



01.09.2026

INTER OFFICE COMMUNICATION

From: Divisional Head, CAD

To: 1. Divisional Head, CPD
2. DM, CPD

**Subject: CLARIFICATION REGARDING TENDER FOR PRE-QUALIFICATION OF
ADVERTISING AGENCIES FOR THE YEAR 2026–2028**

This is with reference to your IOC dated 27.08.2026 regarding clarification on the Tender for Pre-Qualification of Advertising Agencies for the year 2026–2028 for CAD (Tender No. PO/CPD/CAD/39/2026), in line with PPRA/SLIC rules and the EPADS system.

In view of the above, the clarification is attached with this IOC for your necessary action. please feel free to contact us for further queries.

Regards,

Mian Rizwan Majeed

Agency Clarifications / Responses

1. Campaign Concepts:

The Agency may propose and define the number of campaign concepts it intends to develop during the two-year empanelment period, based on the communication requirements, campaign objectives, target audiences, products, and other relevant factors. The Agency may also recommend separate concepts for different target audiences, products, or communication objectives, as deemed appropriate.

2. Competitive Analysis:

The Agency may determine the scope and level of detail of the competitive analysis, including the competitors, markets, time period, and key parameters to be covered, based on its proposed approach and understanding of the requirements.

3. Communication Strategy:

The Communication Strategy should cover the overall brand strategy, campaign-specific strategy, target audience segmentation, key messaging, and communication objectives. The Agency may provide recommendations and an approach aligned with State Life's overall communication and marketing objectives.

4. Creative Artworks:

The Agency may determine the number and types of creative artworks to be proposed as part of the campaign proposal, based on the proposed campaign concepts, communication objectives, target audiences, and relevant media platforms.

5. Proposed Media Mix:

Yes. The proposed media mix should include detailed media planning, estimated reach, frequency, budget allocation, and channel-wise recommendations, along with any other relevant parameters considered necessary by the Agency to support the proposed communication strategy and campaign objectives.