



IGNITE - NATIONAL TECHNOLOGY FUND

EXPRESSION OF INTEREST (EOI)

**APPOINTMENT OF
PANEL ADVERTISING
AGENCIES THROUGH OPEN
FRAMEWORK AGREEMENT**

Date: 1st August, 2026

1. Background

Ignite – National Technology Fund under the Ministry of IT & Telecom, is mandated to fund and promote the innovation value chain in Pakistan. Ignite funds incubation centers and innovative projects which utilize fourth industrial wave technologies to solve local problems and to target opportunities in health, energy, agriculture, telecom, finance, and other verticals. The strategic framework rests on five pillars: nurturing innovation & entrepreneurship, advancing AI & emerging technologies, building digital skills & human capital, supporting economic development, and enabling multisectoral collaboration. The key initiatives of Ignite National Technology Fund are available at **Annexure A**. For more information about Ignite please visit: <https://ignite.org.pk/>

2. Purpose and Scope of this Expression of Interest

To effectively promote and enhance the visibility of Ignite's initiatives, programs, success stories, startup ecosystem interventions, events, workshops, conferences, exhibitions, and participation in local and global technology forums, Ignite intends to undertake comprehensive 360-degree branding, marketing, and communication campaigns.

These campaigns will utilize a wide range of communication channels, including Print Media, Electronic Media (TV & Radio), Public Relations, Content Development, Outdoor Advertising, Social Media & Digital Media, Digital Advertising and Content Boosting, Influencer Outreach, Branding, and any other communication platforms.

For this purpose, Ignite intends to invite Expressions of Interest from eligible advertising agencies for empanelment to provide integrated marketing, communication, media planning, media buying, creative development, branding, local and international events propagation and promotional services on an as-and-when-required basis over the empanelment period. The selection of advertising agencies shall be carried out through an open, transparent, and competitive process in accordance with the Press Information Department (PID) policy, guidelines & procedures.

3. Scope of Services

The scope of services to be provided by the panel advertising agencies includes, but is not limited to the following:

3.1 Print Media

- Design and develop print advertisements.
- Arrange publication of advertisements.
- Undertake media planning and media buying.
- Recommend publication schedules and media selection.
- Facilitate publication in national, regional, local, international, and specialized newspapers and magazines.
- Design advertorials, supplements and public awareness campaigns.
- Ensure publication compliance and provide publication evidence.

- Prepare and publish press releases, articles, reports, interviews etc. of local and international print media.

3.2 Electronic Media

- Development of integrated television and radio advertising campaigns.
- Conceptualization, scripting, storyboarding, and production planning.
- Production of television commercials, radio spots, documentaries, public service messages, testimonials, animations, and promotional content.
- Media planning and airtime acquisition.
- Negotiation and placement of media slots.
- Coordination with television channels, radio stations, and production houses.
- Campaign scheduling, execution, monitoring, and optimization.
- Verification of airtime and campaign delivery.
- Arrange and coordinate guest appearances of Ignite representatives/officials on television programs, as well as the design, scheduling, and broadcast of television tickers/crawlers on relevant channels, as required from time to time.

3.3 Digital Media

- Development and execution of digital communication strategies.
- Social media campaign planning and management.
- Regularly managing Ignite's social media handles, content creation, caption creation, and content posting.
- Paid digital advertising, content boosting, and digital media buying campaigns.
- Growth hacking.
- Audience targeting, segmentation, and retargeting.
- Campaign management across platforms including Google, YouTube, LinkedIn, Facebook, Instagram, X, TikTok, Threads, and any other social and digital platforms.
- Influencer outreach and digital advocacy campaigns.
- Podcasts and webinars.
- Local and international digital publications.
- Online reputation management and community engagement.
- Social listening, trend monitoring, and performance optimization.
- Promotion of local and international events, exhibitions, roadshows, and seminars etc.
- Search engine optimization and search engine marketing.
- Preparation and dissemination/publishing of press releases, positive articles, blogs, interviews etc. on local and international websites.
- The agency may be required to deploy dedicated resource(s) at Ignite's office for the design and regular posting of digital media content, on a full-time/onsite basis.

3.4 Creative Development & Content Production

- Development of campaign concepts, themes, logos, messaging frameworks, artwork, and communication strategies.
- Branding and creative direction.
- Graphic design and visual communication materials.
- Copywriting and content creation for print, digital, and electronic media.
- Motion graphics, reels and animation.
- Video recording, production and post-production.
- Documentary, promotional videos, and professional podcast production.
- Photography and visual storytelling.
- Infographics, presentations, and multimedia assets.
- Development of success stories, positive articles, press releases, interviews, impact stories, case studies, video testimonials, and any other promotional content.
- Photography and videography coverage, as per requirements.

3.5 Branding, Promotional & Corporate Communication Materials

- Design and production of banners, standees, backdrops, and event branding materials.
- Design and printing of flyers, brochures, booklets, newsletters, reports, annual reports, and corporate publications.
- Development of branding kits, brand books, and other corporate identity materials.
- Design and production of souvenirs, promotional merchandise, giveaways, and gift items.
- Exhibition booth branding and installation, roadshows etc.
- Development of marketing collateral and information materials.

3.6 Event Promotion, Public Relations & Media Outreach

- Development and execution of event promotion strategies.
- Promotion of conferences, seminars, workshops, consultative sessions, technology expos, startup showcases, competitions, hackathons, product launches, and national campaigns across print, social/digital, electronic, earned, and outdoor media.
- Preparation and dissemination of press releases, interviews & articles etc. on local & international newspapers and websites.
- Preparation and dissemination of media advisories, and press kits.
- Media liaison and relationship management.
- Facilitation of press conferences, media briefings, and interviews.
- Media invitation management.
- Earned media campaigns across print, electronic, and digital platforms.
- Coordination with print, electronic, and digital media outlets.
- Monitoring and analysis of media coverage.

- Crisis communication support, where required.
- Documentation and reporting of event publicity and media impact.

3.7 Outdoor Advertising and Out-of-Home (OOH) Media

- Develop outdoor advertising strategies and media plans aligned with campaign objectives.
- Identify and recommend high-visibility locations and appropriate outdoor media formats.
- Plan, procure, and manage outdoor media placements.
- Design, produce, install, maintain, and remove outdoor advertising materials, including through the following formats:
 - Billboards (static & digital); bridge and pole streamers; lamp-post banners; building wraps; wall branding; bus and transit branding; airport and railway station advertising; LED screens and digital displays; event and directional signage; streamers, and other approved outdoor advertising mediums.
- Develop creative concepts and artwork in accordance with Ignite's branding guidelines.
- Obtain necessary permissions, permits, approvals, and NOCs from relevant authorities.
- Ensure compliance with applicable laws, regulations, and municipal advertising policies.
- Monitor campaign execution and maintain visibility throughout the campaign period.
- Provide outdoor branding support for conferences, workshops, exhibitions, startup events, launches, and national awareness campaigns.
- Conduct site inspections and ensure timely replacement or maintenance of damaged materials.
- Submit photographic and geo-tagged evidence of installations and campaign execution.

A dedicated “Key Account Manager” should be assigned to our organization for above mentioned scope of work.

4. Mandatory Eligibility Criteria

Advertising agencies intending to participate in this EOI must, at the time of submission, satisfy all of the following mandatory eligibility criteria and provide documentary proof/certificates in support:

S. No.	Eligibility Criteria	Documentary Evidence Required
1	Accreditation /Enlistment/ Registration	• Copy of valid PID accreditation/enlistment certificate • Proof of registration certificate with All Pakistan Newspaper Society (APNS) • Proof of registration certificate with Pakistan Broadcasters Association (PBA)
2	Tax Registration	• Proof of National Tax Number (NTN) certificate • Proof of Sales Tax Registration certificate

S. No.	Eligibility Criteria	Documentary Evidence Required
		Proof of Active Taxpayer status from the Federal Board of Revenue (FBR). Must be on active tax payer list of Federal Board of Revenue (FBR)
3	No Blacklisting/Suspension	Affidavit on stamp paper of PKR 100, duly signed, stamped and notarized, affirming the agency is not blacklisted, debarred, or suspended by PID, APNS, or any Federal/Provincial Government entity. The agency shall also hereby certify that it is not currently involved in any active litigation or arbitration with government that materially impairs its ability to deliver the services.
4	Legal Standing	Certificate of Registration/Incorporation (SECP registration for companies; Registrar of Firms certificate for partnerships; NTN/business registration for sole proprietorships) clearly showing the date of incorporation/registration.

EOIs submitted by agencies that do not meet all of the above criteria, or that fail to provide the requisite supporting documents, shall not be considered for further evaluation.

5. Submission of Agency Profiles

Agencies desiring to participate should submit their profile/portfolio to the Head Procurement, Ignite — National Technology Fund, on their letterhead, along with the following documents.

#	Document / Information Required
1	Documentary Proof of Relevant Experience: Agency shall submit documentary evidence demonstrating relevant experience over the last five (5) years, comprising the following: Client List: A list of the top five (5) clients served during the last five years, indicating client name, sector, nature of engagement, duration and value of assignment. Work Orders/Contracts: Copies of work orders/contracts issued by the respective clients. Sample Work/Campaign Portfolio: Samples of previously executed assignments or campaigns covering all mediums specified under the Scope of Services, namely: - Print media advertisements/campaigns - Electronic media advertisements/campaigns - Social and digital media advertisements/campaigns - Events propagation campaigns - Public Relations (PR) campaigns - Outdoor advertisement (OOH) campaigns Preference shall be given to agencies with demonstrated experience in the public sector, telecom, and technology sectors.

#	Document / Information Required
2	Ownership status — Individual / Partnership / Company.
3	Names of Managers / Owners / CEO / Directors / Partners.
4	Financial Position: Name of bank(s) and Copy of audited annual accounts (of last 3 years).
5	Proof of registration certificate with the Pakistan Advertising Association (PAA)
6	Location of agency's head office / sub-offices and number of branches.
7	• Area of operations / services offered. • Organizational chart showing all functional departments. • List of in-house employees with: ◦ Name ◦ Designation ◦ Department ◦ Employment status (In-house/Outsourced) ◦ Years of relevant experience and area of expertise ◦ Key personnel CVs. • Details of Digital Marketing Team including expertise in: ◦ Social Media Management ◦ SEO/SEM ◦ Digital Advertising ◦ Content Marketing ◦ Analytics & Reporting ◦ Campaign Management • Details of production facilities and equipment owned or operated by the firm (e.g., studio, editing suite, cameras, creative software, production infrastructure) • Declaration identifying which services are performed in-house and which are outsourced, if any.
8	Awards won, if any.

6. Technical Evaluation Criteria

Advertising agencies shortlisted after successfully meeting the Mandatory Eligibility Criteria shall be further invited for presentations and evaluated on the basis of the following Technical Evaluation Criteria:

[illegible]



	campaign analytics.		
	Strength of In-house Human Resources: Total number of permanent in-house employees relevant to the scope of services, supported by an organizational chart and employee list.	5	
	Experience of Key Personnel: Relevant professional experience (in years) and qualifications of the proposed key personnel supported by CVs.	5	
IV.	Presentation in accordance with details available in Section 8	25	25
	Total Marks		100

7. Terms & Conditions

Advertising agencies intending to participate in this competition will be required to fulfil the following requirements:

1. The EOI, together with all supporting documents, must be duly signed and stamped by an authorized representative of the agency.
2. Submissions must be uploaded on or before the closing date and time specified in the public advertisement.
3. Any information found to be false, misleading, or misrepresented at any stage shall result in immediate disqualification and may lead to further action, including blacklisting.
4. Costs incurred by an agency in the preparation and submission of its EOI, including creative/artwork developed for the presentation, shall be borne solely by the agency; Ignite shall not be liable for any such costs under any circumstances.

8. Presentation Requirements

Short-listed agencies will be invited for a presentation. Each shortlisted agency will be given a maximum of 30 minutes for its presentation. The presentation shall focus on the following:

1. List of the agency's top five clients served during the last five years, indicating client name, sector, nature of engagement, and duration/value of assignment.
2. Showcase one best outreach campaign, executed for top-tier clients, demonstrating integrated execution across all mediums specified under the Scope of Services, namely.
 - Print media advertisements/campaigns
 - Electronic media advertisements/campaigns
 - Social and digital media advertisements/campaigns
 - Events propagation campaigns
 - Public Relations (PR) campaigns
 - Outdoor advertisement (OOH) campaigns
3. Proposed approach/plan for enhancing Ignite's brand visibility and stakeholder engagement, covering:
 - a) Marketing and Communication Strategy: overall strategic approach for positioning and promoting Ignite; understanding of Ignite's mandate, target audiences, and key communication objectives; proposed campaign theme, messaging framework, and communication approach.
 - b) Electronic Media: concept and creative approach for a 15–20 second promotional TVC; radio campaign concept (sample radio spot jingles) and key messaging.
 - c) Print Media: sample concepts for print advertisements (up to five advertisements).
 - d) Social and Digital Media: social media and digital advertising strategy; sample content ideas, content posting strategy, digital advertising approach, influencer engagement, and growth-hacking strategy.



- e) Public Relations: proposed PR and media outreach strategy, including press coverage, stakeholder engagement, and thought-leadership opportunities.

9. Submission Details and Contact Information

Proposals in sealed envelopes, clearly mentioning the name of EOI on top must reach at the address given below by **1100 hours** on **August 17, 2026**.

All correspondence on the subject may be addressed to the undersigned.

Head Procurement

Ignite - National Technology Fund

3rd Floor, Telecom Foundation Complex, 7 Mauve Area, G-9/4, Islamabad

Phone: 051-9107441-6 | Cell: 0306 1991234 | Fax: 051-9107447

Email: procurement@ignite.org.pk

ANNEXURE A

Ignite's Key Initiatives

National Incubation Centers (NICs) Program

The National Incubation Centers (NICs), an initiative of Ignite under the Ministry of IT & Telecom, are among Pakistan's most impactful entrepreneurship development programmes. By promoting entrepreneurship as a viable career path, NICs have transformed the country's startup ecosystem, empowered youth-led innovation, and attracted significant local and international investment.

Ignite currently operates a network of eight NICs in Islamabad, Lahore, Karachi, Peshawar, Quetta, Hyderabad, Faisalabad, and Rawalpindi. Collectively, these centers have incubated over 2,170 startups, facilitated Rs. 33.6 billion in committed investments, generated Rs. 34 billion in revenue, supported 690+ women founders, and contributed to the creation of more than 185,000 jobs.

DigiSkills.pk

DigiSkills.pk is Pakistan's largest online digital skills training initiative, designed to equip youth, freelancers, and professionals with market-relevant digital skills. Since inception, the platform has delivered over 5.18 million trainings across 25 technical, creative, and business domains. For 2025–26, the programme is projected to complete over 932,000 trainings and support approximately 140,000 earning freelancers.

Center of Excellence in Gaming & Animation (CEGA)

CEGA is a flagship initiative designed to strengthen Pakistan's gaming, animation, and creative technology ecosystem. Through state-of-the-art facilities in Lahore and Karachi, CEGA provides specialized training, startup incubation, industry networking, and collaborative opportunities to develop globally competitive talent and businesses in game development, 3D animation, visual effects, and emerging creative technologies.

The initiative aims to support 40 startups and train 2,000 individuals annually, with a long-term target of incubating 200 startups and training 10,000 individuals over five years, contributing to job creation, freelance opportunities, and IP-based exports.

Prime Minister's Cloud Program for Startups

This programme supports technology startups by reimbursing up to 60% of cloud infrastructure costs through a merit-based framework. Launched in January 2026, it has received strong industry interest, with over 215 applications submitted in its first batch, lowering the cost barrier for early-stage startups and helping them scale.

Digital Pakistan Cybersecurity Hackathon

A flagship national cybersecurity platform combining hands-on workshops, competitions, and talent development programmes across multiple cities. The initiative has trained approximately 7,500 individuals, with many participants securing roles in cybersecurity across Pakistan and international markets.

Prime Minister's SPARK & ELEVATE Program

SPARK and ELEVATE are Ignite's two connected national research and innovation funding programmes under MoITT, designed to move technology solutions from early research through to commercial products. SPARK supports early-stage applied research and functional prototype development, while ELEVATE supports late-stage refinement, validation, and commercialization of technologies with an advanced prototype or proof of concept, ultimately strengthening links between academia, industry, government, and investors.

UPCOMING / FUTURE PROJECTS

Women Innovation & Startup Empowerment (WISE) Lab

A dedicated incubation center in Islamabad for women-led startups, supporting 20+ startups annually, plus 200+ female micro-entrepreneur bootcamps per year across all provinces and AJK. The initiative directly targets Pakistan's 82% female labor force exclusion rate by funding and mentoring women founders, creating employment for women as founders, employees, and micro-entrepreneurs.

Code4AI

Intensive AI programming bootcamps targeting 7,500 youth across major cities, combining AI, blockchain, and quantum computing with an industry-aligned curriculum and global partner engagement. The programme is projected to add \$300M annually to Pakistan's IT exports, with graduates placed in high-demand AI roles locally and internationally, significantly reducing youth unemployment.

SAP Skills Development & Employment Facilitation

An end-to-end programme certifying 2,500 youth in globally recognized SAP ERP, with soft skills and language training, employer engagement, and visa facilitation for international placement. The programme directly places graduates in high-paying remote and overseas SAP roles, boosting remittances and reducing underemployment among IT graduates.

National AI Innovation Hub (NAIIH)

A government-owned sovereign AI compute infrastructure in secure data centers, enabling AI training and R&D for startups, academia, and government, and reducing dependence on foreign platforms. NAIIH aims to create a domestic AI research and engineering workforce, positioning Pakistan to export AI-driven products and services with multiplier effects across all industry sectors.

Pakistan Venture Fund

The Prime Minister's Pakistan Venture Fund is a strategic step towards revitalizing the venture capital industry in Pakistan. At a time when startup funding has declined significantly from approximately USD 350 million in 2021-22 to around USD 37 million in 2024, this initiative signals the Government's commitment to rebuilding investor confidence. Through this initiative, the Government, via Ignite, is committing USD 10 million as a risk-mitigating investment to unlock private capital, attract foreign investment, and support the growth of startups at scale. Venture-funded startups are proven job creators, with each dollar of VC deployed generating multiples in employment, revenue, and ecosystem development.



Danish Pods

Outdoor Digital Learning Pods deployed in underserved communities, providing Urdu-language content in digital literacy, e-health, and civic engagement for marginalized groups. The initiative raises digital literacy in communities currently excluded from the digital economy, expanding the employable and entrepreneurial base for Pakistan's future tech workforce.