

**STEPS OF THE PROCESS:
AGENCY**

Step 4: The Agency's Principals Will Brief the Teams

After receiving the brief (and other information), the **principals** and **account team** will craft an **internal creative brief** for the creative director and the art director/copywriter **team(s)** working on the pitch.

Then **in-agency competition occurs** (next step) and crazy, fun, exciting, exhausting, wonderful, terrible things happen.

This is what creatives live for. You could have months – or hours – from start to finish of coming up with a campaign ready to pitch.

* The goal of a pitch (internally, at least) is not what should be done, but what **COULD be done.** ☺

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Step 5: The Creative Department Creates Campaigns

Several creative teams will be given the creative brief, and will **immediately begin** crafting ideas.

Over the course of this time, ideas are shown to the **creative director**, who will mold and advance some ideas, and reject others.

Then, the **account team** is brought into the process to review the work.

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Step 5: The Creative Department Creates Campaigns

It's worth noting that **pitches tend to be frantic**, and the agency often goes into something called "pitch mode" or "pitch frenzy."

This is a kind of **drop-everything mentality**, although it's really more like "do all the work you normally do, plus all this new work, and do it in less time."

Creative teams and account management have been known to eat, sleep, and shower at the agency during a pitch. << **FACT.**

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Step 6: The Agency's Principals Select the Campaign to Be Pitched

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Step 7: The Agency Polishes and Practices the Pitch Internally

**STEPS OF THE PROCESS:
CLIENT & AGENCY**

Step 8: Go Time: The Agency Presents to the Client

STEPS OF THE PROCESS: CLIENT & AGENCY

Step 9: The Client Chooses an Agency

STEPS OF THE PROCESS: AGENCY

Step 10: The Agency Works on the New Campaign

Very rarely does the work that won the pitch make it to the printer or TV screens (etc.) untouched.

But now, that **agency has the client on its roster.** ☺

10 ways to win pitch work every time

By Creative Bloq Staff September 08, 2011 Graphic design

Always be closing with our guide to nailing those pitches and sealing the deal



Only the following points will help you for this pitch; however, read through the whole thing to help you in the future.

DEFINE THE PITCH

Pitches come in two flavors:
a **credentials pitch** and a **project pitch**.

- The former is a chance for you (your agency) to run through your portfolio of work, and explain what you do and why your services are required.
- The latter is where you **present your idea(s) for a specific creative brief**. Never muddle the two.

THIS IS A PROJECT PITCH.

IDENTIFY THE NEED

You have to know what your client needs and **make it obvious to everyone in the room that you can deliver** exactly what they've asked for.

Repeat the main goal of the project in your pitch, whether it's 'sell more baked beans' or 'rebrand Dom Parignon' together with your idea. (see our project sheet!)

Link their problem to your solution.

KEEP IT SIMPLE

For this pitch, each person has 10 minutes (+ or - 1 minute)

Have a **slide index** that guides us through your presentation so there is a clear ending and beginning. **This will always help keep attention.**

DITCH THE DETAILS

Deadlines and budgets might be key to negotiations, but they don't have to be agreed on at the pitch.

As long as you communicate what you can offer your client to service the need they have, leave the details until they naturally arise.

- This leaves the client thinking about **your approach** to the job, **not your price**.

MAKE IT PERSONAL

As creepy as it might seem, **human interaction is based on responsiveness** – you're more likely to react positively to your name being called than someone yelling 'hey you'.

The same works in a pitch. **Look at who you're pitching to and address each person by name.**

- If in a real pitch, refer to someone as Ms. (not Mrs. or Miss) or Mr. unless they tell you otherwise
- Always introduce the other members of your team and explain what they'll be working on.



The Biggest Obstacles to Pitching Creative Work

<https://www.youtube.com/watch?v=YYFS4K3p2Aw>

OVERALL STRUCTURE

The following is from this article, but adjusted for if you were presenting to the FOA for this class.

Small Business > Advertising & Marketing > Advertising >
How to Make an Advertising Pitch
 by Ian Linton

Please read the whole thing to understand how it would really work.

- **Budgets** and an actual **media plan** – as well as **documented research** on the **target audience** and **demonstrated data acquisition** after campaign runs – are all important pieces when asking a client to spend a LOT OF MONEY on an ad campaign.

PITCH STRUCTURE: PRELIMINARY

Bring any essential equipment and/or materials for presentation.

For this class, that means you will have created a **presentation file** you know will work as expected on my computer. You will have this file in the location I tell you by the time I tell you. ☺

All **other suggested materials** will be discussed later in this lecture.

PITCH STRUCTURE: STEP 1

Thank the client for the opportunity. Briefly state any credentials that would put you in higher favor than your competition.

DISCUSS >

PITCH STRUCTURE: STEP 2

Restate the marketing objective. (See you project sheet.)

DISCUSS >

PITCH STRUCTURE: STEP 3

Profile the target market for the campaign.
 Make them a "person" - make them real.
 Detail their product preferences, IN A WAY that you will then answer with your campaign (next step).
 Cite your research if possible.
 Don't include any information if your work doesn't answer it.

DISCUSS >

PITCH STRUCTURE: STEP 4

Present the creative proposal.
 (Usually you would show three : one of them is your recommendation and one is "safe".)

Show as much as you can in **real, tangible items**.
 If it's social media, can you actually make it work?
 Like record a video of your phone as something is received.
 (via free app, like AZ Screen Recorder*)

PITCH STRUCTURE: STEP 5

Summarize the key points of your pitch and state why you believe your pitch will help the client's team meet its marketing objectives.

Invite questions from the client team.

Thank the client team members for their time and ask when they will make their decision on the winning pitch.



Dress the part. (Discuss)

Be a team. (In this case, still use **our, us, and we** in everything.
*It will be a habit you should likely continue when discussing your work.)

Be **genuinely excited** to share your work.

Have **confidence** in your (team's) work.
Know it's good. **Know** it's going to win.

Make **introductions**. Be **engaging**. Use **eye contact**.
*We will act like we've never met you before.

You are knowledgeable. Show that you know more than what the client told you (the initial research sheet from me). **RESEARCH**.

Set up the problem. Answer it.
 Don't just start with "here's our work".

Consider using **visual aspects** of your campaign throughout the pitch. The typeface, the little icon you use a lot, the visual texture you put on your photos. Aside from repeating the visuals, you are also demonstrating the growth ability of your campaign's visuals.

Show work on **digital mock-ups** if possible.

Printed, mounted work?
Leave-behinds are required. Think of this as a more narrative form of your pitch. Same thing, but walk us through it.

