



**Tender Notice**  
**Democratic Socialist Republic of Sri Lanka**  
**Ministry of Finance**  
**Development Lotteries Board**  
**Tender for obtaining the Services of an Advertising Agencies – 2017/2018**

01. Tenders are invited from Reputed Advertising Agencies who have a minimum of 01 year continuous experience in the advertising field for the following.
  - a. A media AOR to handle the media buying activities.
  - b. Creative agencies.
  - c. Outdoor advertising & Activation
02. Selections will be based on the short listed agencies, by evaluating their company strength and the presentation.
03. Interested tenderers should submit the following documents for the short listing process on or before 05/06/2017 at 3.00 pm to reach the Chairman, Departmental Tender Board (DTB), Development Lotteries Board, No 356, Union Place, Colombo 02. For more information Visit [www.dlb.lk](http://www.dlb.lk)
  - a. Certified copy of articles of association, partnership or Joint Venture Agreement with form 20 obtained from Company Register
  - b. Corporate profile of the Company together with Audited Accounts for one immediately preceding Year – in respect of which Audited Accounts are available, and information covering all aspects for the proper evaluation of the tender. The set of Accounts should be Certified by a Chartered Accountant.
  - c. List of permanent employees with the EPF numbers.
  - d. Clientele – Present accounts & Past accounts handled should be submitted separately. The agency should produce the service certificates obtained from the clients along with the list of clients. Any list of clients without service certificates would be rejected during the short – listing process.
  - e. Details of creative work done for electronic and print media for year 2016 & 2017 on CD / DVD
  - f. Details of Awards won.
    - i. Gold
    - ii. Silver
    - iii. Bronze

The Agencies are expected to submit the above list of awards/recognitions for campaigns, certified by the awarding authority. The list without certifying would be rejected during the shortlisting stage.

(Above e & f Applicable only for creative agencies)

04. Product brief and financial guide format will be issued only to the short listed agencies upon a payment of Rs. 5,000/- as a non – refundable fee.
05. A bid bond as per the format given in the tender document should accompany with the tender.
06. Tenderer should furnish all information as required according to the item No 03.
07. All short listed creative agencies must present a total creative campaign for image building of a selected brand & a corporate image building campaign and the financial proposal along with duplicates to reach **Chairman, Departmental Tender Board, C/O Development Lotteries Board, No.356, Dr. Colvin R. De Silva Mawatha, Union Place, Colombo 02.** On the date notified by the Tender Board.
08. Tender Board reserves the right to accept or reject any tender or part thereof or call for additional information or call for fresh tenders where necessary.

**Chairman**

Departmental Tender Board  
C/O Development Lotteries Board  
No.356, Dr. Colvin R. De Silva Mawatha,  
Union Place, Colombo 02.

## **DEVELOPMENT LOTTERIES BOARD**

### **Selection of Agencies for Creative, Outdoor advertising & activations and Media AOR for year 2017/2018**

#### **1. Introduction**

The Development lotteries Board (DLB), which comes under the purview of the Ministry of Finance, incorporated under the parliamentary act of Development Lotteries Board act no 20 of 1997. It contributes immensely to the economic development, mainly through Education, health, Culture, Sports, Religious sectors.

DLB currently manages and operates nine brands of lotteries to fulfill the obligation of raising and generating funds to the above development and social development tasks. These are Saturday Fortune, Lagna Wasanwa, Super ball, Jayoda, Galaxy Star, Niyatha Jaya, Lakshapathi, Kotipathi Shanida, Development Fortune and Development Instant (Scratch off). Generally DLB is spending Rs.20Mn per month for media advertising of its main lottery brands.

#### **2. Eligibility**

Minimum of 01 year experience in the Creative/Media buying/Outdoor, PR and Outdoor activation.

#### **3. Closing Date**

Tenderers should be sent pre qualifying documents by post under registered cover, so as to reach the Chairman, Departmental Tender Board, C/o Development Lotteries Board, 356, Dr Colvin R de Silva Mawatha, Colombo 2, not later than 3.00 p m on 05/06/2017. Tenderers if they so desire, may deposit the tender in the tender box provided for the purpose at the Office of General Manager, Development Lotteries Board, on the above address, not later than 3.00 p m on 05/06/2017.

Late submission of pre-qualifying documents will not be accepted and will be returned.

#### **4. Agencies are invited to handle the following functions of its advertising for year 2017/2018.**

- I. Creative agencies for handling/Advertising Operations.
- II. A Agency to handle the Outdoor/PR/Outdoor activation.
- III. A Media AOR agency to handle media buying activities.

#### **5. Pre-qualification Process**

The tenderers should send the following documents for the short listing process of selection of above agencies.

- a. Certified copy of articles of association, partnership or Joint Venture Agreement
- b. Corporate profile of the Company together with Audited Accounts for the 3 immediately preceding Years – in respect of which Audited Accounts are available, and information covering all aspects for the proper evaluation of the tender, the set of Accounts should be certified by a Chartered Accountant.
- c. List of permanent employees with the EPF numbers.
- d. Clientele – Present accounts & Past accounts handled should be submitted separately. The agency should produce the service certificates obtained from the clients along with the list of clients. Any list of clients without service certificates would be rejected during the short – listing process.

- e. Latest Form 20 (List of directors)

Further the creative agencies must submit the followings in addition to the above documents,

- a. Details of creative work done for electronic and print media for year 2016/2017 on CD / DVD
- b. Details of Awards won
  - i. Gold
  - ii. Silver
  - iii. Bronze

The Agencies are expected to submit the above list of awards/recognitions for campaigns, certifying by the awarding authority. Without certifying list would be rejected during the short listing stage. (Form 3)

## **6. Selection Process**

The selection process will be done by a Tender Board/Advertising Evaluation committee (TEC) appointed by the Ministry of Finance.

**Canvassing in any form shall subject the agency to be disqualified from the selection process.**

- a. Product brief and Form 4 and 5 will be issued only to the short listed agencies upon a payment of Rs.5, 000/- as a non – refundable fee.
- b. The tenderers of Media AOR should complete the Form 1 properly and submit along with the recent rate card obtained from the relevant media station and other documents for the process of evaluation. The rate cards obtained from the media station should be certified and rubber stamped by the media stations.
- c. The tenderers of creative agencies should complete the Form 2 properly and submit along with the other documents.
- d. All shortlisted creative agencies must present a total creative campaign (ATL & BTL) for image building of a selected brand & a corporate image building campaign of DLB.
- e. Creative presentations will be evaluated/selected considering the following criteria,
  - a. Creativity
  - b. Immediate recall
  - c. Novelty of the concept
  - d. Product positioning strategy
  - e. Image building
  - f. Identify the target market
- f. A bid bond as per the format given in the tender document should accompany with the selected tender.

An annual strategic advertising plan has to be forwarded to the Development Lotteries Board with consultation of the Development Lotteries Board along with the creative.

The agency should make recommendations for every product/corporate advertising.

All media station selections and media scheduling should be carried out by the AOR agency with the consultation of the Development Lotteries Board. The Media Agency should not carry the Advertising without written approval of the Development Lotteries Board.

The Agency should obtain a written brief from the Development Lotteries Board ,prior to developing any advertising concepts .

All creative has to be approved by an authorized officer of the Development Lotteries Board and all Visuals , Artworks, Story boards and production materials should be kept in the custody of the Development Lotteries Board .

#### **7. The Advertising Agency shall give an undertaking that**

- The creative of Television, Radio, Press will not infringe any existing legal provisions and any copy right of 3<sup>rd</sup> parties.
- The creative are not defamatory of any person, firm or company and that it is not absence blasphemous libelous or defamatory any person.
- Any legal matters or claims arising out of said creative will be the advertising agencies' liability.

#### **8. Contract Period**

The Contract entered into by the agency will be valid for a period of one year w. e. f. \*\*\*\*\*.

#### **9. Contract not to be sublet**

The agency should not assign or sublet his obligations to creative and other advertising services to any other party without written authority of the Chairman, Development Lotteries Board.

#### **10. Timely Delivery**

All production materials should deliver as per the agreed time period of DLB.

#### **11. Power to accept or reject the proposal or opinions/Calling creative from other shortlisted & registered Agencies of the Development Lotteries Board**

The Development Lotteries Board reserves to itself the right to accept or reject any proposal or opining or part without any cost thereof if the creativeness is not up to the requirements / acceptable level of the Board. In case of DLB turns down the creative presented by an Agency, Development Lotteries Board can again call proposals from other shortlisted agencies those who have been selected by the tender board and the registered agencies for relevant year for servicing of other brands/corporate advertising of the DLB.

#### **12. Competitive products or Institutions advertising**

The agency or their related subsidiary companies has no right to carry out advertising activities for any competitive product, Corporate or institution and the Board has right to obtain advertising services from any other advertising agency or person within the contract period.

In the event of breach the contract of Ad Agencies, DLB reserve the right to terminate the contract without prior notice and without any compensation.

#### **13. Assigning the Man Power and their responsibility.**

The creative advertising agency will be awarded to coordinate whole functions of the lottery draw related to each brand and the agency should assign the following for coordination with the Development Lotteries Board and prior to providing it's services should provide the Names,

Designations, contact phone numbers of the assigned individuals. Any change in this regard should be notified to the Development Lotteries Board in writing.

- An Account Manager/Director
- Account executives for every 2 brands.

A separate creative team must be assigned for creative works. The creative team as well as the client servicing team should be ready to provide the advertising service by 365 days.

The Agency should assign individuals with the following criteria for every lottery draw conducted by the Board. Agency should take responsibility of maintaining confidentiality of the information by its assigned individuals.

- A person (s) fluent in Sinhala, Tamil and English languages to observe & assure accuracy of results read by the lottery draw presenters at the time of recording the lottery draw program.
- A person(s) to deliver the unofficial results to the publication and other media houses the same night once the lottery draw program is completed.

#### **14. Creative /Services relate to the Draw**

The following works related to the draw should be done by the agency on free of charge.

- Back drop concepts/Art works/supervision of Backdrop installation and sticker pasting.
- Artworks of Official press result /Art works amendments of official press results /show cards /loop animations of draws.
- Draw Lottery tickets Art works.
- Dangles / Pennants & Posters Art Works.
- Once in 6 months a focus group research has to be conducted for assigned brand/s and forward with findings and recommendation to the DLB.
- Coordination with the media station of the draw telecast.
- Draw format, presentation style should be reviewed in every four months with the consultation of the media station and Development Lotteries Board.
- Deliver the unofficial results to the media stations soon after telecast of the draws. Covering letters and the result formats should be submitted to the DLB before the draw date.

#### **15. Performance Bond**

The Advertising Agency should submit a performance bond sum of Rs 1 Million, to the Development Lotteries Board before commencing the service of advertising.

*(as per the attachment Annexure 01)*

#### **16. Payments**

- All creative, concepts, production payment will be made in favour of the Advertising agency.
- All media scheduling payment will be made in favour of media stations and payments will be based on Press cuttings / Transmission sheets.

#### **17. Third party agreement**

The Agency should not sign any agreement with third party without written approval from the Development Lotteries Board.

## **18. Termination**

Either party may terminate the contract by giving a notice of one month (01) or the termination must end at the end of a calendar month.

## **19. Increase or Decrease of Costs**

Once the Tender is accepted, the agreed price is fixed and no any alteration will be allowed.

## **20. Governing Law**

The tenders and any contract resulting there from shall be governed by and construed according to the Law of Sri Lanka.

## **21. Arbitration**

- (a) All disputes arising out of contract agreements should be resolved by mediation, and the dispute shall be referred for arbitration in accordance with the provisions of the Arbitration Act No 11 of 1995.
- (b) Performance of the contract shall continue during the Arbitration proceedings.
- (c) All proceedings and hearings by Arbitrators shall be held in Sri Lanka.
- (d) Contract agreements would be governed by Sri Lanka law.

If tenderer need any clarification in this regards, Contact Mr. Chanaka Dodangodage, Asst General Manager(Marketing)

**Chairman,  
Departmental Tender Board,  
Development Lotteries Board.**

**Tender for obtaining the services of an Advertising Agency – 2017/2018**  
**Employee Information**

Name of the Agency .....

<b>Department</b>	<b>Designation</b>	<b>Name of the Employee</b>	<b>EPF No</b>	<b>Work Experience</b>
Creative				
Client Service				
Audio / Video Production				
Media Schedules				
Out Door / Activation				
Digital Media				
IT				
HR				
Finance				
PR & Event Management				

I/We here by certified the above information is true and correct.

Date: .....

.....  
Rubber Stamp

.....  
Authorized Signature  
Name of the Authorized  
Office

**Tender for obtaining the services of an Advertising Agency – 2017/2018  
List of Awards**

Name of the Agency .....

<b>Awarding Authority</b>	<b>Category</b>	<b>Year</b>	<b>Awards Type (Gold / Silver or Bronze )</b>

I/We here by certified the above information is true and correct.

Date: .....

.....  
Rubber Stamp

.....  
Authorized Signature  
Name of the Authorized  
Office