islamabad | 6 | ✓ | 6 | ✓ | 6 | | | | | ✓ | 6 | ✓ | 6 |
| | | Karachi | 1 | ✓ | 1 | ✓ | 1 | | | | | ✓ | 1 | | |
| | | Lahore | 1 | ✓ | 1 | ✓ | 1 | | | | | ✓ | 1 | ✓ | 1 |
| | | Peshawar | 1 | ✓ | 1 | | | | | | | ✓ | 1 | ✓ | 1 |
| | | Quetta | 1 | ✓ | 1 | | | | | ✓ | 1 | | | | |
| 5 | Art Pull/Designs Marks (10) | Art Pull | 5 | ✓ | 3 | ✓ | 3 | | | ✓ | 4 | ✓ | 4 | | |
| | | Designs | 5 | ✓ | 3 | ✓ | 3 | | | ✓ | 4 | ✓ | 4 | | |
| 6 | Grand Total Marks(50) | 50 | | | 40 | | 38 | | | | 42 | | 28 | | |

| Sr. No. | PARAMETERS | Parameter Details | Marks | ACCREDITED ADVERTISING AGENCIES | | | | | | | | | |
|---------|-------------------------------|-------------------|-------|---------------------------------|-------|---------------------|-------|---------------------|-------|--|---|-------------------|--|
| | | | | 19 | | 20 | | 21 | | 22 | | 23 | |
| | | | | Spectrum Communications | | Manhill Advertising | | Synergy Advertising | | The Circle Agency | | TNI Communication | |
| | | Check | Marks | Check | Marks | Check | Marks | Check | Marks | Check | Marks | | |
| 1 | Accreditation Marks (10) | PID | 4 | ✓ | 4 | ✓ | 4 | ✓ | 4 | Suspended for 6 times during the last 5 years therefore has not been shortlisted for next stage i.e Final Presentation stage | Suspended for 8 times (including now) during the last 5 years therefore has not been shortlisted for next stage i.e. Final Presentation stage | | |
| | | APNS | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | | | | |
| | | PBA | 3 | ✓ | 3 | ✓ | 3 | ✓ | 3 | | | | |
| 2 | Experience Marks (10) | Above 20 years | 10 | ✓ | 10 | | | ✓ | 10 | | | | |
| | | 10-19 years | 6 | | | ✓ | 6 | | | | | | |
| | | less than 10 | 3 | | | | | | | | | | |
| 3 | Financial Strength Marks (10) | Fin Statement | 5 | ✓ | 4 | ✓ | 3 | ✓ | 4 | | | | |
| | | Audited Report | 5 | ✓ | 4 | ✓ | 3 | ✓ | 4 | | | | |
| 4 | Offices Marks (10) | Islamabad | 6 | ✓ | 6 | ✓ | 6 | ✓ | 6 | | | | |
| | | Karachi | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | | | | |
| | | Lahore | 1 | ✓ | 1 | ✓ | 1 | ✓ | 1 | | | | |
| | | Peshawar | 1 | | | | | | | | | | |
| | | Quetta | 1 | | | | | | | | | | |
| 5 | Art Pull/Designs Marks (10) | Art Pull | 5 | ✓ | 4 | ✓ | 4 | ✓ | 4 | | | | |
| | | Designs | 5 | ✓ | 4 | ✓ | 4 | ✓ | 4 | | | | |
| 6 | Grand Total Marks(50) | 50 | | 44 | | 38 | | 44 | | | | | |

Note: Those suspended for more than 5 times during the last 5 years have not been shortlisted
Those agencies having less than 5 suspensions during the last 5 years and having obtained more than 50% i.e more than 25 marks have been shortlisted for next phase
Final presentation to be held on 1st October, 2019 (Tuesday) @ 1100 hrs at NEPRA Tower.