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## Media Pitch Principles

For clients & agencies

The Voice  
of British  
Advertisers

ISBA

[www.isba.co.uk](http://www.isba.co.uk)

IPA

[www.ipa.co.uk](http://www.ipa.co.uk)

## 1. Respect

Treat pitching with the respect it deserves. Ensure senior involvement from day one.

Map out the process in terms of numbers, timings, people involvement and locations. Set a timescale for the pitch programme including negotiations and keep to it.

For transparency and consistency, agencies should be briefed at the same time and place. Be available to meet with them individually and answer their questions promptly.

Eliminate agencies along the way if they really don't have a chance.

## 2. Use IPA/ISBA Standard Information Template

IPA member media agencies have completed the industry approved Standard Information Template.

This is available for clients on request, from each agency or via your intermediary and enables a client to better assess whether an agency meets their basic selection criteria.

Only once relevance is ascertained should you ask for a tailored credentials/RFI response focused on your specific needs.

## 3. Scope of Work

The modern media agency offers a wealth of expertise outside of planning and buying, such as data analytics, econometrics, sponsorship, SEM, social media and content creation.

Clearly define your scope of work as this will help agencies determine their suitability to your brief.

## 4. Discovery Meetings

A typical presentation is around two hours long, which isn't sufficient time for media agencies to showcase their depth of expertise.

Plan your selection process to allow time to compare capabilities through deep dive sessions in addition to the final presentation. Work in progress meetings will ensure everyone is on the right track.

## 5. Pricing and Contract

If agencies are to be judged on media prices and guarantees or subject to an e-auction process, articulate your expectations from the outset.

Start reviewing contract terms early. This will give both parties the opportunity to identify any contractual red flags and deal with them.

Media auditors can be an invaluable help in advising on KPI's, suitable RFP models and contract terms.

## 6. Judgment Criteria

Be open and transparent from the outset as to what it will take for an agency to win the business.

After a decision is made you should give timely feedback to all agencies, ideally face-to-face.

**At the very least remember the five P's of pitching:**

- **Process**
- **Preparation**
- **Professionalism**
- **Partnership**
- **Payment**

## Contact Details

For the full Pitch Principles please visit:  
[www.thegoodpitch.com](http://www.thegoodpitch.com) or  
[@TheGoodPitch](https://twitter.com/TheGoodPitch) [#TheGoodPitch](https://www.instagram.com/TheGoodPitch)

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