



Bahria University Library Islamabad

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Bahria University
Discovering Knowledge
An Initiative of Pakistan Navy



REQUEST FOR PROPOSALS (RFP)
For Appointment of Advertising Agencies

Equal opportunity for All

Bahria University invites proposals from reputable advertising agencies for handling its publicity and media assignments for a period of two (02) years. Agencies must have fully functional offices in Islamabad, Karachi, and Lahore, along with skilled teams and proven experience in print, electronic, and digital media.

Agencies are required to submit a comprehensive company profile, and must demonstrate relevant experience, preferably in the academic sector, by submitting a concise and high-quality portfolio. The submission should include the top three (03) best-performing creative samples, such as print advertisements, social media posts (static and/or dynamic), and digital campaign and creatives, including artwork, slogans, taglines, and concept notes, as well as experience in video production such as documentaries, TV commercials, testimonials and measurable outcomes including engagement, reach, and conversions.

Note:

- The proposal should clearly outline the agency's expertise in other Services., including SEO, SEM, Public relations, media management and event management etc.
- Agencies must attach valid registration certificates with SECP, APNS, PBA, PID, NTN, and GST.
- Agencies are requested to prioritize quality over quantity, highlighting their most innovative, impactful, and result-driven work.
- The deadline for submission of proposals is **26 April 2026**.
- Agencies are requested to submit Proposals in both hard and soft formats.
- For further details, please refer to the Advertising Policy 2021 (Guidelines & Procedures) available on the PID website at www.pid.gov.pk.
- For any queries, please contact 051-9260002 Ext 1665 or 051 9264091 or email at adbrandmgt@bahria.edu.pk.
- Hard copies can be submitted at the following address

PID (I) 8220/25

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