GOVERNMENT OF PAKISTAN
FEDERAL OMBUDSPERSON SECRETARIAT
For Protection against Harassment of Women at the Workplace (FOSPAH)

EXPRESSION OF INTEREST (EOI)

Call for Open Competition for the Appointment of Advertising Agencies

1. Federal Ombudsperson Secretariat for Protection against Harassment of Women at the Workplace (FOSPAH), Head Office Islamabad, intends to hold an open competition for the appointment of advertising agencies for handling of its display/ classified advertisements/ publicity assignments for a period of two years as per PID Guidelines 2021.

2. All the advertising agencies enlisted with Press Information Department (PID), Government of Pakistan are requested to submit their profile, visual content , design and artwork for Print, Electronic , Digital and social media on the following themes:

- **Market Research and Campaign strategy**
- **Social Media Campaigns**
- **Paid Digital Advertising**
- **Website Development & Optimization**
- **Content Cretin for Workshops & Events, PSA's and other Creative Assets**
- **Campaign Tracking & Analytics**
- **Influencer Engagement**
- **Television Commercials (TVCs) and Print Media Advertising**

3. Selection/ Appointment of advertising agencies will be in accordance with Guidelines and procedures of Advertisement Policy 2021, issue by Press Information Department (PID).

4. For eligibility criteria and further details, please refer to PID's advertisement policy 2021 (as amended in year 2022) available at www.pid.gov.pk & the advertisement / eligibility criteria is also available on FOSPAH's website www.fospah.gov.pk . Tender document is also available on EPADS and PPRA website. The interested firms to ensure their profile submission within ten days of publishing on EPADS (www.eprocure.gov.pk).

Note: The shortlisted agencies will be later on called for a comprehensive presentation before the selection committee.

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