

# EXPRESSION OF INTEREST -EOI

## SERVICES OF ADVERTISING AGENCIES REQUIRED

Institute of Cost and Management Accountants is one of the leading professional accounting organizations, established in 1951 and granted statutory status in 1966 under an Act of Parliament for the regulation of the profession of Cost and Management Accountants in Pakistan. Currently, the Institute has approx. 7,000 members within Pakistan and abroad and more than 15,000 students. The Institute is a founding member of International Federation of Accountants (IFAC) since 1977, Confederation of Asian and Pacific Accountants (CAPA) since 1980, South Asian Federation of Accountants (SAFA) since 1984 and the founding member of Value Reporting Foundation (VRF) and International Corporate Governance Network (ICGN) in Pakistan. It has its major centres located at Karachi, Lahore, Islamabad, Multan, Faisalabad, Peshawar & Quetta. ICMA is also registered in the UK, UAE, Australia and Canada with respective authorities.

### **ICMA requires the services of accredited Advertising Agencies.**

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

Interested advertising agencies, accredited with All Pakistan Newspaper Society (APNS) and /or Pakistan Broadcasting Association (PBA) and /or Advertising Association of Pakistan (AAP), may submit their application in sealed envelopes with the following documents:

- Company profile including name, years of establishment, registered address, telephone/fax numbers & email address.
- Details of regular technical staff with qualifications and experience.
- Registration and I.T. certificates
- APNS & PBA accreditation (Must not be suspended)
- Bank statement showing financial soundness
- Details of portfolios and services provided (please include sample of works e.g. show reel and print ads.)
- List of Clients
- Details of affiliates, sister concerns and /or other related offerings (if any) for logistical and operational soundness, if applicable.
- List of awards received, if any
- GST registration certificate
- NTN certificate
- Branch addresses in other cities.
- Any other relevant information.

Short Listed Agencies will be invited to make a comprehensive presentation to the Selection Committee on cost effective and efficient media planning and placement.

ICMA reserves the right to accept or reject any or all the requests for appointment without mentioning any reason.

The applications along with the above mentioned details duly supported by requisite documents should be furnished on prescribed format available at ([https://www.icmainternational.com/procurement\\_tenders.aspx](https://www.icmainternational.com/procurement_tenders.aspx)) within 15 days from the publication of this advertisement at the following address:

**For Details**

**Administration Department**

Institute of Cost and Management Accountants [ICMA]

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