FEDERAL OMBUDSPERSON SECRETARIAT

FOR PROTECTION AGAINST HARASSMENT OF WOMEN AT THE WORKPLACE

1st Floor, LG&RD Complex, Behind SBP, Opposite ILO Building, G-5/2

EXPRESSION OF INTEREST (EOI)

Hiring of Advertising Agency for Public Awareness & Outreach | September 2026

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1. Brief introduction

The Federal Ombudsperson Secretariat for Protection Against Harassment (FOSPAH) is an autonomous quasi-judicial statutory body operating under the Protection against Harassment of Women at the Workplace Act, 2010. It also exercises responsibilities under the Enforcement of Women's Property Rights Act, 2020, concerning women's property rights in Islamabad Capital Territory.

FOSPAH promotes safe and respectful workplaces and public awareness of workplace harassment, legal rights, responsibilities, and available complaint and redress mechanisms.

2. Scope of services

The selected agency shall provide integrated communication, creative, media, digital and public-awareness services in coordination with FOSPAH. Services may include:

2.1 Strategy, planning and messaging

- Conduct in-depth research to assess public awareness and perceptions of workplace harassment, FOSPAH's mandate and available redress mechanisms. Identify relevant cultural and societal factors, information gaps and communication needs relating to workplace harassment and women's rights.
- Develop integrated communication and awareness strategies aligned with FOSPAH's mandate, campaign objectives, target audiences and desired communication outcomes.
- Prepare communication/content calendars, media plans, campaign roll-outs and multilingual approaches in English, Urdu and relevant regional languages, including Pashto and Balochi where required.
- Promote FOSPAH's mandate, services, helpline (**03444 367 367**), complaint email (complaints@fospah.gov.pk), website and mobile application on **Google Play Store** and **Apple App Store.**

2.2 Creative and production services

- Develop campaign identities, key visuals, static artwork, social posts/carousels, posters, banners, standees, infographics, digital display creatives and print-ready materials.
- Produce animations, motion graphics, short-form videos, reels, explainers and public service announcements(PSAs/PSMs) for institutional, legal and awareness messages.
- Prepare campaign toolkits, event/workshop materials, brochures, leaflets, flyers, information sheets, newspaper advertisements, op-eds, feature articles and public-distribution materials.
- Develop outdoor creatives for billboards, Streamers, transit/public transport and other out-of-home placements, ensuring visibility, readability and cultural relevance.

2.3 Traditional media, digital and social media

- Develop TV and radio advertisements, including concept, scripts, casting/voice, production and post-production, and recommend appropriate placement.
- Plan print and out-of-home advertising and support placement in relevant newspapers, magazines, broadcast channels and high-traffic locations.
- Develop and adapt content for FOSPAH's website and applicable official channels, including Facebook, Instagram, LinkedIn, YouTube, TikTok and X.
- Plan and optimise paid digital campaigns; define audience targeting; monitor online conversations and search trends; and improve content, targeting, placement and media allocation using performance data.
- Support website content, campaign pages, FAQs, search-engine optimisation and marketing to direct users to official information, complaint mechanisms and digital services.

2.4 Public relations, monitoring and partnerships

- Prepare press releases and media kits with approved visuals, statistics and quotes; identify relevant influencer/content-creator opportunities for awareness objectives.
- Monitor print, broadcast and online media; track reach, impressions, engagement, video views, website/application traffic, media coverage and helpline-related indicators where applicable.
- Set campaign-specific KPIs and submit performance reports with recommendations for improvement.
- Support approved partnerships with educational institutions, corporate organisations, ride-hailing platforms and community stakeholders; tailor outreach to local languages and contexts.

2.5 Institutional visual identity

All materials shall maintain a professional and consistent FOSPAH identity. Institutional green, lilac/purple and a subtle hint of orange shall guide the palette, with suitable shades and neutrals for readability. Campaign-specific adaptation is permitted, but designs must not resemble or suggest the identity, branding or colour scheme of any political party, political campaign or unrelated organisation.

3. Applicant eligibility and PID enlistment

Applicants must meet the applicable Press Information Department (PID) enlistment requirements and submit relevant evidence, in addition to the requirements expressly stated in this EOI.

4. Selection procedure and thresholds

Applications will be evaluated in two phases. Only applicants submitting complete documentation will proceed to Phase I.

Phase	Evaluation	Marks
Phase I	Agency profile and supporting documents	55
Phase II	Creative samples and integrated campaign presentation	45
Total	Combined score	100

Agencies scoring at least 35/55 in Phase I will be shortlisted for Phase II. ONLY shortlisted agencies will be invited to present on the brief provided by FOSPAH. Applicants who do not qualify for Phase II will not be invited to present. This condition applies to all applicants.

A minimum combined score of 65/100 is required for pre-qualification. Applicants who do not qualify for Phase II will not be invited to present. A minimum combined score of 65/100 is required for pre-qualification. FOSPAH may arrange a visit or meeting with an applicant where necessary. Phase I and Phase II marks will be combined.

5. Phase I evaluation criteria | 55 marks

Evaluation category	Assessment	Marks
Relevant advertising and creative experience	Quality/relevance of campaigns, digital content, public-awareness work, brand communication and media strategy, particularly for NGOs, UN/international organisations, public-sector institutions, development partners, social-impact and women-focused initiatives. Submit portfolio, role, scope and outcomes where available.	10
Client portfolio and relevant experience	Separate public/private client lists on company letterhead, supported by campaign examples and available outcomes. 1 mark per qualifying active client; priority-category clients receive two marks instead of one, within the overall cap.	20
Human resources and professional capacity	Relevant professionals in media planning, creative/content development and client service/account management. One mark per eligible professional with at least five years' relevant experience, maximum 10. Provide name, designation, category, experience and qualification on company letterhead and certify availability.	10
Financial capacity	1 mark per PKR 2 million verified annual turnover, maximum 5 Marks. The turnover shall be based on the Financial year 1st July 2025–30 June 2026, supported by FBR records/ tax filings and bank statements. Agency must demonstrate financial capacity to sustain not only project costs but also potential administrative delays in payments.	5
Innovation, digital capability and campaign impact	Demonstrate innovative, audience-focused digital campaigns in public awareness, social impact, women's rights, workplace or public-interest areas. Provide examples, audiences, platforms and measurable outcomes where available.	10
Total		**55**

6. Phase II evaluation criteria | 45 marks

6.1 Creative and institutional communication samples | 20 marks

Only agencies shortlisted after Phase I will be asked to submit at least two creative options for each item below:

- 16 Days of Activism: display advertisement on ending violence against women and workplace harassment, with a clear public-awareness message.
- Pakistan Independence Day: display advertisement aligned with FOSPAH's institutional identity, mandate and values.
- FOSPAH institutional/promotional advertisement: highlight FOSPAH's mandate on workplace harassment and women's property rights.
- Annual report sample: professional sample of no more than 25 pages showing institutional information, achievements, statistics and programme highlights. Layouts, infographics, data visualisation, photography and charts may be included.

Evaluation component	Marks
Understanding of FOSPAH mandate, brief and communication objective	3
Creativity, originality and strength of central concept	4

Clarity and effectiveness of key message	3
Visual communication, design and overall execution	3
Relevance to target audience and Pakistani context	2
Institutional positioning, visual identity and appropriate colour palette	2
Tagline, copywriting and message retention	2
Adaptability across communication formats	1
Total	20

6.2 Integrated advertising and public-awareness campaign | 25 marks

Shortlisted agencies shall present an integrated FOSPAH awareness campaign based on one strong central creative idea adaptable across platforms. The presentation must cover:

- Campaign concept and central creative idea; communication objectives; target audiences; key messages and calls to action.
- Media/platform strategy, including relevant television, radio, digital and social-media channels.
- Static and digital applications, video/animation concept and social-media approach.
- Campaign phases/roll-out and indicators for reach, engagement and impact.

Evaluation component	Marks
Overall campaign strategy and understanding of FOSPAH communication objectives	5
Strength and originality of central creative concept	5
Target audience, messaging and communication approach	3
Integrated media and platform strategy	3
Digital/social-media strategy, innovative formats and engagement mechanisms	3
Quality and adaptability of static, video and animation concepts	3
Measurement, reach, engagement and impact indicators	3
Total	25

7. PRE-QUALIFICATION FORM FOR HIRING OF ADVERTISING AGENCY

Advertising Agency Name: _____

Pre-qualification Details

Sr. No.	Phase I Evaluation Category	Details	Remarks
1	Relevant Advertising and Creative Experience		
2	Client Portfolio and Relevant Experience		

Sr. No.	Phase I Evaluation Category	Details	Remarks
3	Human Resources and Professional Capacity		
4	Financial Capacity		
5	Innovation, Digital Capability and Campaign Impact		

Documents to be Attached:

Sr. No.	Category	Quantity	Remarks
1.	**NTN and Active Income tax payer list document**		
2.	**FBR document mentioning turnover 01 July 2025 to 30 June 2026**		
3.	**PID registration certificate**		
4.	**APNS active member certificate**		
5.	**PBA active member certificate**		
6.	**Experience Letter (Company letterhead)**		
7.	**Clientage list (on Company letterhead)**		
8.	**Name and designation wise manpower detail (regular/permanent) on company's letterhead**		
9.	**Bank statement 01 July 2025 to 30 June 2026**		
10.	**Affidavit on stamp paper that agency has no litigation or case against FOSPAH in any court**		
11.	**Affidavit on stamp paper that the agency is not blacklisted by Ministry/Division/Government Department/Government Organization or Federal / any Provincial Government**		
12.	**Any Other Detail**		

Advertising Agency Name: _____

Full Name: _____ Designation: _____

CNIC: _____ Phone/Fax: _____

Address: _____

Mobile: _____ Email: _____

Date: _____