



## PUNJAB CENTRAL BUSINESS DISTRICT DEVELOPMENT AUTHORITY (PCBDDA)



### INVITATION TO BID TENDER IDENTIFICATION NO. PCBDDA/PRO/TENDER/2023-24/12 HIRING OF MARKETING, CREATIVE & DIGITAL MEDIA SERVICES ON RETAINERSHIP BASIS

Sealed Bids for the provision of Marketing, Creative & Digital Media Services for PCBDDA on Retainership Basis are invited from Bidders i.e., firms/companies/sole proprietor registered with FBR, PRA & Relevant Authorities. The Bids shall be received as per **Single Stage Two Envelope Bidding Procedure**. Bidding Document, in the English language, can be purchased by the interested Bidders on the submission of a written application to the addressee below and upon payment of a non-refundable fee of Pak **Rs. 10,000/-** which shall be submitted in the form of Pay Order / CDR in favor of **“Punjab Central Business District Development Authority.”**

PCBDDA intends to hire a marketing agency for Marketing, Creative & Digital Media Services for PCBDDA on Retainership Basis. The agency for complete marketing, creative & digital media content development will provide marketing content in accordance with brand manual of the Authority for social media and mainstream media. The Agency will be responsible for creation of all designs including brand research, creative management, content writing, static and moving artwork and design, videography for digital content, Video editing, basic 3D artwork & animation, going live on events, campaign planning, supervise production quality of print work etc.

Bids must be delivered to the addressee below on or before **December 29, 2023, at 1100 Hours**. All Bids must be accompanied by a Bid Security amounting to **PKR 200,000/-** in the form of CDR / Bank Guarantee / Demand Draft / Pay Order in favor of Punjab Central Business District Development Authority. Late Bids shall be rejected. The Bids will be opened on the same day at **1200 Hours** in the presence of the Bidders' representatives who may choose to be present at the address below. Interested eligible Bidders may obtain further information from Punjab Central Business District Development Authority at the address given below from **0900 to 1700 Hours on Working Days (Monday to Friday)**.

Bidding Document is immediately available after date of publication. **Punjab Central Business District Development Authority** will not be responsible for any cost or expense incurred by Bidders in connection with the preparation or delivery of Bids. In case of official holiday on the day of submission, next day will be treated as closing date. The Bidding Document carrying all details can also be downloaded from **PCBDDA's website [cbdpunjab.gov.pk](http://cbdpunjab.gov.pk)** and website of Punjab Procurement Regulatory Authority <http://ppra.punjab.gov.pk>.

**DIRECTOR PROCUREMENT**

**Punjab Central Business District Development Authority (PCBDDA)**

CBD Complex (Ex Walton Airport) Lt (Navy), Yasir Shaheed Road, Lahore | Tel: 042-99058100

Email: [procurement@cbdpunjab.gov.pk](mailto:procurement@cbdpunjab.gov.pk) | Website: [www.cbdpunjab.gov.pk](http://www.cbdpunjab.gov.pk)