## PRELIMNARY SHORTLISTING OF ACCREDITED ADVERTISING AGENCIES FOR PLACEMENT ON NEPRA PANEL - OPEN COMPETITION 2019

|     | PARAMETERS               |                   |          | ACCREDITED ADVERTISING AGENCIES                 |                              |              |       |                   |                                |                                       |                   |          |                   |                        |       |  |  |
|-----|--------------------------|-------------------|----------|---|------------------------------|--------------|-------|-------------------|--------------------------------|---------------------------------------|-------------------|----------|-------------------|------------------------|-------|--|--|
| S.# |                          | Parameter Details | Marks    | 1   |                              | 2            |       | 3                 |                                | 4                                     |                   | 5        |                   | 6                      |       |  |  |
| 5   |                          | Turumeter Detuns  | 11241745 | Ade   | etude                        | Adreach advt |       | Brand Partnership |                                | Channel 7 Communication               |                   | C        | Creative Junction | Enhancer Communication |       |  |  |
|     |                          |                   |          | Check   | Marks                        | Check        | Marks | Check             | Marks                          | Check                                 | Marks             | Check    | Marks             | Check                  | Marks |  |  |
| ,   | Accredation              | PID               | 4        |   |                              |              |       | ✓                 | 4                              |                                       |                   | ✓        | 4                 | ✓                      | 4     |  |  |
|     | Marks (10)               | APNS              | 3        |   |                              | -            |       | <b>✓</b>          | 3                              | 1                                     |                   | ✓        | 3                 | ✓                      | 3     |  |  |
|     |                          | PBA               | 3        |   |                              |              |       | ✓                 | 3                              |                                       |                   | <b>~</b> | 3                 | ✓                      | 3     |  |  |
|     | Experience               | Above 20 years    | 10       |   |                              |              |       |                   |                                |                                       |                   |          |                   |                        |       |  |  |
| 2   | Marks (10)               | 10-19 years       | 6        |   |                              |              |       | ✓                 | 6                              |                                       |                   | ✓        | 6                 | ✓                      | 6     |  |  |
|     | Warks (10)               | less than 10      | 3        |   | ded for 9                    |              |       |                   |                                |                                       |                   |          |                   |                        |       |  |  |
| 3   | Financial Strength       | Fin Statement     | 5        |   | ing the last                 |              |       |                   | 3                              | Suspended for 6 times during the last |                   |          | 4                 |                        | 2     |  |  |
| 3   | Marks (10)               | Audited Report    | 5        |   | erefore has                  |              |       | 3                 | 5 years therefore has not been |                                       | 4                 |          | 2                 |                        |       |  |  |
|     |                          | Islamabad         | 6        | not been shortlisted<br>for next stage i.e.Fina |                              |              |       | 1                 | 6                              | shortlisted for next stage i.e. final |                   | ✓        | 6                 | ✓                      | 6     |  |  |
|     | 0.00                     | Karachi           | 1        |   | age i.e.rinai<br>ition stage |              |       | ✓                 | 1                              | р                                     | resentation stage | 1        | 1                 |                        |       |  |  |
| 4   | Offices Marks            | Lahore            | 1        | riesciita                                       | ition stage                  |              |       | 1                 | 1                              |                                       |                   |          | 1                 | ✓                      | 1     |  |  |
|     | (10)                     | Peshawar          | 1        |   |                              |              |       |                   |                                |                                       |                   |          | 1                 | ✓                      | 1     |  |  |
|     |                          | Quetta            | 1        |   |                              |              |       |                   |                                |                                       |                   |          |                   |                        |       |  |  |
|     | Art Pull/Designs         | Art Pull          | 5        |   |                              |              |       | ✓                 | 3                              |                                       |                   | 1        | 5                 | ✓                      | 3     |  |  |
| 5   | Marks (10)               | Designs           | 5        |   |                              |              |       | 1                 | 3                              |                                       |                   | ✓        | 5                 | ✓                      | 3     |  |  |
| 6   | Grand Total<br>Marks(50) |                   | 50       |   |                              |              |       |                   | 36                             |                                       |                   |          | 43                |                        | 34    |  |  |

|      |                          |                   | •           | •                               | •     |   |            |   | •          |        | •     | •  |       |                |       |  |  |
|------|--------------------------|-------------------|-------------|---------------------------------|-------|---|------------|---|------------|--------|-------|--|-------|----------------|-------|--|--|
|      | PARAMETERS               |                   |             | ACCREDITED ADVERTISING AGENCIES |       |   |            |   |            |        |       |  |       |                |       |  |  |
| 6.44 |                          | D . D . 11        |             |                                 | 7     | 8   |            | 9   |            | 10     |       | 11   |       | 12             |       |  |  |
| S.#  |                          | Parameter Details | Marks       | Graymatters<br>Communication    |       | Interflow<br>Communication                  |            | Interlink<br>Advertising                  |            | Kenard |       | M. Communication   |       | Manhattan Comm |       |  |  |
|      |                          |                   |             | Check                           | Marks | Check                                       | Marks      | Check                                     | Marks      | Check  | Marks | Check  | Marks | Check          | Marks |  |  |
|      | Accredation              | PID               | 4           | ✓                               | 4     |   |            |   |            | ✓      | 4     |  |       | ✓              | 4     |  |  |
| 1    | Marks (10)               | APNS              | 3           | ✓                               | 3     |   |            |   |            | ✓      | 3     | 7  | ✓     | 3              |       |  |  |
|      |                          | PBA               | 3           | ✓                               | 3     |   |            |   |            | ✓      | 3     |  |       | ✓              | 3     |  |  |
|      | F                        | Above 20 years    | 10          |                                 |       |   |            |   |            |        |       |  |       | ✓              | 10    |  |  |
| 2    | Experience<br>Marks (10) | 10-19 years       | 6           | ✓                               | 6     |   |            |   |            | ✓      | 6     |  |       |                |       |  |  |
|      |                          | less than 10      | 3           |                                 |       | Suspende                                    | ed for 10  | Suspended for 15                          |            |        |       | <u>-</u>   |       |                |       |  |  |
| 3    | Financial Strength       | Fin Statement     | 5           | ✓                               | 4     | times (inclu                                | uding now) | times (incl                               | uding now) | ✓      | 4     | Suspended for 9 times (including now)                          |       | ✓              | 3     |  |  |
| 3    | Marks (10)               | Audited Report    | ed Report 5 | during the last 5 years         |       | ✓   | 4          | during the last 5 years therefore has not |            | ✓      | 3     |  |       |                |       |  |  |
|      |                          | Islamabad         | 6           | ✓                               | 6     | therefore                                   |            | been shortlisted for                      |            | ✓      | 6     | been shortlisted for next stage i.e. Final  Presentation stage |       | ✓              | 6     |  |  |
|      | Offices                  | Karachi           | 1           | ✓                               | 1     | been short                                  |            |   |            | ✓      | 1     |  |       | ✓              | 1     |  |  |
| 4    | Marks (10)               | Lahore            | 1           | ✓                               | 1     | next stage i.e. Final<br>Presentation stage |            | next stage i.e. Final                     |            | ✓      | 1     |  |       | ✓              | 1     |  |  |
|      | Walks (10)               | Peshawar          | 1           | ✓                               | 1     |   |            | Presenta                                  | tion stage | ✓      | 1     |  |       |                |       |  |  |
|      |                          | Quetta            | 1           |                                 |       |   |            |   |            | ✓      | 1     |  |       |                |       |  |  |
| 5    | Art Pull/Designs         | Art Pull          | 5           | ✓                               | 4     |   |            |   |            | ✓      | 3     |  |       | ✓              | 4     |  |  |
| 3    | Marks (10)               | Art Pull          | 5           | ✓                               | 4     |   |            |   |            | ✓      | 3     |  |       | ✓              | 4     |  |  |
| 6    | Grand Total<br>Marks(50) | 50                |             |                                 | 41    |   |            |   |            |        | 40    |  |       |                | 42    |  |  |

|         | PARAMETERS               |                   |       | ACCREDITED ADVERTISING AGENCIES |       |          |       |                          |          |   |                            |             |       |                          |       |  |  |
|---------|--------------------------|-------------------|-------|---------------------------------|-------|----------|-------|--------------------------|----------|---|----------------------------|-------------|-------|--------------------------|-------|--|--|
| Sr. No. |                          | Parameter Details | Marks | 1                               | 3     | 14       |       | 15                       |          | 16  |                            | 17          |       | 18                       |       |  |  |
|         |                          | Tarameter Details |       | Maxim Advt                      |       | MCM Advt |       | Message<br>Communication |          | Midas International   |                            | OrientMcann |       | Smart ways Communication |       |  |  |
|         |                          |                   |       | Check                           | Marks | Check    | Marks | Check M                  | Aarks    | Check   | Marks                      | Check       | Marks | Check                    | Marks |  |  |
|         | Accredation              | PID               | 4     | ✓                               | 4     | ✓        | 4     |                          |          |   |                            | ✓           | 4     | <b>4</b>                 | 4     |  |  |
| 1       | Marks (10)               | APNS              | 3     | ✓                               | 3     | 1        | 3     |                          |          | ,   |                            | ✓           | 3     | 1                        | 3     |  |  |
|         |                          | PBA               | 3     | ✓                               | 3     | ✓        | 3     |                          |          |   |                            | ✓           | 3     |                          |       |  |  |
|         | Experience<br>Marks (10) | Above 20 years    | 10    | ✓                               | 10    | ✓        | 10    |                          |          |   |                            |             |       |                          |       |  |  |
| 2       |                          | 10-19 years       | 6     |                                 |       |          |       |                          |          |   |                            | ✓           | 6     |                          |       |  |  |
|         |                          | less than 10      | 3     |                                 |       |          |       | Suspended for            | or 12    |   |                            |             |       | ✓                        | 3     |  |  |
| 3       | Financial Strength       | Fin Statement     | 5     | ✓                               | 2     | ✓        | 2     | times during the last    |          |   |                            | ✓           | 4     | ✓                        | 1     |  |  |
| 3       | Marks (10)               | Audited Report    | 5     | ✓                               | 2     | ✓        | 2     | 5 years therefo          |          | Suspended for 6 times (including now) during the last 5 years therefore |                            | ✓           | 4     | 4                        | 1     |  |  |
|         |                          | Islamabad         | 6     | ✓                               | 6     | ✓        | 6     | not been shor            | rtlisted |   | been shortlisted for next  | ✓           | 6     | ✓                        | 6     |  |  |
|         | Offices                  | Karachi           | 1     | ✓                               | 1     | ✓        | 1     | for next stag            |          |   | . Final Presentation stage | ✓           | 1     |                          |       |  |  |
| 4       | Marks (10)               | Lahore            | 1     | ✓                               | 1     | ✓        | 1     | Final Present            |          |   |                            | ✓           | 1     | ✓                        | 1     |  |  |
|         | Walks (10)               | Peshawar          | 1     | ✓                               | 1     |          |       | stage                    |          |   |                            | ✓           | 1     | ✓                        | 1     |  |  |
|         |                          | Quetta            | 1     | ✓                               | 1     |          |       |                          |          |   |                            | ✓           | 1     |                          |       |  |  |
| 5       | Art Pull/Designs         | Art Pull          | 5     | ✓                               | 3     | ✓        | 3     |                          |          |   |                            | ✓           | 4     | ✓                        | 4     |  |  |
| 3       | Marks (10)               | Designs           | 5     | ✓                               | 3     | ✓        | 3     |                          |          |   |                            | 1           | 4     | <b>4</b>                 | 4     |  |  |
| 6       | Grand Total<br>Marks(50) | 50                |       |                                 | 40    |          | 38    |                          |          |   |                            |             | 42    |                          | 28    |  |  |

|         |                          |                   |       | ACCREDITED ADVERTISING AGENCIES |       |                                 |       |                              |       |                      |  |   |                     |  |  |
|---------|--------------------------|-------------------|-------|---------------------------------|-------|---------------------------------|-------|------------------------------|-------|----------------------|--|---|---------------------|--|--|
| Sr. No. | PARAMETERS               | Parameter Details | Marks | Spectrum Communications         |       | 20<br>Manhill<br>as Advertising |       | 21<br>Synergy<br>Advertising |       | 22 The Circle Agency |  | 23 TNI Communication  |                     |  |  |
| Sr. No. | FARAIVE I ERS            | Farameter Details | Marks |                                 |       |                                 |       |                              |       |                      |  |   |                     |  |  |
|         |                          |                   |       | Check                           | Marks | Check                           | Marks | Check                        | Marks | Check                | Marks  | Check   | Marks               |  |  |
| ١,      | Accredation              | PID               | 4     | ✓                               | 4     | ✓                               | 4     | ✓                            | 4     |                      |  |   |                     |  |  |
| 1       | Marks (10)               | APNS              | 3     | ✓                               | 3     | <b>✓</b>                        | 3     | 1                            | 3     |                      |  |   |                     |  |  |
|         |                          | PBA               | 3     | ✓                               | 3     | ✓                               | 3     | ✓                            | 3     |                      |  |   |                     |  |  |
|         | Experience               | Above 20 years    | 10    | ✓                               | 10    |                                 |       | ✓                            | 10    |                      |  |   |                     |  |  |
| 2       | Marks (10)               | 10-19 years       | 6     |                                 |       | <b>\</b>                        | 6     |                              |       |                      |  |   |                     |  |  |
|         | Warks (10)               | less than 10      | 3     |                                 |       |                                 |       |                              |       |                      |  |   |                     |  |  |
| 3       | Financial Strength       | Fin Statement     | 5     | ✓                               | 4     | <b>*</b>                        | 3     | ✓                            | 4     | ]                    |  | Suspended for 8 times (including now) during the last 5 years therefore has not been shortlisted for next stage i.e. Final Presentation stage |                     |  |  |
| 3       | Marks (10)               | Audited Report    | 5     | ✓                               | 4     | <b>*</b>                        | 3     | ✓                            | 4     |                      | for 6 times during the last                        |   |                     |  |  |
|         |                          | Islamabad         | 6     | ✓                               | 6     | 4                               | 6     | ✓                            | 6     |                      | therefore has not been ed for next stage i.e Final |   |                     |  |  |
|         | Offices                  | Karachi           | 1     | ✓                               | 1     | ✓                               | 1     | 1                            | 1     |                      | resentation stage                                  |   |                     |  |  |
| 4       | Marks (10)               | Lahore            | 1     | ✓                               | 1     | <b>*</b>                        | 1     | ✓                            | 1     |                      | resentation stage                                  |   | r resentation stage |  |  |
|         | Warks (10)               | Peshawar          | 1     |                                 |       |                                 |       |                              |       |                      |  |   |                     |  |  |
|         |                          | Quetta            | 1     |                                 |       |                                 |       |                              |       |                      |  |   |                     |  |  |
| 5       | Art Pull/Designs         | Art Pull          | 5     | ✓                               | 4     | 1                               | 4     | 1                            | 4     |                      |  |   |                     |  |  |
| 3       | Marks (10)               | Designs           | 5     | ✓                               | 4     | 1                               | 4     | ✓                            | 4     |                      |  |   |                     |  |  |
| 6       | Grand Total<br>Marks(50) |                   | 50    |                                 | 44    |                                 | 38    |                              | 44    |                      |  |   |                     |  |  |

**Note:** Those suspended for more than 5 times during the last 5 years have noot been shortlisted

Those agencies having less than 5 suspensions during the last 5 years and having obtainedmore 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.