

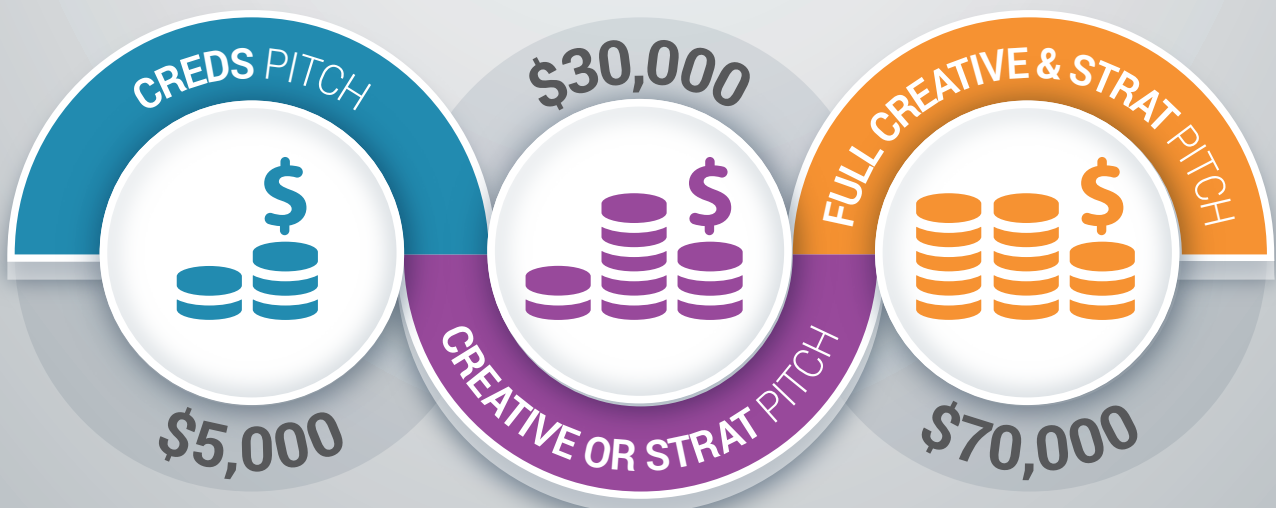
# HEALTHY PITCHING

Pitching can be a great opportunity for both agencies and clients. The chance to work with new people and explore fabulous new ideas. However, it requires a significant investment in time and resources, on top of normal day-to-day business. Here are some simple tips to conducting a fair and efficient pitch and getting the great result your brand deserves.

## WHAT THE AGENCY WILL NEED TO KNOW



## ON AVERAGE THIS IS HOW MUCH AGENCIES SPEND ON PITCHES



# WHAT TYPE OF PITCH IS RIGHT FOR YOU?

CREDENTIALS PITCH	CREATIVE OR STRATEGIC PITCH	FULL CREATIVE AND STRATEGIC PITCH
		
<b>1 WEEK</b>	<b>2-3 WEEKS</b>	<b>AT LEAST 4 WEEKS</b>
AGENCY FEE	AGENCY FEE	AGENCY FEE
<b>&lt;\$150,000 p.a.</b>	<b>&lt;\$150,000-250,000 p.a.</b>	<b>\$250,000+ p.a.</b>

# WHAT TO DO WHEN THE PITCH IS OVER

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Let participants know when to expect a decision
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Ideally this will be within about a week
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More than 2 weeks, let the agencies know beforehand
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Always inform the LOSING agencies first (be gentle), there's nothing worse than hearing the news from another source!

**That's it. You're well on the way to conducting a fair and efficient pitch, and most importantly getting a great result for your brand. Happy pitching!**

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