



COALITION PROVISIONAL AUTHORITY
BAGHDAD

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ACTION MEMO

January 31, 2004

FOR: THE ADMINISTRATOR
FROM: Gary Thatcher, CPA - Strategic Communications
SUBJECT: Advertising Contract Award

Strategic Communications requests your approval to award a contract to Bates PanGulf LLC to conduct an advertising campaign in support of the Iraq transition to sovereignty.

b(4)

Background: StratComms submitted a Request for Proposals (RFP) to retain the services of a professional advertising agency with experience in Middle East markets to plan, develop, and execute a full communications campaign in support of the Iraq electoral process. We received a total of (b)(4) of which two companies were declared within the competitive range (b)(4) and Bates PanGulf LLC.

After careful consideration, Bates PanGulf LLC was selected by the congressional office to provide the advertising services for the Iraq electoral process. The company has a proven track record in the Middle East, which provides a high level of commitment and electoral process expertise. Bates PanGulf LLC is a regional PanGulf company for Iraq.

Bates PanGulf LLC is a member of the Bates Worldwide, a leading advertising agency brands worldwide and their communications group ranks in the top 10 marketing services brands worldwide. The regional headquarters for Bates PanGulf LLC is located in Dubai and they propose a specialized team based in Baghdad to manage this effort.

We also believe, based on previous experience with USG advertising campaigns in the Arab world and a recent press article about our RFP, that it would be prudent to brief appropriate Congressional staff on our plans. This would be coordinated through Tom Carter, should you approve.

UNCLASSIFIED

RECOMMENDATION (1): Accept Strategic Communications' recommendation to award advertising campaign contract to Bates PanGulf LLC.

Approve: WJG Disapprove: _____ Approve with modification: _____

RECOMMENDATION (2): Approve briefing through Tom Carter to appropriate Congressional staff.

Approve: WJG Disapprove: _____ Approve with modification: _____

ATTACHMENTS: NONE

COORDINATION: AMB Jones
Scott Carpenter
Judy VanRest

17-030813-47

COALITION PROVISIONAL AUTHORITY
Baghdad

~~SECRET~~

August 13, 2003

~~CONFIDENTIAL~~

TO: Secretary Rumsfeld
FROM: Ambassador L. Paul Bremer <signed>
RE: Iranian Offer to Supply Electricity to Iraq

UK Representative to Iraq, Ambassador John Sawers, visited Tehran on July 30 for consultations. During the course of his discussions, Iranian MFA Director General for the Persian Gulf Sadeghi expressed an Iranian interest in helping supply Iraq with electricity. Sawers responded that if a practical proposal was put forward, the CPA might be interested in considering it. On August 10, the Iranian MFA confirmed to the United Kingdom Embassy in Tehran that Iran is ready to supply 200MW of electricity to Iraq. The British are scheduled to meet with Sadeghi later this week and have requested I provide instructions on how to respond. The UK believes we should accept this offer as a way to encourage responsible Iranian behavior in Iraq by giving Tehran a stake in the success of the Coalition's efforts.

I would be interested to have your views on these subjects.

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Classified by Ambassador L. Paul Bremer, Administrator of
The Coalition Provisional Authority
For reasons 1.5 (b) and (d)~~