

REF: PK-SID-511164-NC-RFB
Dated: 20th November 2025

ADDENDUM-1:

HIRING OF MARKETING AND PR FIRM FOR PROMOTING S-BOSS INITIATIVES

This is with reference to the RFP dated 05th November 2025 for Hiring of Marketing and PR Firm for Promoting S-Boss Initiatives. In this context, all concerned are requested to note the following amendments becoming the part of RFB.

“Treat the contents of deliverable “**2d**”.i.e. TV Media Buying for TVC/Song/Snippets, stipulated in Annexure-A (Page-141) of RFB, as deleted and insert the **revised version of deliverable “2d”** enclosed herewith. All other Terms & Conditions of RFB dated 05.11.2025, including Bid Submission Deadline shall remain unchanged.

Behzad Amir Memon
Project Director-CLICK

“REVISED DELIVERABLE-2d”

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Deliverables	Description	Timelines	Payment
2d. Digital Media Buying for TVC / Song / Documentaries and Related Content	A comprehensive digital media buying plan covering YouTube, Facebook, Snapchat, TikTok Ads Instagram, and LinkedIn, and any other relevant digital platforms for promotional outreach. This is in addition to the digital spots already specified under deliverable 3(b). The plan shall include following number of spots each for the TVC, Documentaries, Song, and related content.		From Day 31st of the Contract Signing till End of Contract
	Deliverable	Platforms	
	5 Documentaries	ad spots per platform (YouTube, Facebook, Instagram, Snapchat, TikTok, Twitter/X, LinkedIn) for each Documentary	
	10 TVCs	ad spots per platform (YouTube, Facebook, Instagram, Snapchat, TikTok, Twitter/X, LinkedIn) for each TVC	
	2 virtual ad- Digital Promotion	ad spots per platform (YouTube, Facebook, Instagram, Snapchat, TikTok, Twitter/X, LinkedIn) for each Virtual Ad	
	1 Song	ad spots per platform (YouTube, Facebook, Instagram, Snapchat, TikTok, Twitter/X, LinkedIn (any other relevant digital platforms for promotional outreach) for each Song	
			10% of 40% of the contract. To be paid as reimbursables against provision of original bills (Links to Ads • Platform Billing Receipts • Spot Delivery Log)

Behzad Amir Memon
Project Director-CLICK