

IPA Post-Pitch Survey

Q1-Q4 2013



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Objectives and Methodology

- The core objective of the IPA Post-Pitch Survey, formally known as the IPA New Business Monitor, is to review perceptions of pitches that IPA member agencies are involved in and, in particular, to identify which aspects of the pitch process are being performed well and which need to be improved.
- The monitor is also designed to review the performance of intermediaries and procurement in the pitch process.
- This document reports on the aggregated responses for quarters one to four of the online 2013 IPA Post-Pitch Survey.
- The survey questionnaire is completed anonymously via an online survey by new business contacts in IPA member agencies who are invited to submit returns on a monthly basis in respect of the pitches their agency has taken part in.
- In the period under review a total of **223** responses were received over the course of the year with **177** named pitches within that total.

Main findings

Management Summary

- This document summarises the responses received during the first year of the IPA Post-Pitch Survey, the results of which are designed to guide best pitch practice.
- Across the four quarters of 2013 the management of pitches was regarded positively (excellent, very good, good) in 64% of cases while being regarded negatively (fair, poor, very poor) in 26% of cases.
- Over the course of 2013 the proportion of pitches rated negatively has fallen significantly from 34.2% in Q1 to 14.0% in Q4.
- The net positive score (positive ratings – negative ratings) for pitches was only 25.3 percentage points in Q1 and was 48 percentage points in Q4, although it had fallen back slightly from 53.9 in Q3.

Management Summary

- Overall across the course of 2013 the following net positive scores in terms of percentage points difference were observed and show a clear differential between the top and the bottom of the rank order and indicate where there are areas that need to be addressed:
 - The business opportunity was clear from the outset 75.2
 - Any interim meetings were well handled 58.5
 - The RFI was clear and concise 54.4
 - Timeframes and deadlines were agreed, set and kept 54.3
 - The RFI allowed agencies to differentiate their offering 53.3
 - Feedback from interim meetings was clearly actionable 46.9
 - Appropriate feedback on agency performance was given at the end of the pitch process 46.2
 - The client’s requirement of the pitch was clear 45.5
 - Key stakeholders were involved throughout the pitch process 44.5
 - The client brief was well articulated 39.6
 - It was clear how many other agencies were involved in the pitch 37.1
 - There was no doubt regarding the decision process and the decision maker(s) 31.0
 - There was adequate access to key stakeholders 30.0
 - The client’s budget was clear upfront 24.8

Management Summary

- There has, however, been an improvement in the net positive scores in key variables during the course of 2013, hidden by the overall averages, suggesting that clients are paying closer attention to the quality of the pitches that they are undertaking:
 - The net positive relating to the **clarity of the business opportunity** has increased to 83.6 percentage points in Q4 from a low point of 64.3 percentage points in Q2.
 - The net positive relating to the **handling of interim meetings** fallen back to 59.2 percentage points in Q4 from a high point of 66.8 percentage points in Q3. It does, however, remain higher than the Q2 low point of 38.4 percentage points.
 - The net positive relating to **the clarity and structure of RFIs** has increased to 68 percentage points in Q4 from a low point of 35 percentage points in Q2.
 - The net positive relating to **timeframes being agreed and kept** has increased to 63.3 percentage points in Q4 from a low point of 28.6 in Q2.
 - The net positive relating to the provision **of an RFI that allowed agencies to differentiate their offering** fell to 45.8 percentage points in Q4 from 57.5 percentage points in Q3.
 - The net positive relating to the **provision of actionable feedback from interim meetings** has fallen back in Q4 to 39.6 percentage points but remains ahead of the Q2 low point of 23.0 percentage points.

Management Summary

- The net positive relating to [the provision of appropriate feedback on agency performance at the end of the pitch](#) has fallen marginally to 53.0 percentage points in Q4 but remains significantly ahead of the Q2 low point of 26.1 percentage points.
- The net positive relating to the [client's requirement from the pitch](#) has increased to 62.4 percentage points in Q4 from a low point of 34.7 percentage points in Q1.
- The net positive relating to [the involvement of key stakeholders throughout the pitch process](#) increased from a low point of 32.5 percentage points in Q1 to a peak of 61.5 percentage points in Q3 but fell back in Q4 to 51.0 percentage points.
- The net positive relating to the [articulation of the client brief](#) has increased to 53.1 percentage points from a low point of 17.9 percentage points in Q2.
- The net positive relating to [the clarity about the number of agencies involved in the pitch](#) increased to 47.0 percentage points in Q4 from a low point of 30.8 percentage points in Q3.
- The net positive relating to the [clarity of the decision process and the decision maker\(s\)](#) has increased to 39.6 percentage points from a low point of 12.2 percentage points in Q2.
- The net positive relating to the [adequacy of access to key decision makers](#) fell to 26.4 percentage points in Q4 from a high point of 51.0 in Q3.
- The net positive relating to the [upfront clarity of client's budget](#) has increased to 41.7 percentage points from a low point of 4.8 percentage points in Q2.

Management Summary

- The rating of intermediaries across the different quarters of 2013 was mixed, recording a net positive of 42.7 percentage points in Q4, which is up significantly from the net positive score of 6.3 percentage points in Q2, but down from Q1 and Q3.
- Overall, across the year as a whole, this provides a positive picture for intermediaries with 69% of instances where intermediaries were involved in the pitch respondents indicating that their performance was excellent, very good or good, while 23% described intermediary performance as being poor, very poor, or fair.
- Over the course of 2013 where there was involvement from procurement the management of pitches was seen in a positive light in 62% of cases and negatively in 30%.
- There has been more clarity and positivity about the role of procurement in the pitching process over the course of the year and particularly in Q3.
 - The net positive relating to perceptions of **the procurement process being transparent and fair** peaked at 50 percentage points in Q4 from low point of 9.5 percentage points in Q2.
 - The net positive relating to **the role of procurement being clearly outlined at the start of the process** peaked at 72.8 percentage points in Q3 from a low point of 19.0 percentage points in Q2 but fell back in Q4 to 47.8 percentage points.
 - The net positive relating to **appropriate procurement selection techniques** peaked at 45.5 percentage points in Q4 from low point of -0.1 percentage points in Q2.

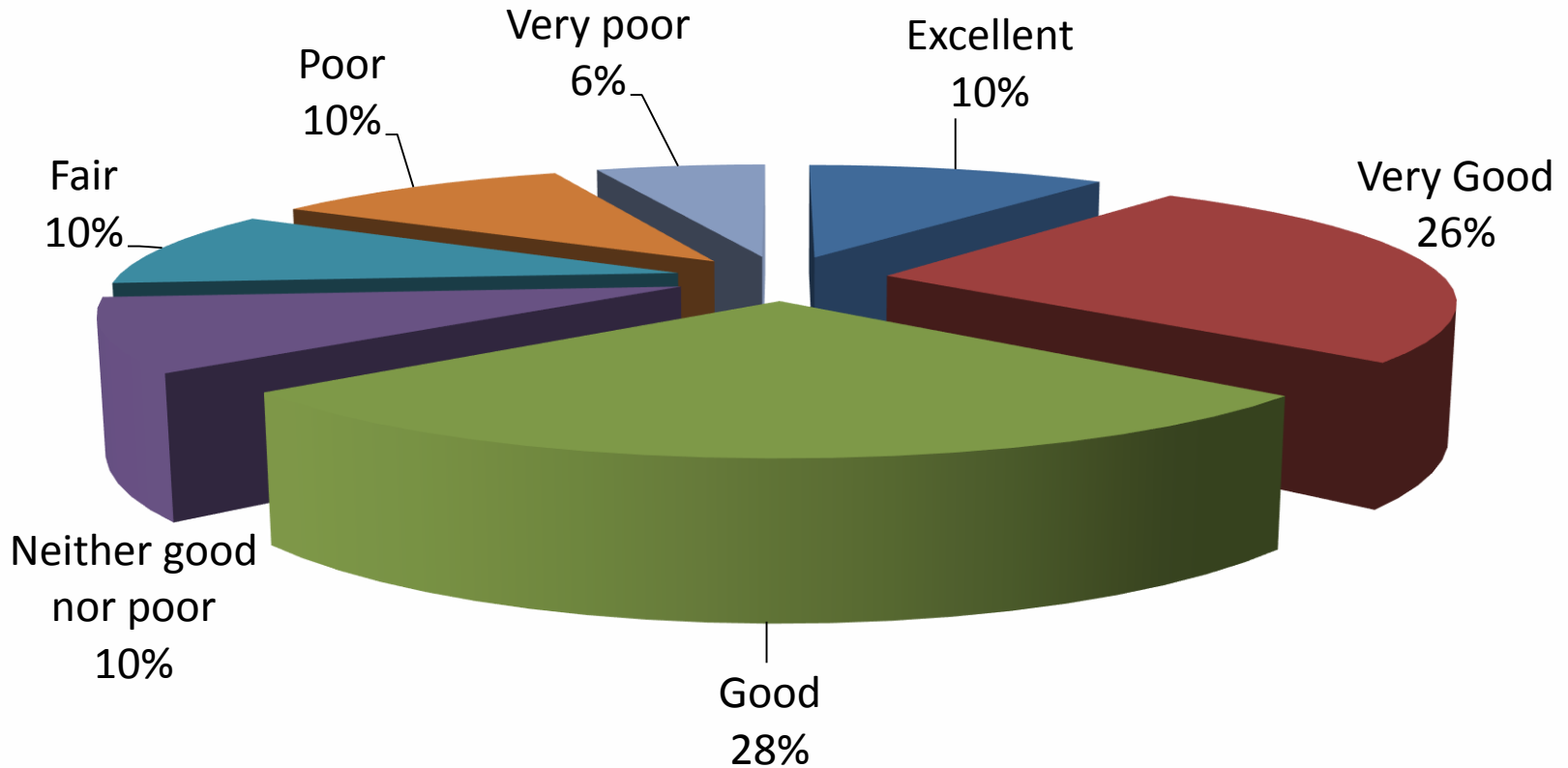
Management Summary

- As a result of these perceived improvements the rating of pitches involving procurement have improved positivity and decreased levels of negativity.
- From a net negative of 14.4 percentage points in Q1 there is now a net positive of 46.9 percentage points for pitches that have involvement from procurement. This compares favourably with the figure for pitches overall.

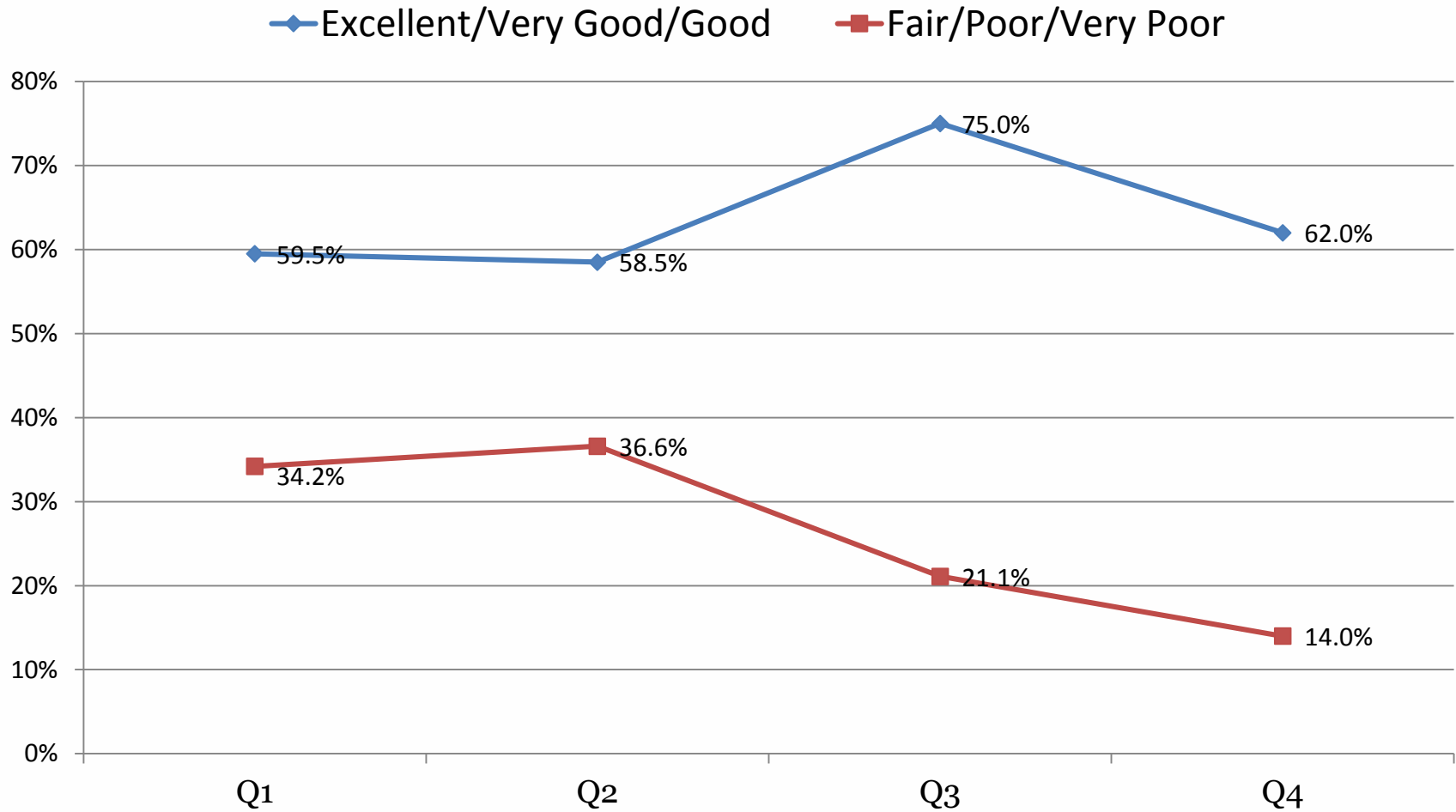
Overall perceptions



Across the course of 2013 the management of pitches was seen in a positive light in 64% of cases and negatively in 26%

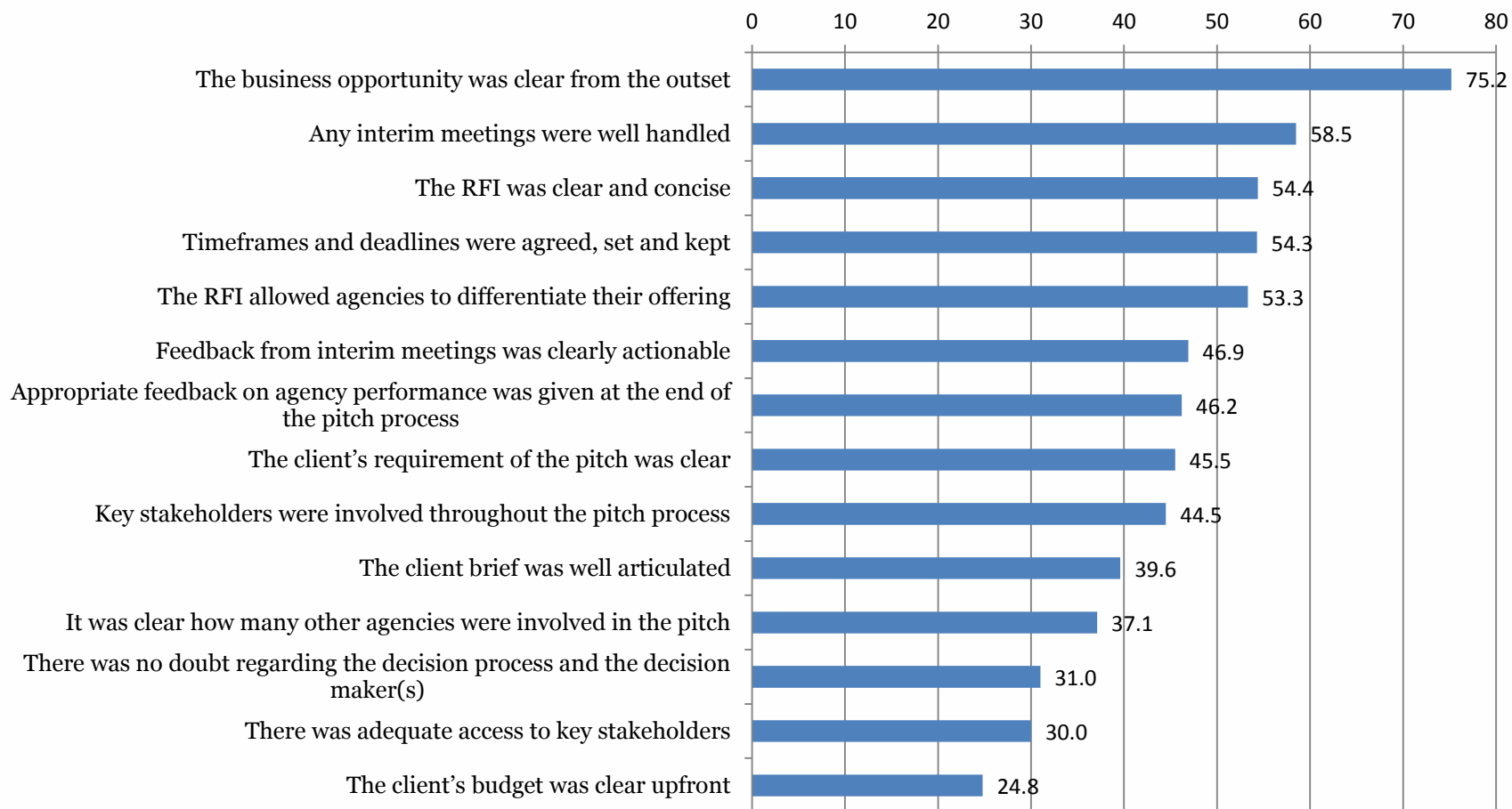


Over the course of 2013 the proportion of pitches rated negatively has fallen significantly

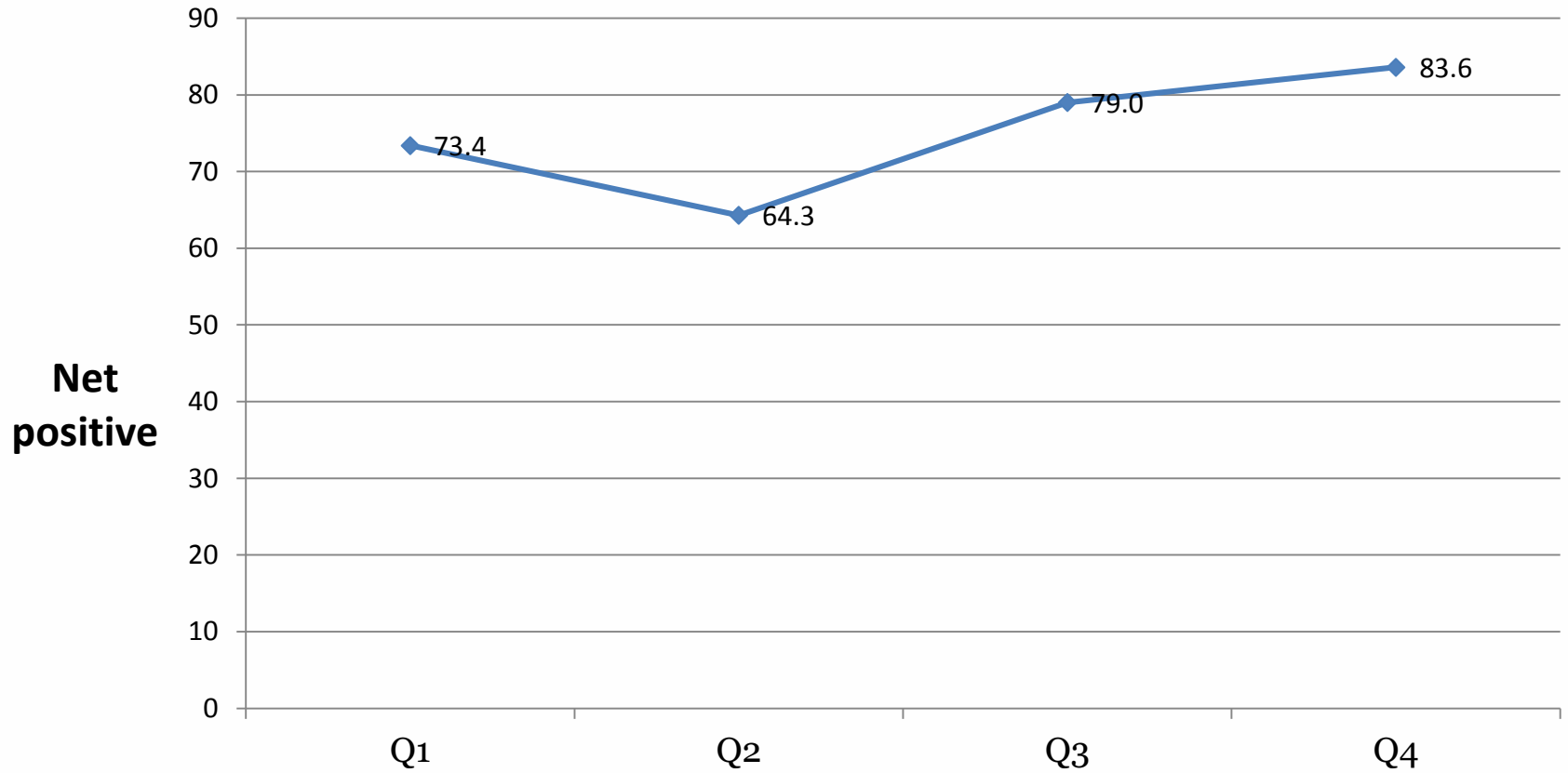


To what extent do you agree with the following statements about the pitch that you are referring to?

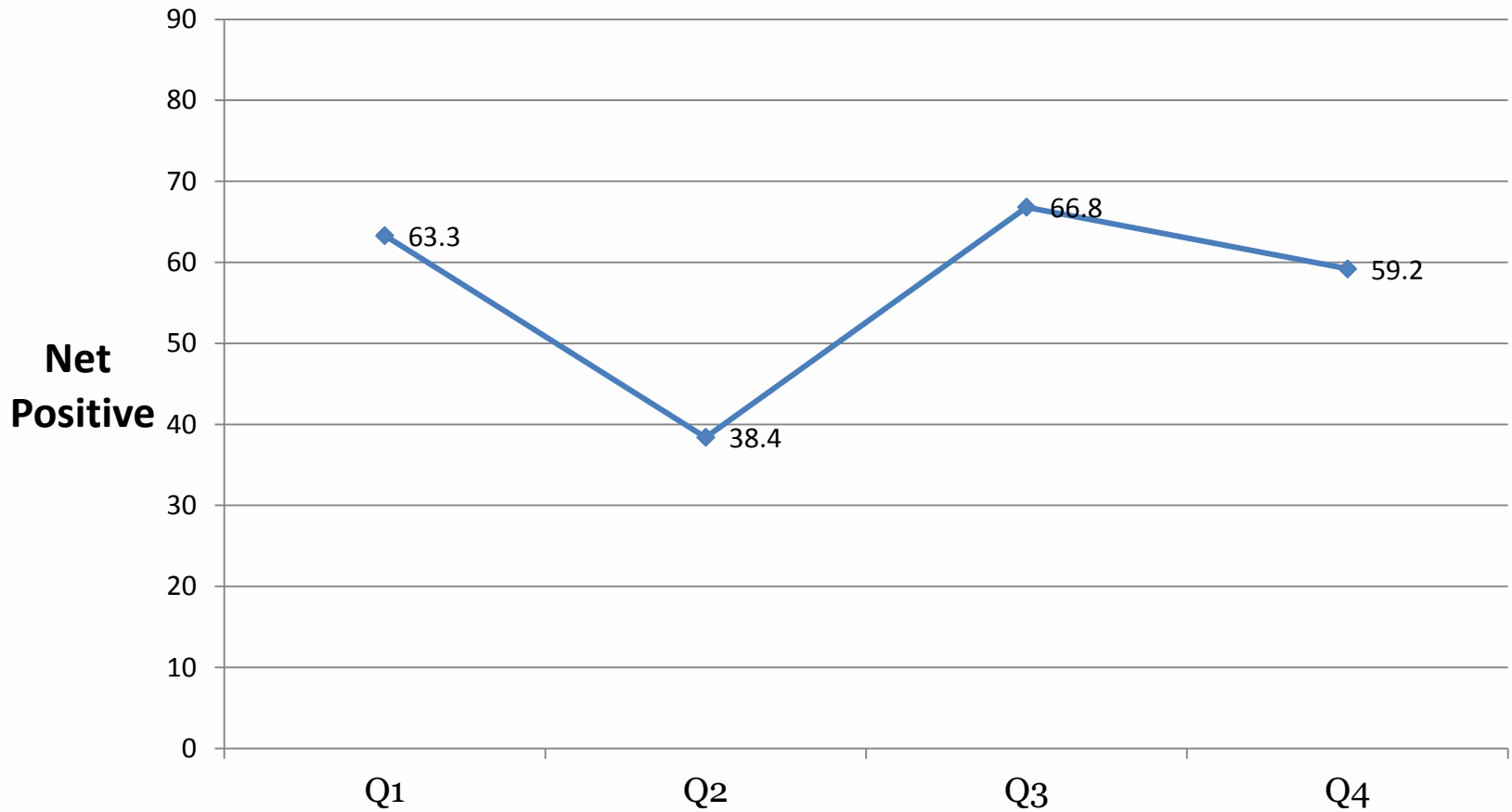
Net positive (percentage points)



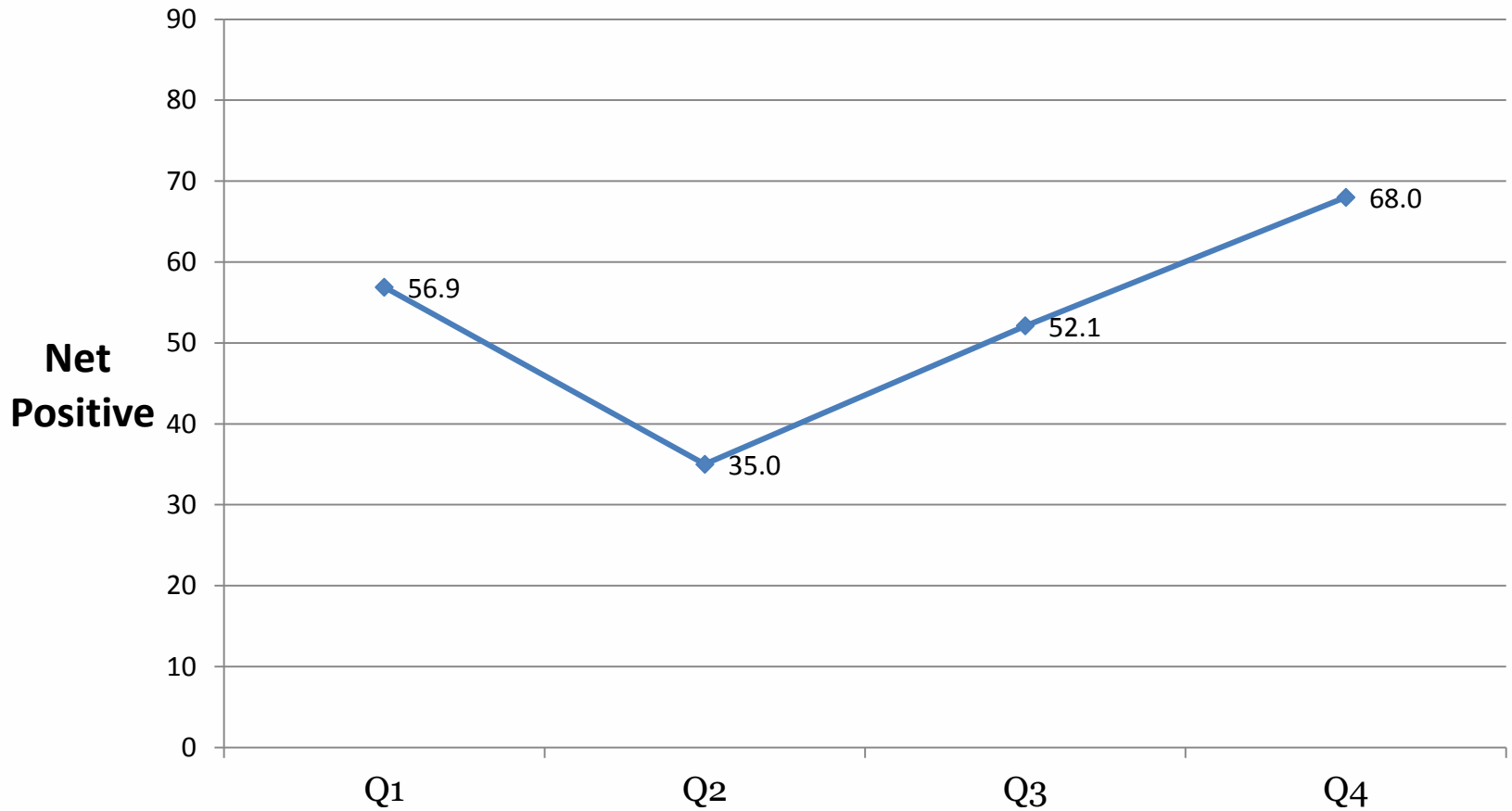
The business opportunity was clear from the outset



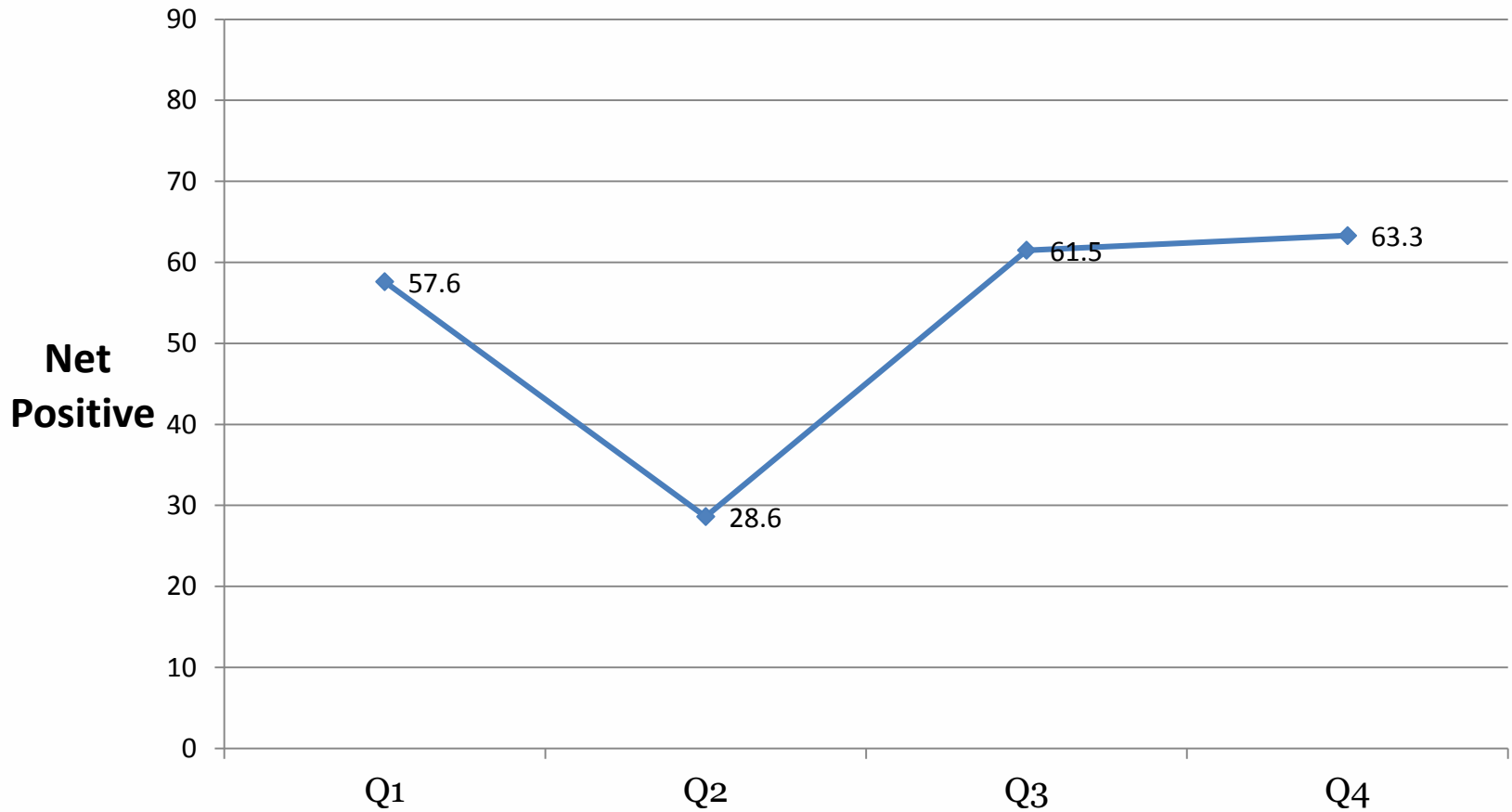
Any interim meetings were well handled



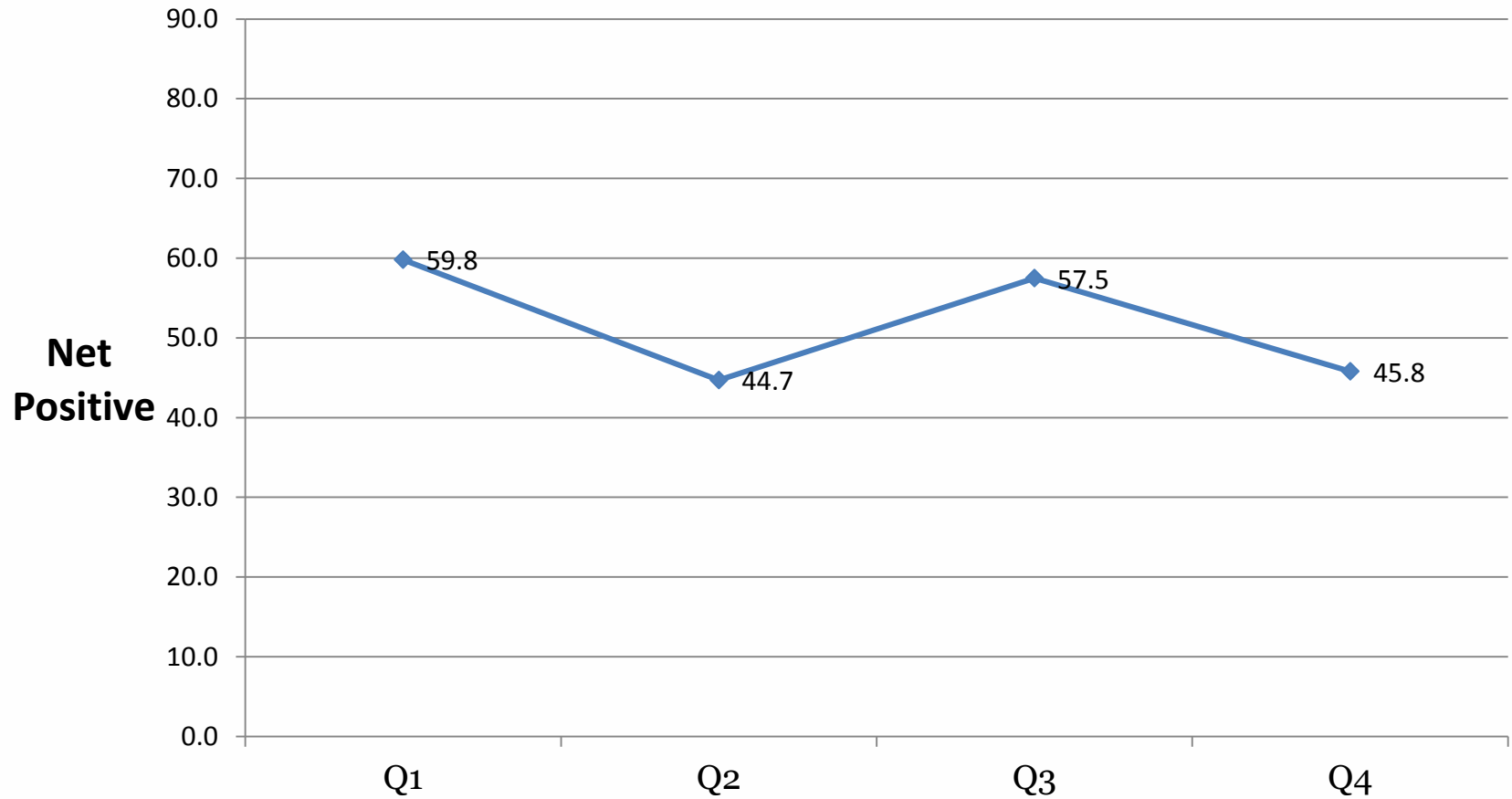
The RFI was clear and concise



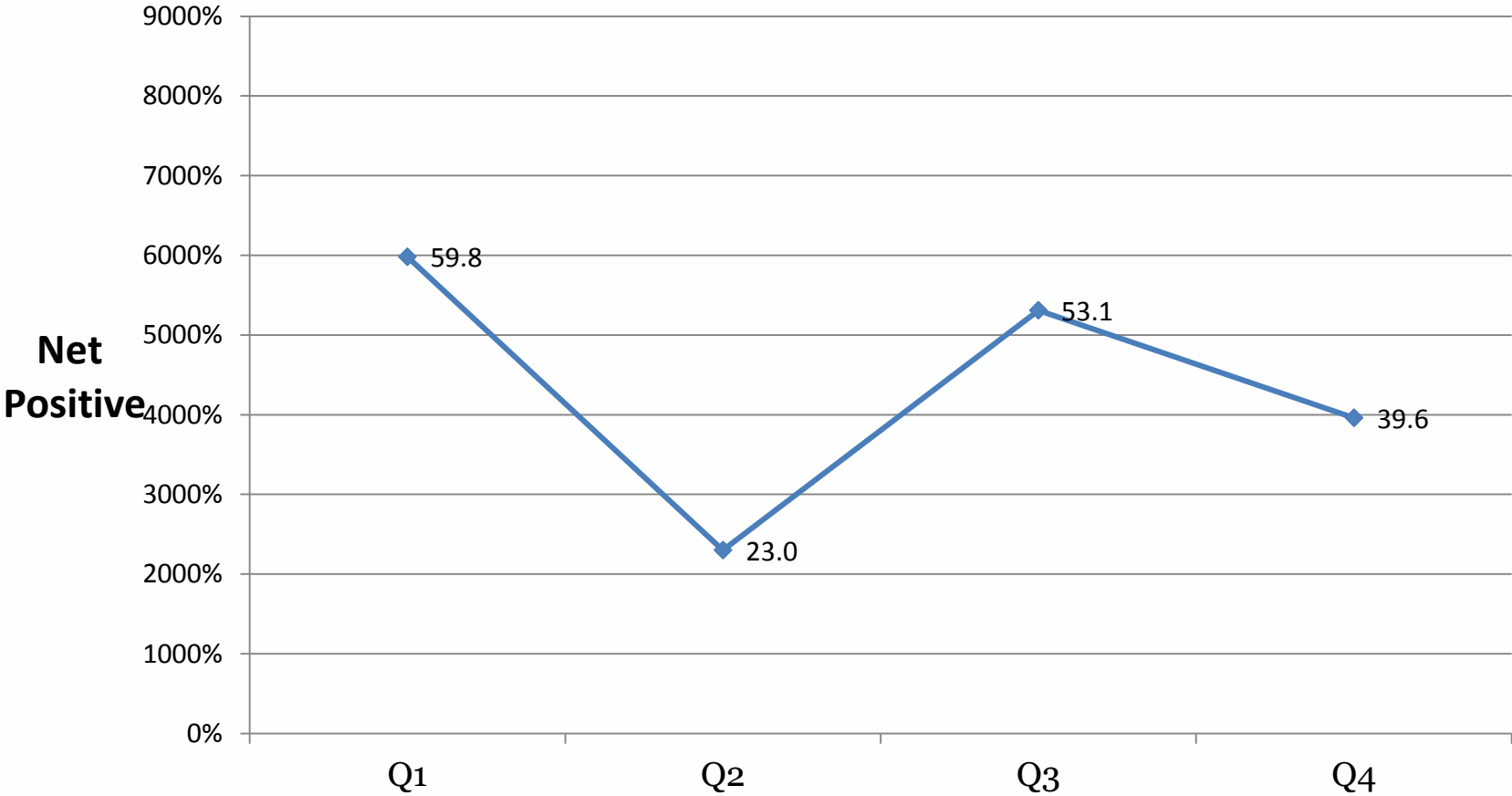
Timeframes and deadlines were agreed, set and kept



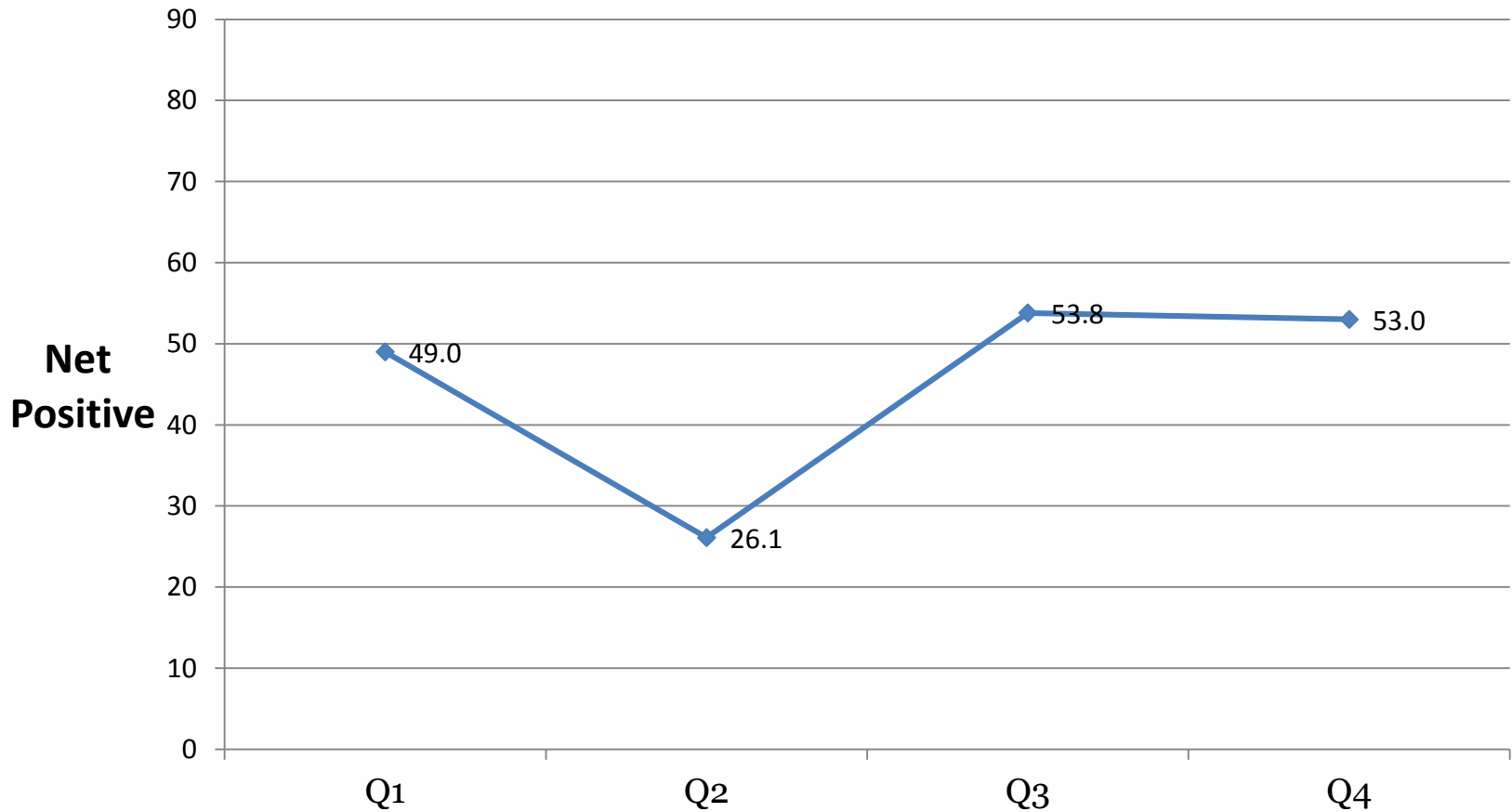
The RFI allowed agencies to differentiate their offering



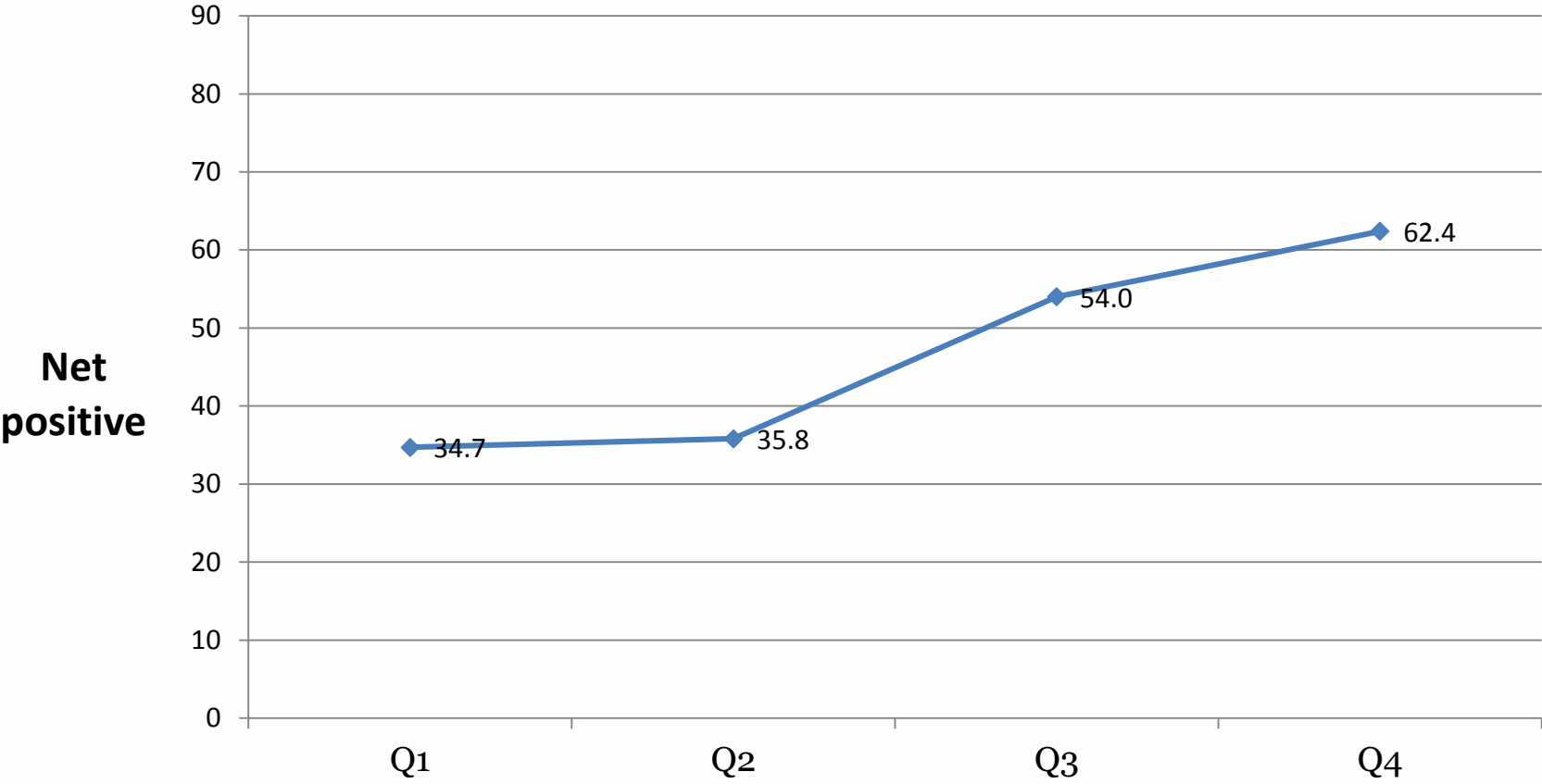
Feedback from interim meetings was clearly actionable



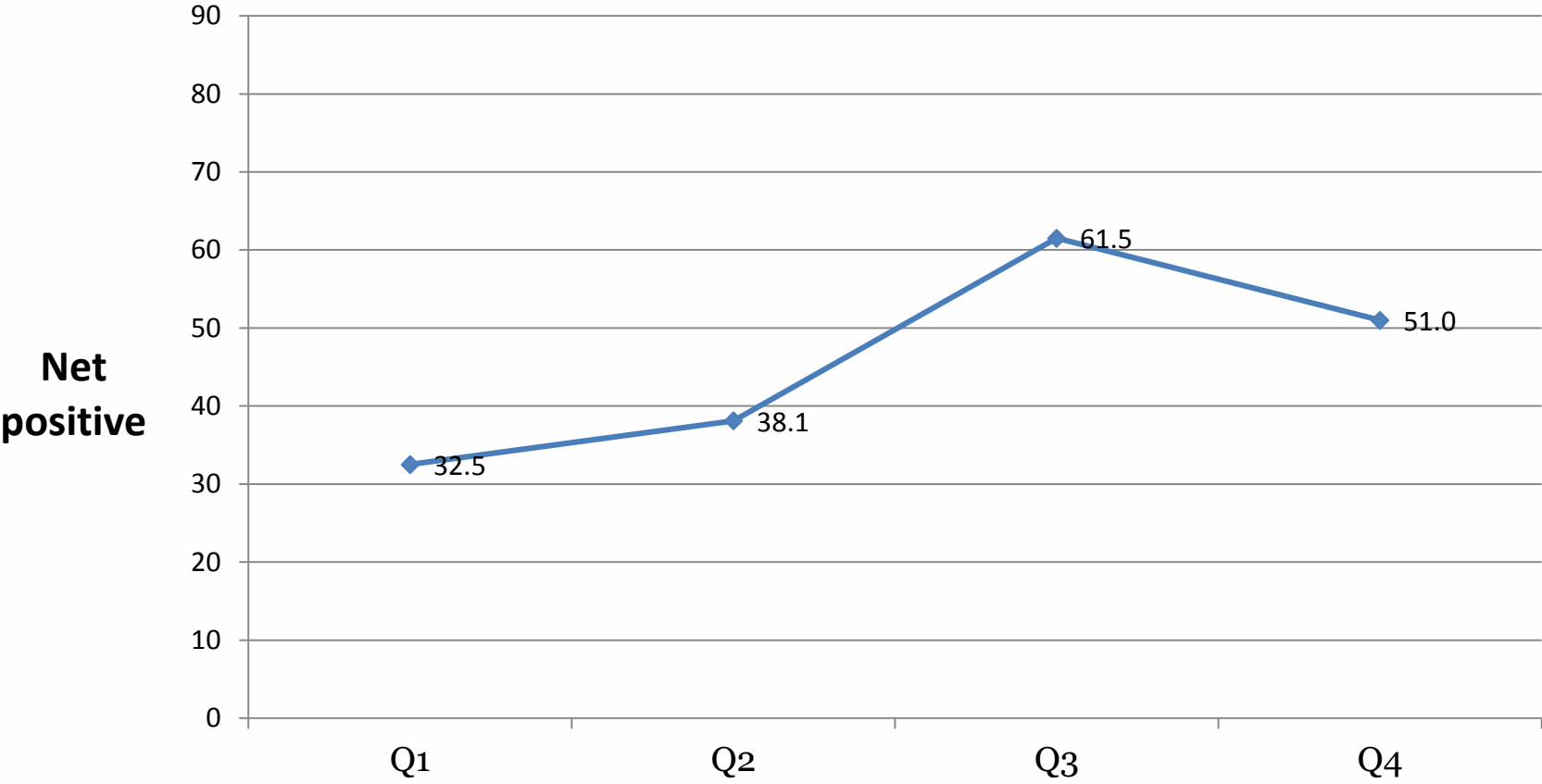
Appropriate feedback on agency performance was given at the end of the pitch process



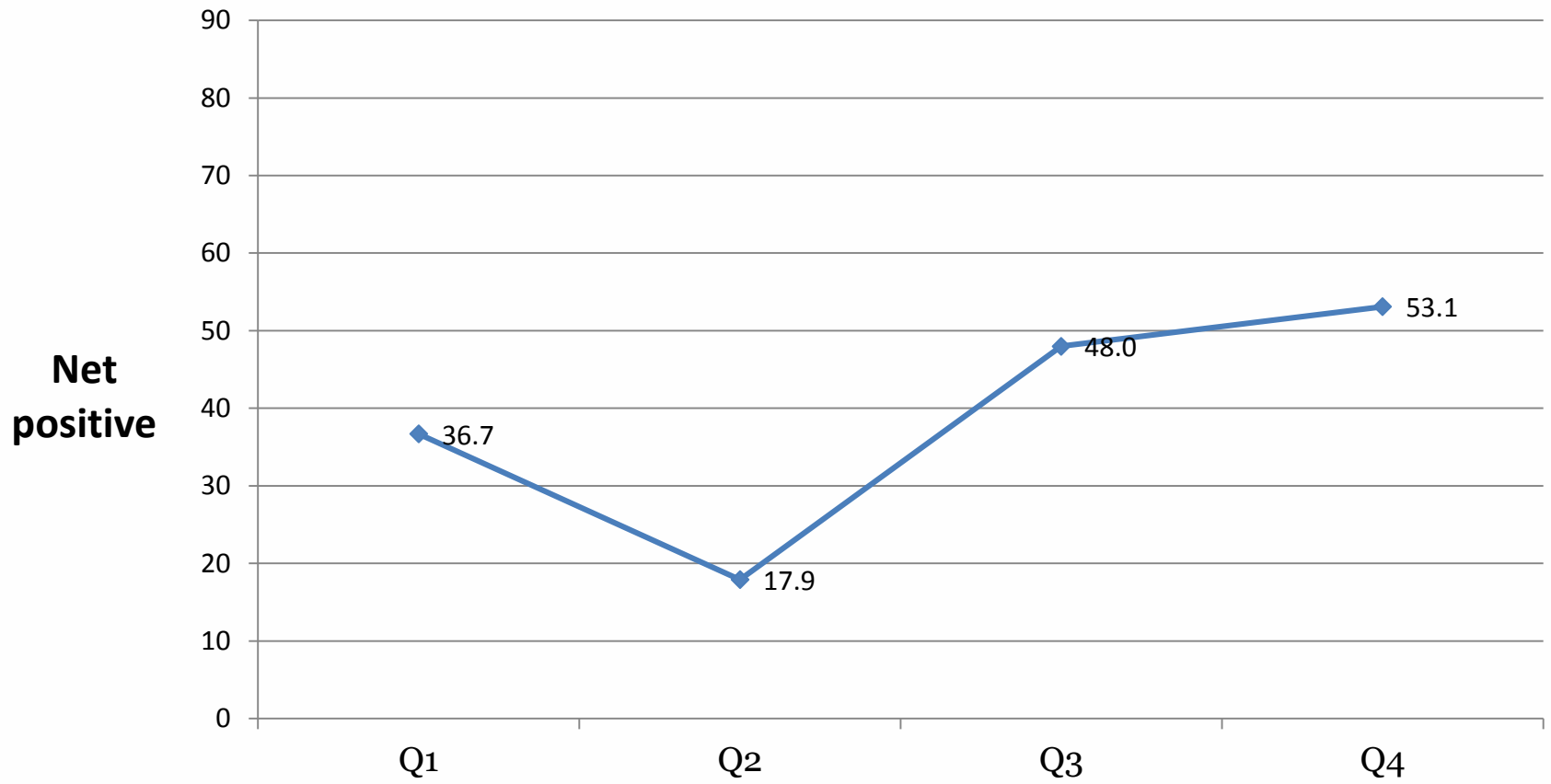
The client's requirement of the pitch was clear



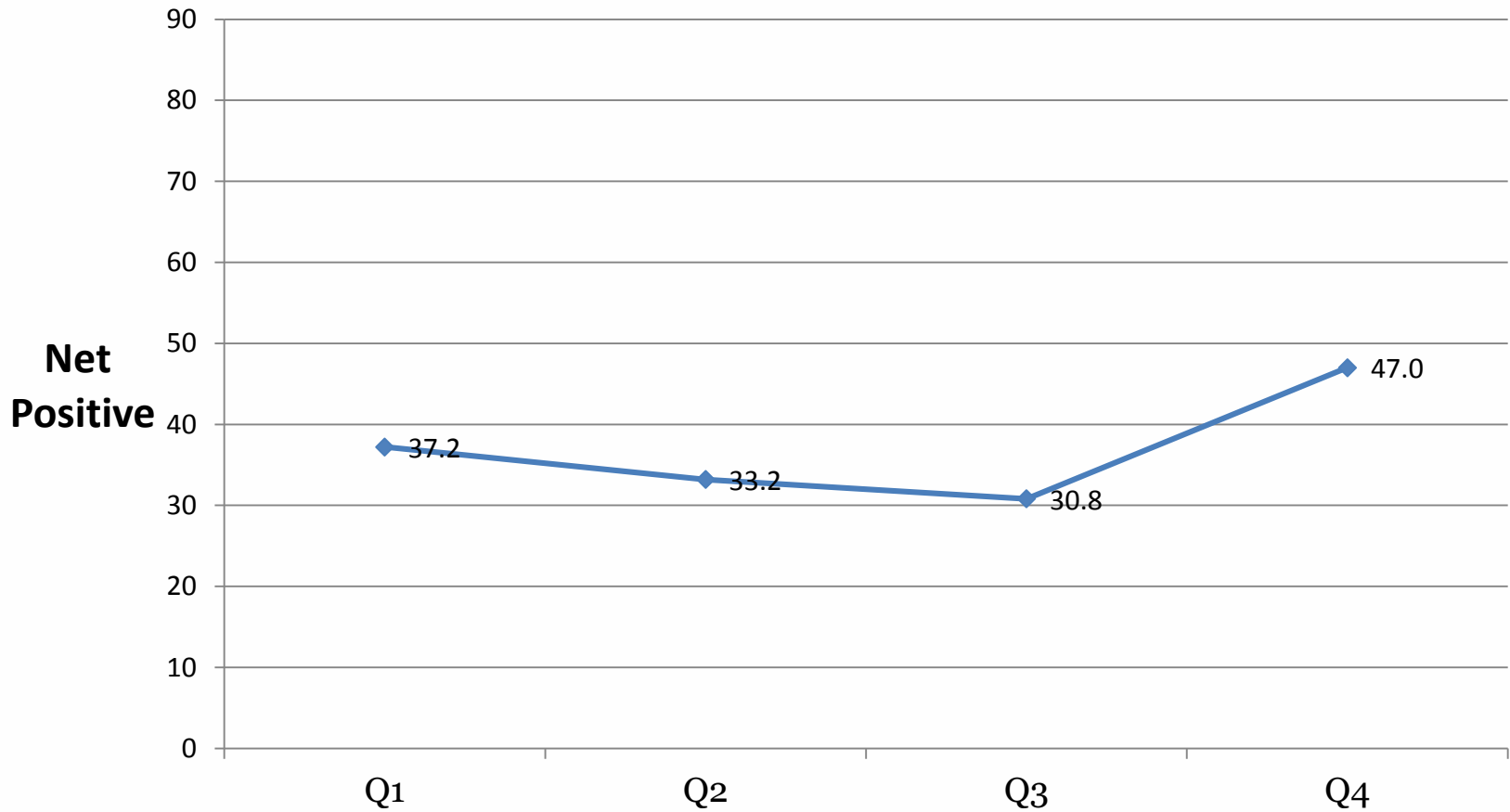
Key stakeholders were involved throughout the pitch process



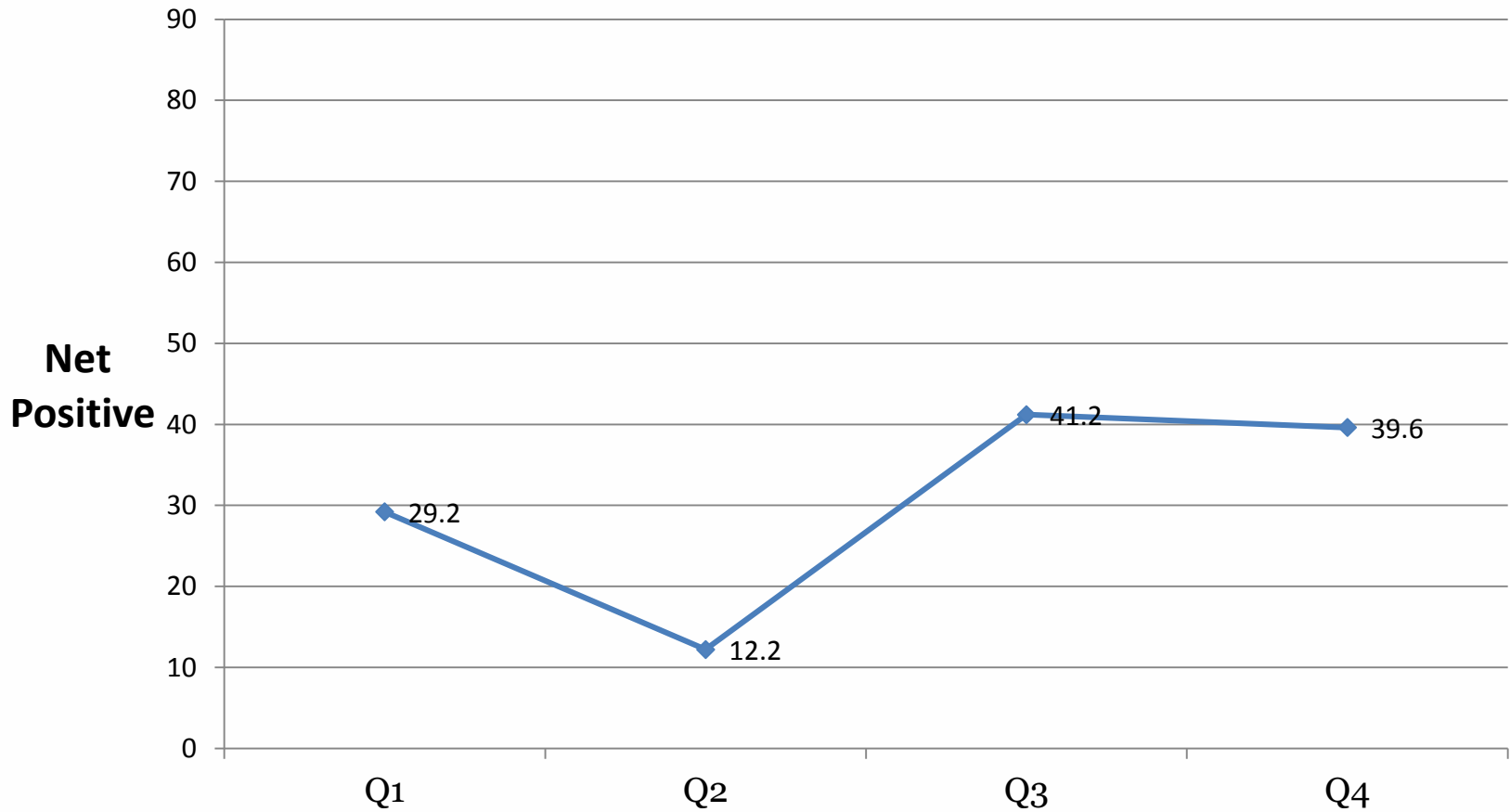
The client brief was well articulated



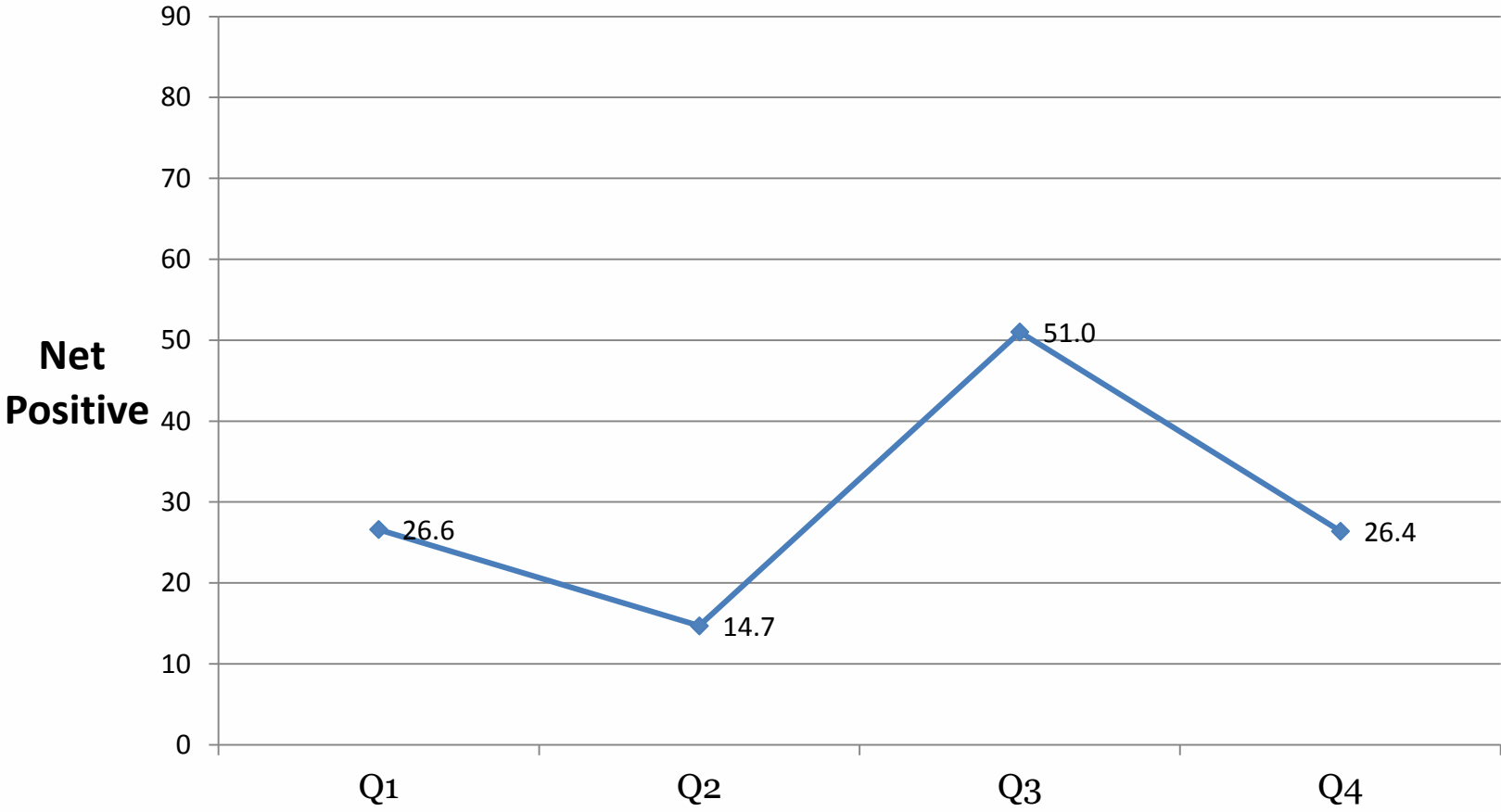
It was clear how many other agencies were involved in the pitch



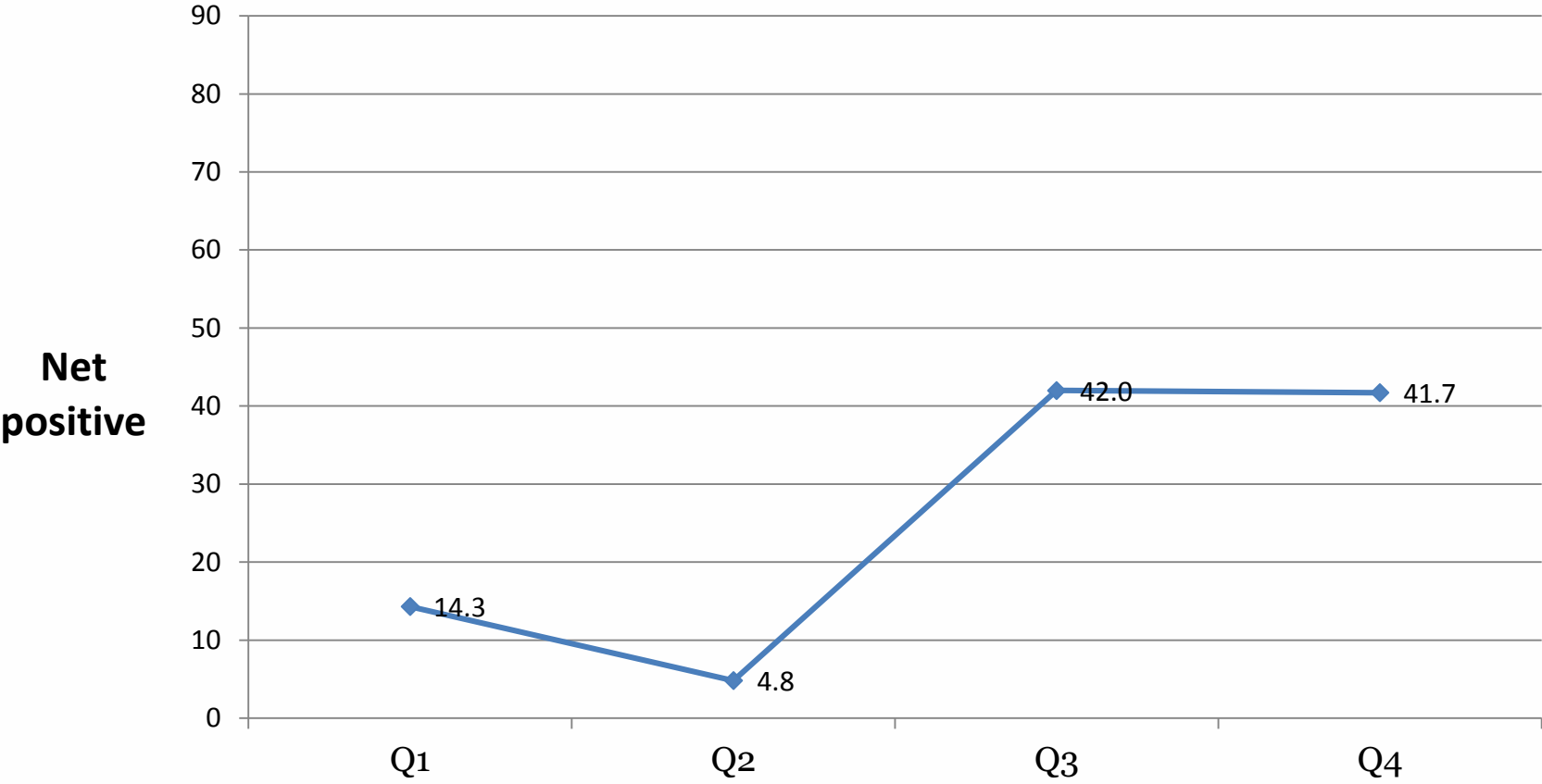
There was no doubt regarding the decision process and the decision maker(s)



There was adequate access to key stakeholders



The client's budget was clear upfront

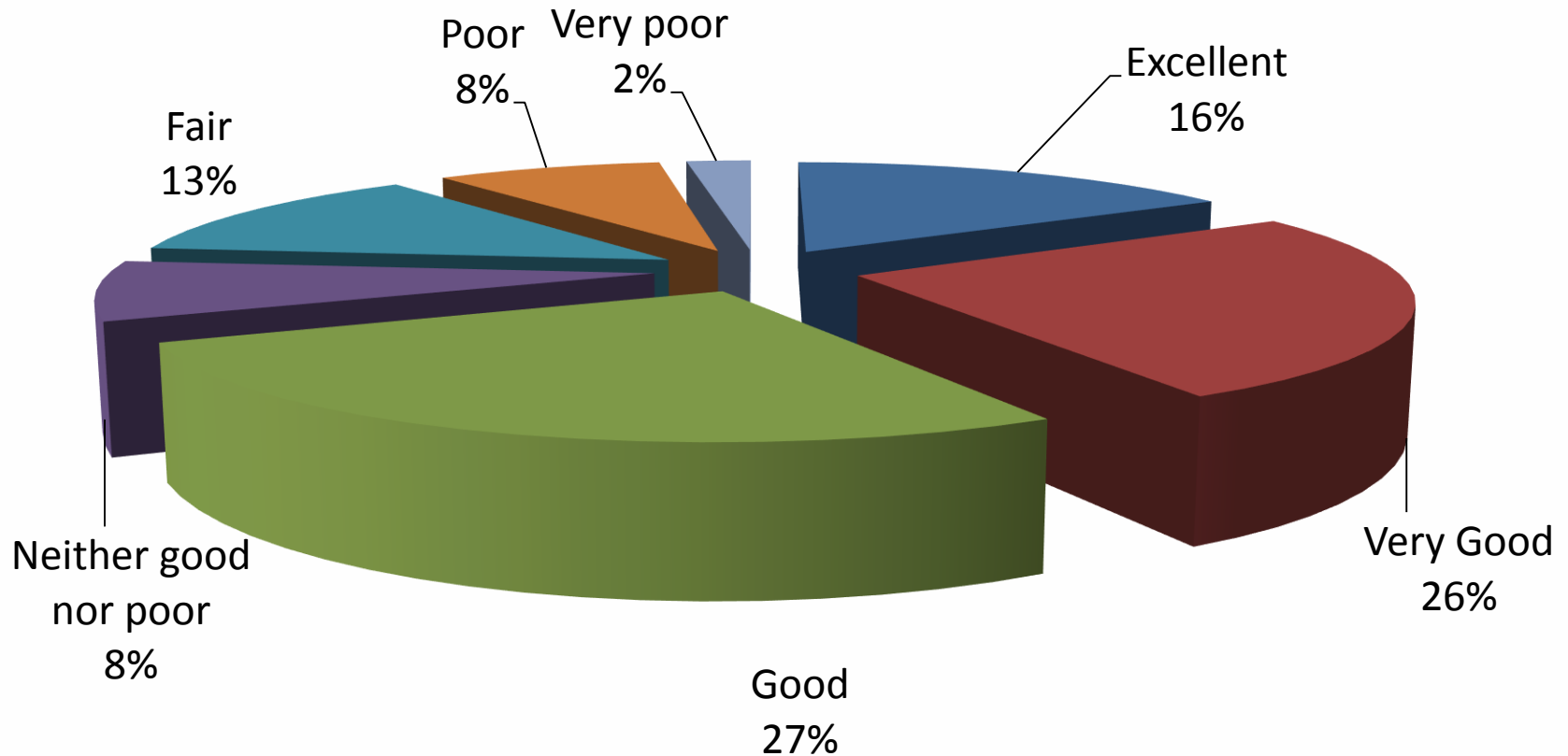


Perceptions of intermediary performance

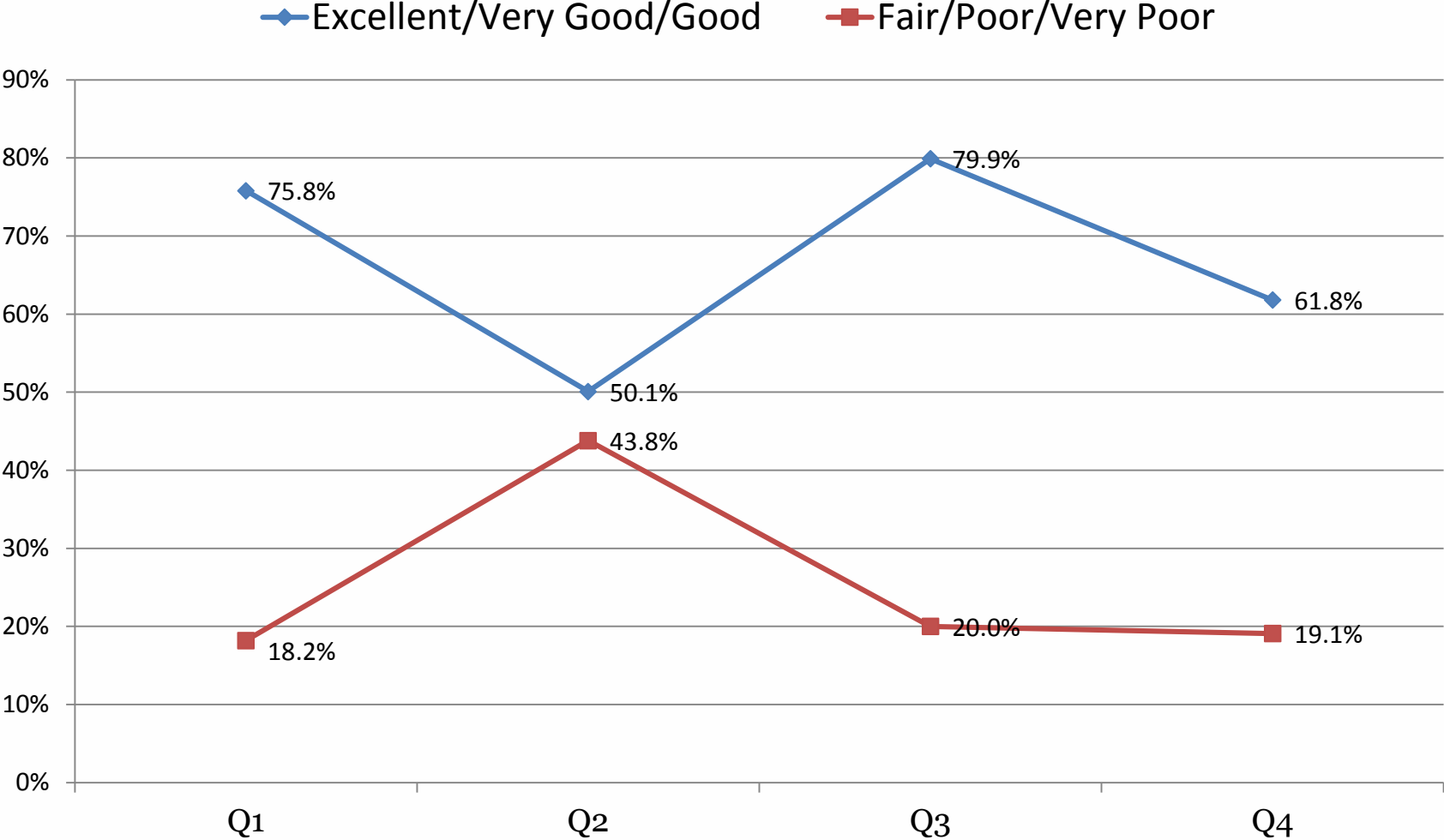


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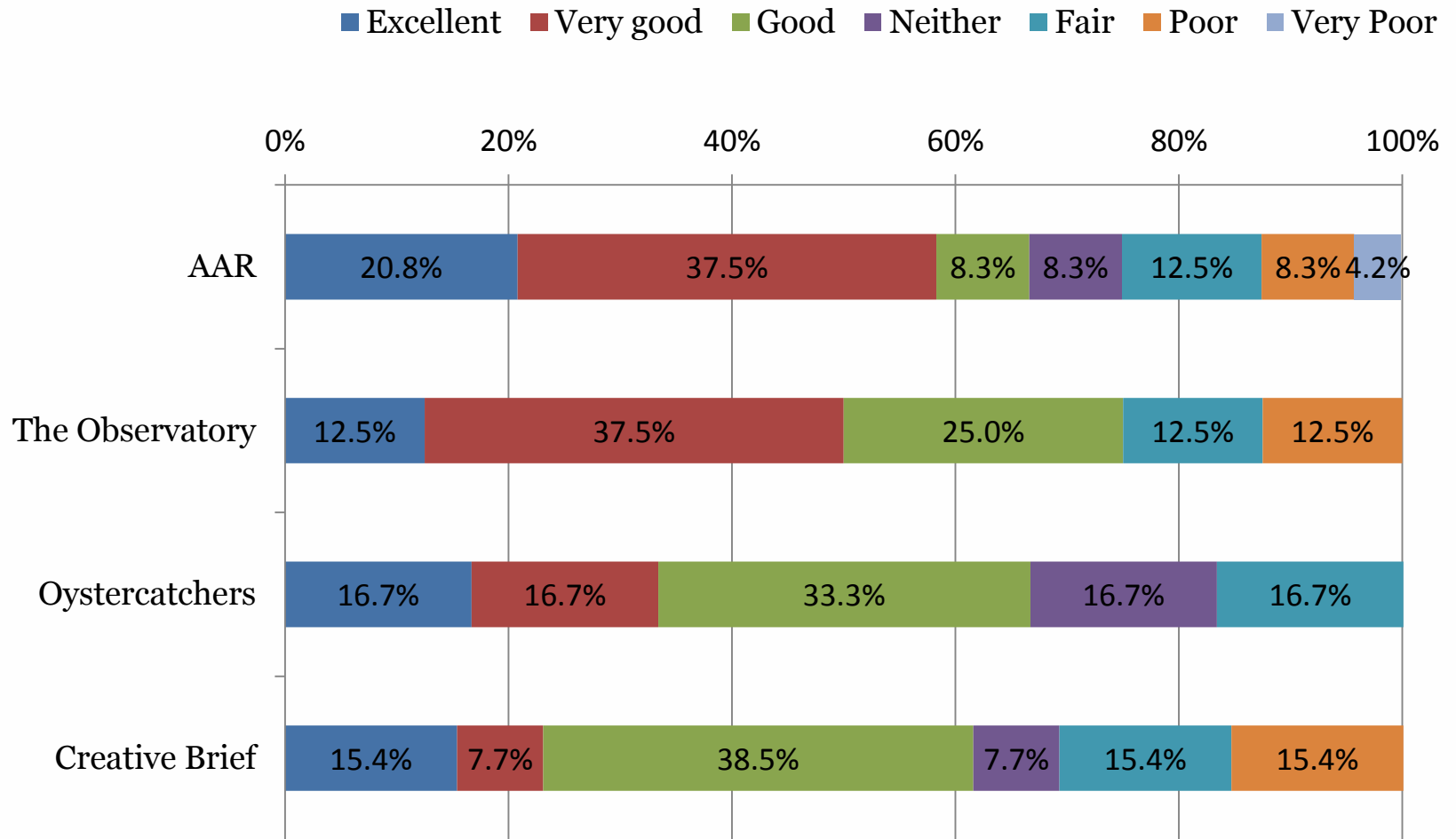
Across the year as a whole in 69% of instances where intermediaries were involved in the pitch respondents indicated that their performance was excellent, very good or good, while 23% described intermediary performance as being poor, very poor, or fair



Over the course of 2013 the rating of intermediaries has been mixed with a particularly poor performance in Q2



Across the year the performance of AAR was rated as excellent or very good in 58% of instances while for the Observatory it was 50%, Oystercatchers 33% and Creative Brief 23%

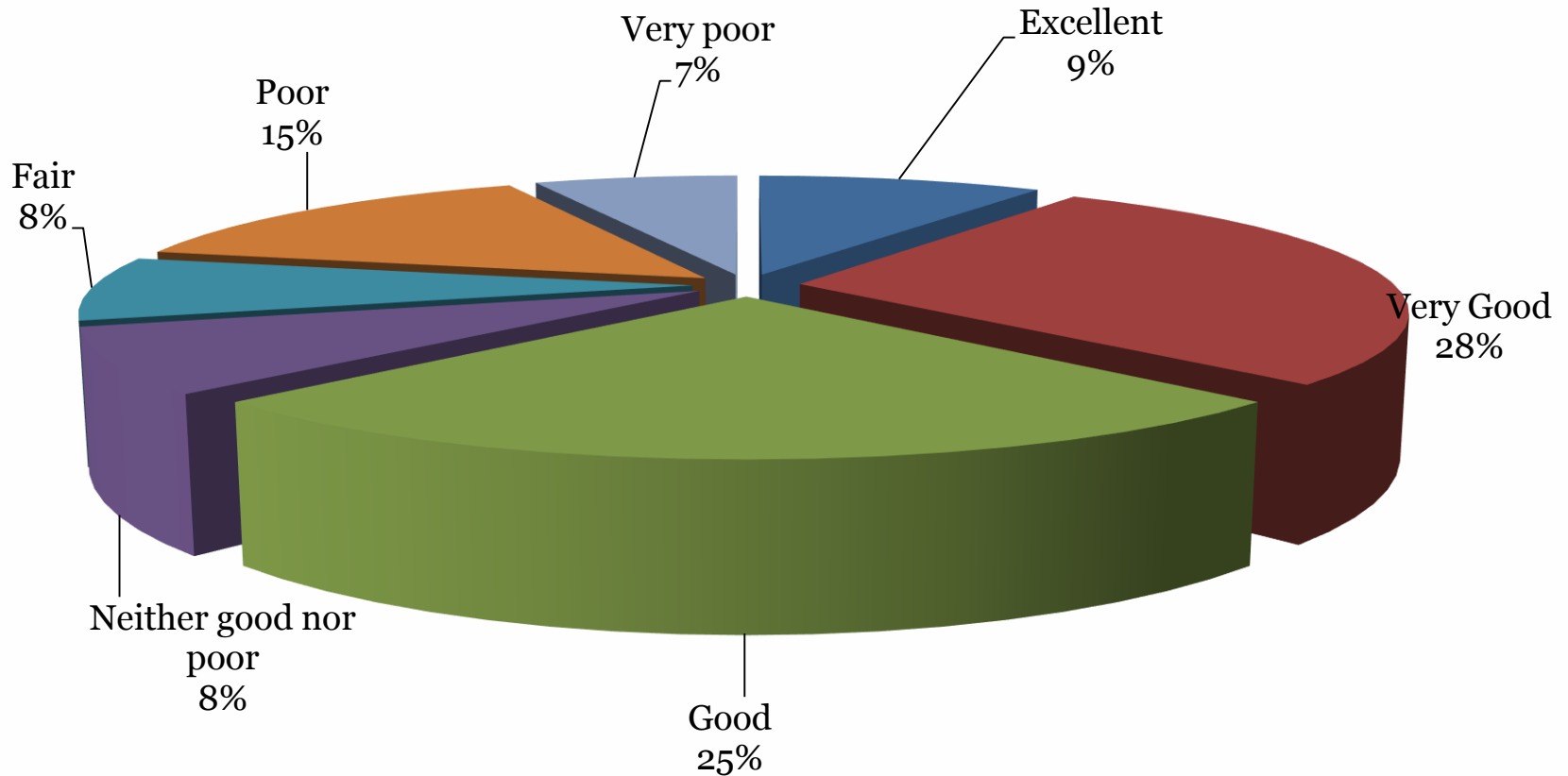


Perceptions of procurement

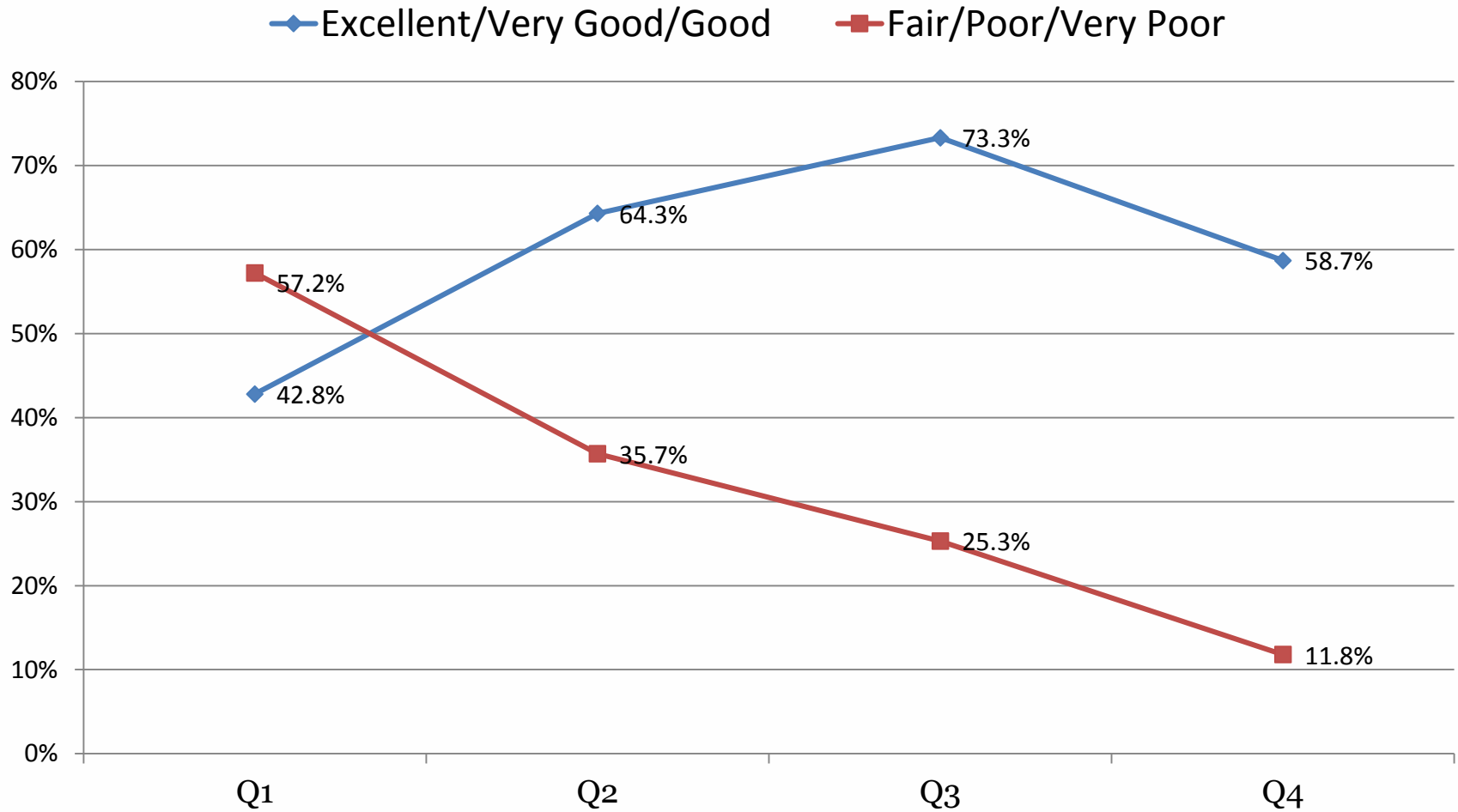


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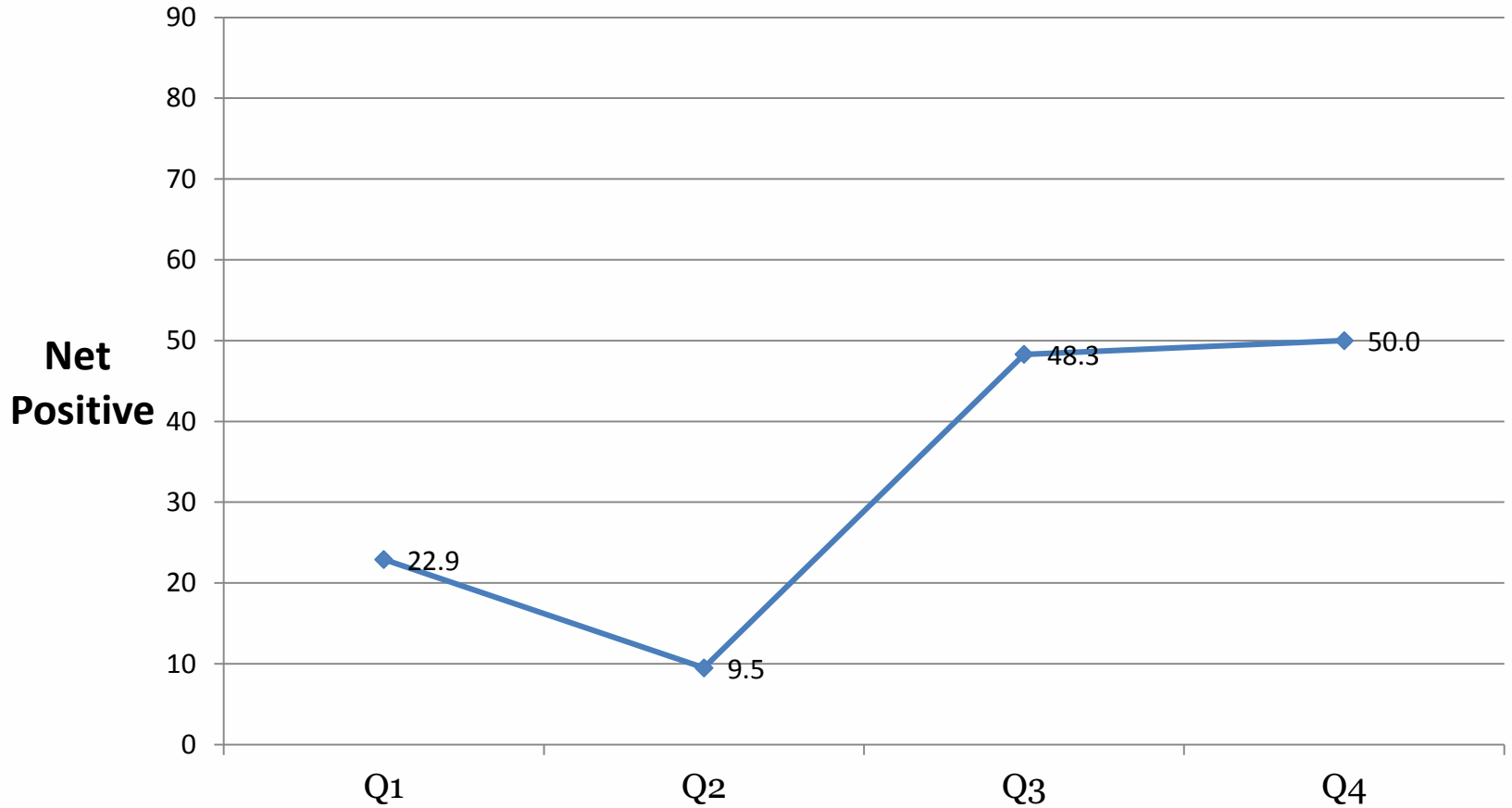
Where there was involvement from procurement the management of pitches was seen in a positive light in 61% of cases and negatively in 30%



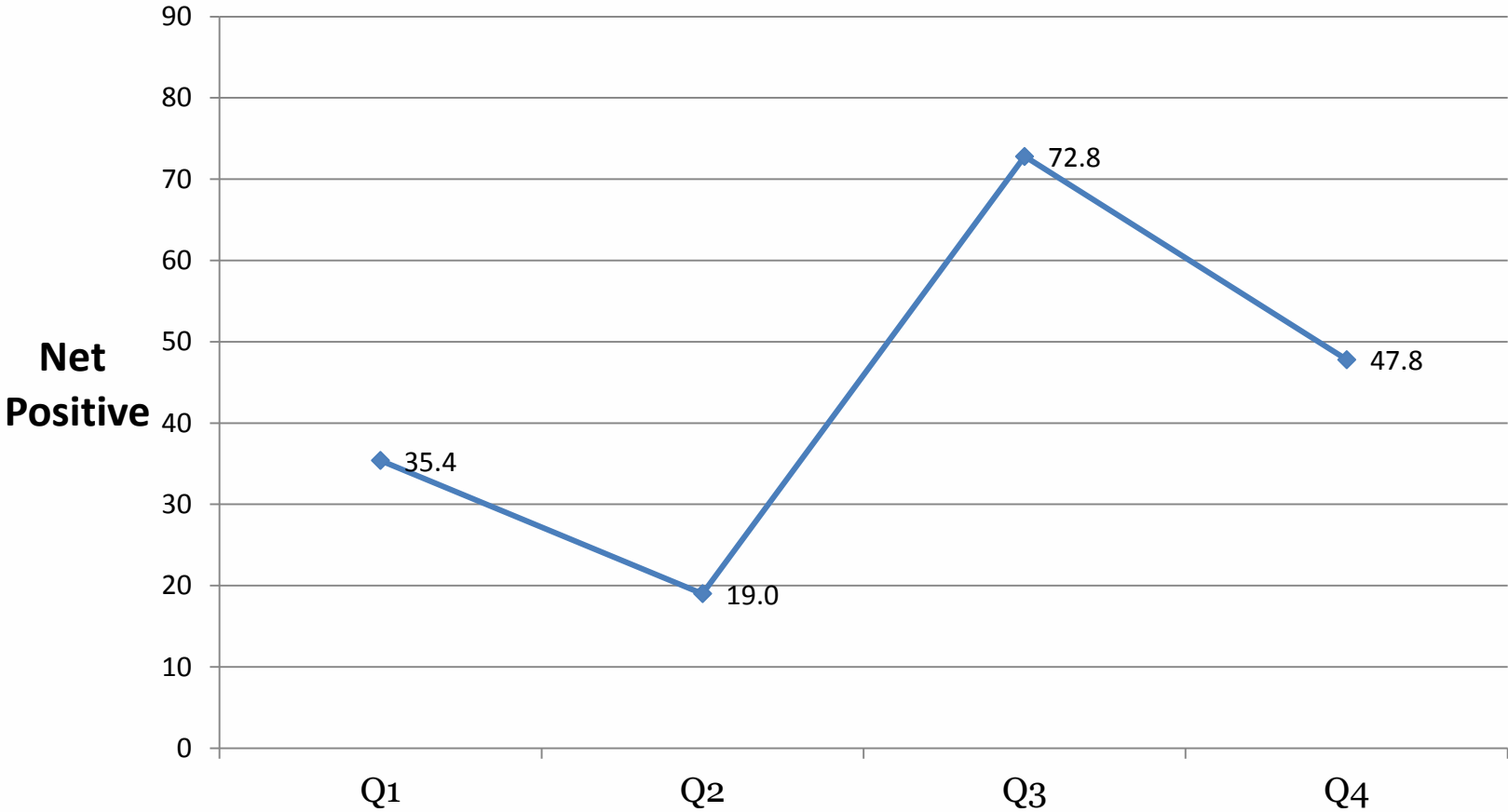
As a result perceptions of the pitches involving procurement have improved



The procurement process was transparent and fair



The role of procurement was clearly outlined at the start of the process



Any procurement selection techniques were appropriate

