

EXPRESSION OF INTEREST

Federal Board of Revenue intends to hold an open competition for appointment of advertising agencies for handling its publicity assignment for the period of two years.

All PID enlisted advertising agencies are requested to submit their profiles, designs, art works and TVCs for Print, Electronic (TV & Radio), Digital Media, Outdoor & Cinema advertising on the following theme:

- **POS Invoicing System Prize Scheme**

Last date for submission is **December 22, 2021** at **12:00 hours** on email address: **advertising.fbr@gmail.com**

For eligibility criteria and further details, please refer to Advertisement Policy, 2021 (Guidelines & Procedures) on PID website www.pid.gov.pk.

For more information on the theme, visit www.fbr.gov.pk.

Secretary PR

FATE Wing, Room-157, Federal Board of Revenue,
Constitution Avenue, Sector G-5, Islamabad. Ph: 051-9208407

**BRIEF ON MARKETING CAMPAIGN ON PRIZES FOR EFD
INTEGRATION**

Objective

To launch a marketing campaign in order to induce customers at Tier 1 Retailers (please see definition attached for details) to demand FBR specified "Pakki Receipt Parchi" by awarding prizes through balloting of receipts in order to achieve the target of EFD (Electronic Fiscal Devices) integration and use of EFD terminals for all sales transactions.

Target Market

The target market for the marketing campaign shall be urban centers, where upper class and upper middle class shall be the main target customers in the demographic horizon. Female customers shall be the main focus with family as the secondary focus and the targeted age group shall be between the age groups of 25 years to 50 years.

Prize Scheme

For the first monthly prize draw a sum of Rs. 53.0 million is to be allocated. The denominations of the prizes shall be as under:

First Prize	Rs. 1,000,000
Second Prize	2 prizes each of Rs. 500,000
Third Prize	4 prizes each of Rs. 250,000
Remaining Prizes	1000 prizes each of Rs. 50,000

The total sum and value of prizes could change on a monthly or periodic basis.

Call For Action

The objective of the campaign shall be to induce the customers to demand for a "Pakki Parchi" at the time of purchasing of goods from the said retail outlets. In order to

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familiarize the customers with the "Pakki Parchi" a sample invoice is to be prominently displayed in the communications. It is to be ensured that the terms "Lottery" or "Lucky Draw" is-are not used in the communication.

Comment [MS1]: We need to finalize a design first, or at the very least, standards. Size of QR, display format of FBR Invoice Number, placement of the two items on the receipt, etc.