

## Expression of Interest invited from Advertising Agencies

### Qualifying Criteria

Only those agencies to meet the following pre-qualification criteria will be shortlisted. On evaluation as per Annexure – 2, only those agencies scoring above 60 marks will be invited to submit technical and financial proposals to Kerala State Suchitwa Mission.

1. **Accreditation:** The advertising agency should be fully accredited with the Indian Newspaper Society (INS) as on 01.07.2016 for the last five financial years and should be valid as on date. Accreditation certificate copy to be produced.
2. **Offices:** Agency should have full-fledged functional offices in Thiruvananthapuram. More offices across the state will be an added advantage. Address, Telephone and location of offices required.
3. **Financial Standing:** The agency should have a minimum turnover of 5 crore consecutively for the last three financial years, Accredited statements in this regard to be attached.
4. **Advertisements:** The agency must have executed advertisements/promotional campaigns in the print media, social media, television and radio for major GoI/State Government/Central or State PSUs/Quasi-Government clients and should have handled major all-India advertisements/campaign(s) for such and other prestigious clients during the last three years. Copies of 3 best advertisements in the print media and 2 in any other media (Television/Radio/Social) created and published for clients to be attached.
5. **Print/Production:** The agency must have capabilities for designing and printing of corporate house journals, corporate/prestigious publications, event-specific brochures, leaflets, pamphlets etc. Copies of journals, brochures, publications etc, prepared for clients to be submitted as proof.
6. **Exhibitions:** The agency must have expertise in designing, fabrication & installation of corporate pavilions/stalls at prestigious exhibitions organized by reputed national /international organizers etc. Visuals of such exhibitions, details of the event and client details to be submitted.
7. **Films & Online:** The agency must have capabilities for production of films, audio-visuals, radio jingles as well as online advertising. Details of work done along with client details to be furnished.
8. **Events:** The agency must have capability in handling major events right from the conception to the execution stage, as per our requirements. The agency must have tie-ups/offices for conducting various events abroad. The agency must have executed at least five events for major GoI/State Government /Central or State PSUs/Quasi Government clients in the past 3 years. Details of events and client details to be furnished.
9. **PR :** The agency must have very strong linkages with press, TV and all other media. Extensive coverage of Suchitwa Mission and its activities should be carried out as and when required within the state and outside. The agency must have carried out PR activities for major GoI/State Government/Central or State PSUs/Quasi Government clients in the past years.

10. **Servicing Team:** The agency should have a strong presence in the State and outside the State. The advertising agency should be in a position to provide a dedicated team (as per client's approval) for servicing Suchitwa Mission on a day to day basis.
11. **Registrations:** Should have a valid Service Tax/VAT/TIN numbers for the line of business the entity is engaged in
12. **Manpower:** The agency should have adequate number of experienced professionals/employees with them at all their offices. Details of manpower at each office to be furnished.

### **Others**

- The selected agency is expected to maintain high level of professional ethics & will not act in any manner, which is detrimental to Suchitwa Missions interest. Agency will maintain confidentially on matters disclosed till proper instruction is issued for publication. Suchitwa Mission reserves the right to impose penalty in case of any violation of the above.
- The selected agency should be able to execute order at short notices & even on public holidays and during emergency situations.
- The selected agency/agencies shall ensure proper typography and layout for each advertising so that minimum space be used as far as possible.
- Prior approval of the artwork, copy, layout etc to be taken from Suchitwa Mission
- The agency to ensure that the advertisement is published prominently in the required newspapers on the desired day itself.
- The direct letter from publications indicating the tariff shall be furnished during the commencement of the contract and as and when there are changes in the tariff. This will be reconfirmed by Suchitwa Mission with respective publications and in case of any variation in rates; the lowest rates will prevail.
- If the services of the agency are not found satisfactory, Suchitwa Mission shall have the right to terminate the contract at any time without assigning any reason and without any financial compensation to the agency
- No right whatsoever shall be created on any empanelled agency as regards to award of work compulsorily
- The empanelment will be for a period of three years

### **Scope of work**

The following will be the scope of work for the empanelled advertising agencies

1. Creating advertisement material for print media (newspapers, magazines etc), social media, television and radio, outdoor, new media campaigns
2. Designing and copy-writing (including photography, graphics and language translation) and preparation of print –ready files/artwork for other publicity material like banners, hoardings, posters, brochures, leaflets, handbills, POP, danglers, stickers, information/tariff booklets etc.

3. Page design, editing/rewriting of copy, drafting of special features on Suchitwa Mission /its activities scheme etc for corporate house journals and other in-house periodicals.
4. Entire work relating to Suchitwa Missions participation in exhibitions (design and erection of pavilions/stalls), co-ordinating and organizing events such as exhibitions/trade shows, investor meets, road shows, and all other related activities.
5. PR activities highlighting the mission and its activities across all media within the state and outside.

### **Procedure for Empanelment**

EOIs are invited all eligible and interested advertising agencies for empanelment with Suchitwa Mission as per following procedure

- EOI may be submitted in the format attached as (Annexure – I)
- Screening of EOIs as per eligibility conditions based on documents submitted
- Evaluation and short-listing of agencies based upon the criteria mentioned (Annexure -2) and documents submitted
- Only those agencies scoring above marks in the evaluation will be invited to submit technical and financial proposals by Suchitwa Mission
- Presentation by the final short –listed agencies to selection committee for empanelment

The application may be submitted to Executive Director, Suchitwa Mission, Swaraj Bhavan, Nanthencode, Thiruvananthapuram 695003 in a cover super scribed EOI for advertisement agency on or before 4 PM on 30.09.2019

Suchitwa Mission reserves the right to accept or reject any application for empanelment without assigning any reasoning whatsoever.

### **Annexure 2**

**The evaluation will be as per the criteria and weightage below**

<b>Sl. No</b>	<b>Criteria</b>	<b>Max. Score</b>	<b>Guidelines</b>	<b>Proof to be submitted</b>
1	Annual Turn Over (3 years)	5	Min. 5 crores continuously for last three financial years	Audited balance sheet of the company
2	Company Profile	10	Experience of key persons in the agency	Brief profile of key persons including the period in the company
3	Office in Trivandrum and across the state	10	Office in Trivandrum	Address Proof
4	Work experience with Govt./PSUs	10	To have good public sector clientele	Copies of work orders/performance certificates/letters etc

<b>Sl. No</b>	<b>Criteria</b>	<b>Max. Score</b>	<b>Guidelines</b>	<b>Proof to be submitted</b>
5	Experience in handling exhibitions & events	10	Should have handled exhibitions / trade fairs etc for clients. Stall design & setting up	Copies of work orders/performance certificates/letters/photographs etc.
6	Experience in PR	10	PR work for large corporations for 3 years	Details of work carried out
7	Brochures, In house magazines etc.	10	Should have prepared brochures /magazines for clients	copies of work done to be submitted
8	Creative print advertisements, designs, advertisements in TV, radio etc	25	Should have the infrastructure and personnel for making creative advertisements for all media	Top 3 creatives ads done for print and 2 for television/radio to be submitted
9	Innovative creatives and advertisements in social or other media	10	Innovative works in social or other media which garnered public attention	Proof of innovative works done to be submitted
<b>10</b>	<b>Total</b>	<b>100</b>		

## Annexure 1

Name of the Agency	
Registered Office	
Address of Trivandrum, Kochi and other offices	
Nature of Agency (Ltd Co., Partnership etc) Attach copy of partnership Deed/Certification of Incorporation	
Year of Establishment	
Registration No, if any	
Trade License No. (Attach Photocopy)	
Address of communication	
Telephone No of the contact person (Mobile No. if any)	
Name of Director/Proprietor/Partners (with address and telephone no.)	
GST Number (Copy to be attached)	
Name of Bankers with full address	
Is your agency associated with INDIAN NEWSPAPER SOCIETY (INS)? If yes, how long your agency is a member of INS (Provide details including registration number)	
Whether any Civil Suit/Litigation arisen in the contract executed during the last five years/being executed. If yes, please furnish the name of the Contract, employer nature of work, contract value, work order and date and brief details of litigation.	
Are you already an empanelled advertising agency of Ministries/PSUs Organizations/Institutions? if yes give details	
Details of total experience in advertising	
Details of manpower at each office	
Details of work relating to Exhibitions, Trade fairs and specific events	
PR exercise done for clients	
Top 3 creative ads done for print and 2 for television/radio to be submitted	
Any innovative ad/creatives done in any kind of media, if yes submit proof	

Authorized Signatory

Name & Details