

April 06, 2022 - Wednesday

Contracting Officer (GSO)  
U.S. Consulate General, Karachi  
Plot 3-5, New TPX Area – Mai Kolachi  
Karachi, Pakistan

E-mail: [krcprocurementcontracting@state.gov](mailto:krcprocurementcontracting@state.gov);  
Phone: 92-21-3527-0000

**Subject:** Request for Price Quotation – PR10641071 Outdoor Marketing Campaign for U.S. Consulate General, Karachi. The Consulate requests your price quote on a priority basis for the following supply/services:

**1. ITEM DESCRIPTION:**

The U.S. Consulate General, Karachi requires Outdoor Marketing Campaign under a firm-fixed priced Purchase Order. Price must remain valid for sixty (30) days and shall not be revised until delivery is made in accordance with resultant purchase order.

**2. Pricing Table:**

<b>S. No</b>	<b>Description of Services</b>	<b>Quantity</b>	<b>Lump Sum per milestone</b>	<b>Total Price (in PKR)</b>
1	The Public Affairs Section (“PAS”) of the Consulate General of the United States in Karachi (“Consulate”) requires marketing services to design an outdoor marketing campaign that targets audiences in Karachi, Hyderabad, and Quetta ( <b>Lump sum price</b> )	01 Job		
Grand Total Price				

### 3. SCOPE OF WORK:

#### **U.S. Consulate Karachi Public Affairs Section Statement of Work: Outdoor Marketing Campaign**

##### **Service description:**

##### **Analyze first and then develop the plan**

The Public Affairs Section (“PAS”) of the Consulate General of the United States in Karachi (“Consulate”) requires marketing services to design an outdoor marketing campaign that targets audiences in Karachi, Hyderabad, and Quetta. The selected firm will (1) analyze the current PAS outreach efforts and determine an outdoor platform strategy to increase awareness of U.S. efforts and advance the mutual U.S.-Pakistan relationship, (2) identify key public locations in Karachi, Hyderabad, and Quetta to reach the broadest audience, (3) create a 12-month outdoor marketing plan that will communicate the positive aspects of U.S.-Pakistan bilateral cooperation, and (4) pilot and measure impact in one target location in Karachi that inculcates awareness among at least 500 young adults (age 18-35) about the constructive impact of U.S. initiatives on health, welfare, and security in Pakistan.

**Award Magnitude:** USD 20,000 – USD 23,000.00

##### **Objective**

PAS seeks a contractor to create an innovative outdoor marketing plan (“plan”) that broadens current outreach to include the breadth of the bilateral U.S.-Pakistan relationship and the beneficial impact of U.S.-funded support and initiatives on the health, welfare, and security of Pakistan. The selected firm will develop a 12-month plan that can be used by PAS to increase knowledge in the metropolitan areas of Karachi, Hyderabad, and Quetta of the United States as a dedicated partner to Pakistan. Examples include, but are not restricted to:

USAID development, health and education projects; women’s empowerment; COVID vaccine donations; cultural heritage preservation; 75<sup>th</sup> anniversary of bilateral relations; overall statistics of the support given to Pakistan; or other U.S. Consulate and USAID initiatives as appropriate.

The plan should include a timeline and roadmap that explains target audience, brand narrative, messages/copy, graphics and design, placement, and timeline. The selected firm will implement a pilot in a target area of Karachi to test the concept and measure to what extent the target audience notices, understands, and remembers the message. The plan should be revised based on the pilot results to ensure maximum messaging stick among target audiences. The final plan and pilot results will serve as the basis for PAS to move forward with implementation.

##### **Project Management:**

- Develop a marketing plan and brand strategy to align with Consulate business objectives.

- Develop strategic marketing and advertising plans (with a focus on outdoor marketing, such as billboards and murals).
- Create the design and copy for three proposed outdoor marketing campaigns.
- Perform changes and edits to the marketing plan up to four times as per the requirements of the U.S. Government to meet the project's envisioned and agreed requirements.
- Provide biweekly updates on progress of project deliverables by email, along with monthly status reports in person or by video chat.
- The U.S. government will have full authority to use all or any parts of the marketing plan and marketing collateral for completion of the project.
- The contractor will have five months to develop the plan and pilot the project from the date that the contract is signed.
- The contractor will have three months after the completion of the pilot to provide an evaluation report detailing the outcome and results of the campaign.

### **Project Deliverables:**

- Analysis of current PAS marketing strategy and audience reach, and an analysis of how outdoor marketing can increase awareness among young adults ages 18-35 about U.S. support for and collaboration with Pakistan.
- 12-month strategic outdoor marketing plan to be carried out in the metropolitan areas of Karachi, Hyderabad, and Quetta that includes, but is not limited to:
  - Three marketing campaigns/concepts highlighting different aspects of the U.S. efforts to advance the mutual U.S.-Pakistan relationship
  - Timeline
  - Target audience
  - One brand narrative for the consulate
  - Recommended locations within Karachi, Quetta, and Hyderabad
  - Design, print and place a minimum of 50 visual/graphic content in targeted locations (i.e., billboard, roadside and meridian banners, murals, infographics etc.)
  - Cost for implementation of the final plan
  - Evaluation plan to determine the impact of the marketing campaign
- Implementation of a pilot outdoor marketing campaign in a target area of Karachi, with a goal of reaching 500 adults ages 18-35 with an enduring and accurate portrayal of valuable US assistance
- Analysis of pilot results three months after the campaign ends.

The contractor agrees to provide visual/graphic content services as listed above and develop/produce any other visual content as necessary to support the pilot outdoor marketing campaign.

The contractor is responsible for installing, uninstalling, and monitoring the placements/ads.

The contractor will also provide editable files (Adobe's Photoshop, Illustrator, InDesign, Premiere pro and After Effects). These files must be provided to PAS in formats that can be printed/rendered and otherwise produced in scalable versions of the design as deemed fit.

### **Evaluation Criteria:**

- Prior experience designing and producing visual content/materials that will be used for digital and/or general outreach including an example of a past project for evaluation
- Clientele in top commercial sectors and/or foreign/local government entities.
- History of on-time delivery of finished content with project funders

- Marketing tools of organization – hardware/software expertise, (consumer relationship marketing - CRM, search engine optimization - SEO, event and video marketing etc.
- Sufficient financial record to hold large monetary value contracts and capability to run project without advance payment.

## **2. MANAGEMENT AND SUPERVISION**

### **2.1. Supervision:**

This supervisor shall be the focal point for the Contractor and shall be the point of contact with Consulate POC.

The Contractor is responsible for safety and shall comply with all local labor laws, regulations, customs, and practices pertaining to labor, safety, and similar matters.

### **2.2. Materials and Equipment:**

The contractor shall provide all necessary services and equipment to accomplish the government's requirement.

## **3. INSURANCE**

The contractor is responsible for obtaining whatever insurance is necessary according to local laws for the security of Government property while in contractor's custody. The contractor agrees that the Government shall not be responsible for personnel injuries or for damages to any property of the contractor, its officers, agents, servants, and employees, or any other person, arising from an incident to the contractor's performance. The contractor shall hold harmless and indemnify the Government from all claims arising there from, except in the instance of gross negligence on the part of the Government.

## **4. POINT OF CONTACT (POC)**

Consulate point of contact will be communicated to the successful bidder at the time of award.

## **5. PERIOD OF PERFORMANCE**

2-3 months.

## **6. TERMS & CONDITIONS**

### **6.1. Inspection & Acceptance:**

A Government representative/s will monitor the entire design and production process closely with company focal person, inspect from time to time the services being performed to determine whether work is being performed in a satisfactory manner and of acceptable quality.

### **6.2. Payment Terms:**

Contractor shall submit invoice upon satisfactory completion of each project milestone,

- Karachi, FMC Invoices KarachiFMCInvoices@state.gov
- Karachi, FMC Inquiries KarachiFMCInquiries@state.gov

Contracting Officer takes no responsibility for payment and/or associated queries.

Please note: Mode of Payment - Net 30 will be commenced on the date of receipt of invoice in the US Consulate General Financial Management Centre. Payment shall be made through EFT within 30 days upon receipt of legitimate invoice. Partial payment authorized on prior Public Affairs Section approval based on milestones achieved.

### **6.3. Submission of Tax Receipt:**

U.S. Consulate General, Karachi is exempted from taxes under Vienna Convention for foreign missions approved by Ministry of Foreign Affairs.

#### **6.4. Electronic Funds Transfer (EFT) Address/Banking Information**

#### **6.5. COVID-19 Regulations:**

The Contractor shall ensure strict compliance of all COVID -19 regulations in accordance with local mandates to include but not limited to: following NCOC GOP regulations, have correspondents (scheduled to hold one-on-one meetings with U.S. Consulate facility) fully vaccinated.

### **7. OFFER REQUIREMENTS:**

- a) Please submit your quote on or before **April 15, 2022, at 1200hrs** via email to following email address:  
krcprocurementcontracting@state.gov;
- b) Please prepare a quotation on your company letterhead in accordance with the requested details of this RFQ.
- c) Please provide reference of our RFQ#PR10641071 in all your correspondence regarding this request for price quotation.
- d) Please include list of your clients with past experience of similar work for at least three-five (3-5) years.
- e) Bidder must have a physical business address and good financial health in order to get this award. Provide evidence for business address and financial strength.
- f) U.S. Consulate representative/s may visit the site to evaluate its location, structure, and surroundings to determine acceptability.

### **08 . CONTRACT CLAUSES**

52.212-4 Contract Terms and Conditions – Commercial Items (Alternate I (MAY 2014) of 52.212-4 applies if the order is time-and-materials or labor-hour)

FAR & DOSAR clauses will apply to this purchase order. These clauses can be accessed through following link:

<https://usdos.sharepoint.com/sites/A-OPE/EA/SitePages/Purchase-Orders-and-BlanketPurchase-Agreements-Commercial-Items.aspx>

**52.204-24 Representation Regarding Certain Telecommunications and Video Surveillance Services or Equipment (OCT 2020).**

The Offeror shall not complete the representation at paragraph (d)(1) of this provision if the offeror has represented that it “does not provide covered telecommunications equipment or services as a part of its offered products or services to the Government in the performance of any contract, subcontract, or other contractual instrument” in paragraph (c)(1) in the provision at 52.204–26, Covered Telecommunications Equipment or Services—Representation, or in paragraph (v)(2)(i) of the provision at 52.212–3, Offeror Representations and Certifications—Commercial Items. The Offeror shall not complete the representation in paragraph (d)(2) of this provision if the Offeror has represented that it “does not use covered telecommunications equipment or services, or any equipment, system, or service that uses covered telecommunications equipment or services” in paragraph (c)(2) of the provision at 52.204–26, or in paragraph (v)(2)(ii) of the provision at 52.212–3.

(a) *Definitions.* As used in this provision—

*Backhaul, covered telecommunications equipment or services, critical technology, interconnection arrangements, reasonable inquiry, roaming, and substantial or essential component* have the meanings provided in the clause 52.204-25, Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment.

(b) *Prohibition.*

(1) Section 889(a)(1)(A) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019 (Pub. L. 115-232) prohibits the head of an executive agency on or after August 13, 2019, from procuring or obtaining, or extending or renewing a contract to procure or obtain, any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. Nothing in the prohibition shall be construed to—

(i) Prohibit the head of an executive agency from procuring with an entity to provide a service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(ii) Cover telecommunications equipment that cannot route or redirect user data traffic or cannot permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(2) Section 889(a)(1)(B) of the John S. McCain National Defense Authorization Act for Fiscal

Year 2019 (Pub. L. 115-232) prohibits the head of an executive agency on or after August 13, 2020, from entering into a contract or extending or renewing a contract with an entity that uses any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. This prohibition applies to the use of covered telecommunications equipment or services, regardless of whether that use is in performance of work under a Federal contract. Nothing in the prohibition shall be construed to—

(i) Prohibit the head of an executive agency from procuring with an entity to provide a service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or

(ii) Cover telecommunications equipment that cannot route or redirect user data traffic or cannot permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(c) *Procedures.* The Offeror shall review the list of excluded parties in the System for Award Management (SAM) (<https://www.sam.gov>) for entities excluded from receiving federal awards for “covered telecommunications equipment or services”.

(d) *Representation.* The Offeror represents that—

(1) It  will,  will not provide covered telecommunications equipment or services to the Government in the performance of any contract, subcontract or other contractual instrument resulting from this solicitation. The Offeror shall provide the additional disclosure information required at paragraph (e)(1) of this section if the Offeror responds “will” in paragraph (d)(1) of this section; and

(2) After conducting a reasonable inquiry, for purposes of this representation, the Offeror represents that—

It  does,  does not use covered telecommunications equipment or services, or use any equipment, system, or service that uses covered telecommunications equipment or services. The Offeror shall provide the additional disclosure information required at paragraph (e)(2) of this section if the Offeror responds “does” in paragraph (d)(2) of this section.

(e) *Disclosures.*

(1) Disclosure for the representation in paragraph (d)(1) of this provision. If the Offeror has responded “will” in the representation in paragraph (d)(1) of this provision, the Offeror shall provide the following information as part of the offer:

(i) For covered equipment—

(A) The entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the original equipment manufacturer (OEM) or a distributor, if known);

(B) A description of all covered telecommunications equipment offered (include brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); and

(C) Explanation of the proposed use of covered telecommunications equipment and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(1) of this provision.

(ii) For covered services—

(A) If the service is related to item maintenance: A description of all covered telecommunications services offered (include on the item being maintained: Brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); or

(B) If not associated with maintenance, the Product Service Code (PSC) of the service being provided; and explanation of the proposed use of covered telecommunications services and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(1) of this provision.

(2) Disclosure for the representation in paragraph (d)(2) of this provision. If the Offeror has responded “does” in the representation in paragraph (d)(2) of this provision, the Offeror shall provide the following information as part of the offer:

(i) For covered equipment—

(A) The entity that produced the covered telecommunications equipment (include entity name, unique entity identifier, CAGE code, and whether the entity was the OEM or a distributor, if known);

(B) A description of all covered telecommunications equipment offered (include brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); and

(C) Explanation of the proposed use of covered telecommunications equipment and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(2) of this provision.

(ii) For covered services—

(A) If the service is related to item maintenance: A description of all covered telecommunications services offered (include on the item being maintained: Brand; model number, such as OEM number, manufacturer part number, or wholesaler number; and item description, as applicable); or

(B) If not associated with maintenance, the PSC of the service being provided; and explanation of the proposed use of covered telecommunications services and any factors relevant to determining if such use would be permissible under the prohibition in paragraph (b)(2) of this provision.

(End of provision)

**52.204-26 COVERED TELECOMMUNICATIONS EQUIPMENT OR SERVICES REPRESENTATION (OCT-2020).**



- (a) Definitions. As used in this provision, “covered telecommunications equipment or services” and “reasonable inquiry” have the meaning provided in the clause 52.204-25, Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment.
- (b) Procedures. The Offeror shall review the list of excluded parties in the System for Award Management (SAM) (<https://www.sam.gov>) for entities excluded from receiving federal awards for “covered telecommunications equipment or services”.
- (c) Representations. (1) The Offeror represents that it  does,  does not provide covered telecommunications equipment or services as a part of its offered products or services to the Government in the performance of any contract, subcontract, or other contractual instrument.
- (2) After conducting a reasonable inquiry for purposes of this representation, the Offeror represents that it  does,  does not use covered telecommunications equipment or services, or any equipment, system, or service that uses covered telecommunications equipment or services. (End of provision)