

Pan-European pitch guidelines

Pitch guidelines

In the live communication industry, calling for or entering in pitches is a common way of generating business, and it needs to be treated as a delicate matter. The stakes are high. On the one hand for the client because it determines the potential value of a future partnership, and on the other hand for the agency since it could define the potential of winning a new client or project. Therefore, professional pitch guidelines are essential to guarantee best possible results on both ends.

A set of guidelines will enable clients to adopt to a more professional and effective approach in their call for pitches whilst agencies will be able to objectively weight the investment involved against the chances of success.

Clear scope

The client makes clear in the invitation whether it's a pitch for an individual project or for a multi-year relationship. Detailed information is provided about the nature and scale, as well as a realistic budget forecast. It's also important to mention whether it's a creative, strategic or production pitch or whether it's a combination of these.

Transparent process

In the pitch invitation, the client proposes a clear and transparent process that will remain unchanged throughout and guarantees equal opportunities for all participants. It's important for agencies to know which other agencies they're up against, and ideally limited to a maximum of 3 to 5 agencies.

The client also stipulates the nature and scope of the pitch as well as briefing, deliverables, timing and presentation methods.

There is also information on the assessment criteria and decision-making procedure and states those involved. Requirements and criteria are relevant and relative to the nature and scope of the assignment.

Realistic remuneration

The costs incurred for the submission of a professional pitch by all invited agencies are covered (in part) by a pitch fee. This fee is announced in advance and is in proportion to the requested performance.

The winning agency is allowed to incorporate a realistic concept fee in the final budget.

Respect for copyright

The copyright applying to the ideas presented, remains the property of each invited and presenting agency and buy off of these rights is not covered by any paid pitch fee. The questions of copyright for the winning agency is governed by their contractual agreement(s) with the client.

Confidentiality

All parties entering a pitch process (both agencies & clients) shall treat all information shared during the pitch process with strict confidentiality. Clear, written agreements are made with regard to (any) press contacts.