

GRFX-3603 | FALL 2022

# THE CREATIVE PITCH

**WEEK OF DEC 5**  
 MON DEC 5

- Meet in HSS-3121
- LECTURE/DISCUSSION:** The Pitch and the Leave-Behind
- WLP critiques >> Place all work so far in **Slack**.

Tuesday, December 6th is the last day of classes.

**FRI DEC 9**

- Final Work (= Leave-Behind) **DUE in Slack** by midnight.

**WEEK OF DEC 12**  
 MON DEC 12 **8-10AM** >> This is the **scheduled time** for this class's final

- Meet for Final Pitch(es) in **HSS-3121 no later than 8am** with presentation file ready to load on professor's computer. **Pitches begin at 8:30am.**

**TUES DEC 13**

- Complete **Evaluations Form** by 11:59pm on this day.

GRFX-3603 | FALL 2021

# THE CREATIVE PITCH

PROJECT 4

## competition for a real client

OVERVIEW  
 SUBBIC  
 CREATIVE BRIEF

STEPS

- WORKSHOP 1
- WORKSHOP 2
- THE BUDGET
- LOG
- FINAL WORK & THE LEAVE-BEHIND**
- EMERSON
- EVALUATIONS

SCHEDULE

MENU **STEP 6 the pitch**

Students will receive a lecture/discussion about how to best pitch an idea to the client. These include simple things people often forget like eye contact and introducing all team members whether or not they actually present. Students often will dress in a color-coordinating scheme or wear t-shirts with campaign slogans - anything to further push the team effort.

## HOW DOES PITCHING WORK IN ADVERTISING?

MENU **STEP 6 the pitch**

Students will receive a lecture/discussion about how to best pitch an idea to the client. These include simple things people often forget like eye contact and introducing all team members whether or not they actually present. Students often will dress in a color-coordinating scheme or wear t-shirts with campaign slogans - anything to further push the team effort.

The pitch will likely be on campus in a room where students will have access to an AppleTV that hooks up to a laptop, so slides (or other) must be created.

Sometimes students have created merchandises, like a t-shirt, mug, or bumper sticker, or a full-size poster they pitched for the campaign and left with the client to keep and consider further opportunities. It works!

Each group will have **20 minutes** to pitch and no more. To have much less than 20 minutes may show nerves or inadequate information.

# 3603\_project4

Friday, November 19th

Prof. Ansell 11:22 AM @channel >> I was able to reserve one of the best rooms on campus for your final client presentations. It is at the Delta Center on campus in the big Room 203. It's that middle room on this page that's like a tiered horseshoe, all facing the front with a screen. I get it for free because I'm faculty, so ignore the price to reserve the space. 🙌

<https://www.astate.edu/delta/center/meeting-space-and-amenities/> (visited)

Meeting Space and Amenities Everything you need to help you understand how to apply, register and get involved on campus can be found on our website.

MEETING SPACE AND AMENITIES We have great facilities to host your business or host your next off-site conference or meeting.

**DELTA CENTER FOR ECONOMIC DEVELOPMENT ON CAMPUS** The Delta Center for Economic Development, on the campus of Arkansas State University, brings together an excellent blend of Community and the Entrepreneurial spirit that is such a strength.

- DEFINE THE PITCH
- IDENTIFY THE NEED
- KEEP IT SIMPLE
- DITCH THE DETAILS
- MAKE IT PERSONAL

- CONSIDER HOW THE RELATIONSHIP BEGAN
- MAKE 'EM SICK, MAKE 'EM WELL
- LEAVE A FUN, LASTING IMPRESSION
- MORE TIPS

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10 ways to win pitch work every time

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

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- MAKE IT PERSONAL

Pitches come in two flavors: a **CREDENTIALS** pitch and a **PROJECT** pitch.

- CREDENTIALS** is a chance for you to run through your portfolio, and explain what you do and why your services are required.
- PROJECT** is where you present your idea(s) for a specific creative brief.

**NEVER BLEND THE TWO.**

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**THIS IS A PROJECT PITCH.**

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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.

**LINK THEIR PROBLEM TO YOUR SOLUTION.**

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Research shows that people stop paying attention after just **9 minutes** if there is no break or guide to show the process.

For your 20 minute presentation, have a **slide index** like what I have here to the left.

**SHOW A CLEAR BEGINNING AND END.**

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

You can communicate what you can offer to the client or suggest easy answers, but leave details until they arise later.

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**LEAVE THE CLIENT THINKING ABOUT YOUR CREATIVE SOLUTION - YOUR BIG IDEA.**

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Human interaction is based on engagement and responsiveness.

Look at who you're pitching to and address each person by name.

Always introduce the other members of your team and explain what they'll be working on.

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Human interaction is based on engagement and responsiveness.

Look at who you're pitching to and address each person **by name**.\*

Always introduce the other members of your team and explain what they'll be working on.

**But for client, use Mr. or Ms. (not Mrs. or Miss) until they tell you otherwise.**



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**5 ways to perfect your pitch**

- CONSIDER HOW THE RELATIONSHIP BEGAN**
- MAKE 'EM SICK, MAKE 'EM WELL**
- LEAVE A FUN, LASTING IMPRESSION**
- MORE TIPS**

## ■ CONSIDER HOW THE RELATIONSHIP BEGAN

“When pitching clients, you have to take into consideration the nature of how the relationship started, because that can dictate your approach. If the prospective client reached out to you and contacted you, they did so for a reason – they were referred to you, they saw your portfolio or a project you completed and liked it, etc. With this, you’ve already established yourself – and your firm – somewhat as a trusted authority figure. If on the other hand, you’ve struck up a relationship with them through a cold call, or networking, or some other approach, you have a little bit more of an uphill battle in establishing yourself and your firm as a trusted figure.”

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## DISCUSS HOW THAT APPLIES TO THIS PROJECT.

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## ■ MAKE 'EM SICK, MAKE 'EM WELL

“First, you make 'em sick.

We tell our clients the issues they’re having with their brands and their websites. Oftentimes, there’s too much going on: visual clutter and unclear calls to action are the most common issues websites more than three or four years old face.

Then we cure them with our creative.

It’s always a striking difference; our creative tends to be much more minimalistic than what they expect.”

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## REMEMBER THIS. ALWAYS.

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## ■ LEAVE A FUN, LASTING IMPRESSION

If you aren't the only one pitching a particular potential client, finding ways to set yourself apart from others can be difficult. However, you can search for ways to leave a lasting impression for when your presentation is done.

"Pitch presentations can be daunting, which is why I always like to add in something creative and fun to leave a lasting impression. Most notably at a recent pitch (and even a proposal submission) I concluded the presentation by passing out small bags of green gumballs with a tag inside that says 'Let's chew on some great ideas together!' It was well received!"

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**DISCUSS WITH YOUR GROUP.  
REMEMBER IT'S ABOUT YOUR BIG IDEA TOO.**

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■ MORE TIPS

### ■ MORE TIPS

- Be a team. Warm up by yourself and together.
- Have confidence in your team and your team's work.
- Be genuinely excited to share your work. Know it's good. Know it's going to win.
- Make introductions. **BE ENGAGING.**
- You are knowledgeable. Be sure they know that you know more than just what was on the Creative Brief. **RESEARCH.**
- Don't just start with "here's our work". Set up the problem. Answer it.
- Consider using visual aspects of your campaign throughout the pitch. Aside from repeating the visuals, you are also demonstrating the power of your Big Idea.
- Dress the part. Reinforce your team and/or its Big Idea.
- Printed, mounted work?
- The Leave-Behind.



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## ■ MENU STEP 6 final work

Create a document using iDesign to display the final campaign as a "Leave-Behind" for the client after the pitch is given.

- > The document should be created at Letter-sized (8.5 x 11 inches).
- > Save the file as **Print\_CAMP**(your group number)\_FINAL.DOC

The document should contain the following:

- Cover Page that states either a Big Idea line (if available) or Project # and student's names.
- Page that clearly states the Big Idea and then it answers the marketing objective and appeals to the target audience.
- 3 final ads created in either iDesign or Illustrator.

Remember, all ads should be 6 inches x 6.5 inches, so they should fit on the page with a .25 inch margin.

Photograph files containing 30 final Instagram mock-ups posts with captions (most containing hashtags) and 1 or more photos.

Photoshop file of profile page.

All the ads to go on the campaign! At least place images. It is suggested to explain briefly what something is if necessary.

**On the last page:** Thank the client for allowing your group to create work for them. For this message, type or scan in team members' handwriting. Also include the following typed:

- Group name (print) of this message centered to the bottom of the document.
- We would appreciate any credit if the client earns recognition for the campaign. Our team members would be pleased if you contacted us to discuss digital files of work, press and/or future work with this campaign. Introductions and resource needs only are extremely valuable to us as we begin our careers in a competitive creative field. Then list each team member's name and contact information.

When complete: **File > Package** with Fonts and Links. Also **File > Export to an Interactive PDF**

>>> Each student places their team's work in their own PROJECT 4 folder on Google Drive for this class. (This, that means each of you will upload the same file to your own Google.)

>>> Also post one PDF to group's Slack private channel.

**DUE = WHAT = WHEN = WHERE =**  
See Schedule and Slack #proj300\_group for details

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## ■ MORE TIPS \* Suggested Pitch Format

1. Enthusiastic introductions - eye contact, introduce each team member
2. Review the objective, Perhaps reviews points on the Creative Brief and Consumer Profile, but don't go through each point by point.
3. Set up your exact problem to solve in order to solve for the objective.
4. Present your Big Idea. Do it visually and verbally.
5. Show and read the campaign's 3 print ads. Take time with your headlines and explain visual points briefly.
  - \* keep pushing the fact that the campaign is under a BG DEA, not just 3 ads it can grow.
6. Then show how this extends to Instagram.
  - \* keep pushing the fact that the campaign is under a BG DEA



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**MORE TIPS** \* Suggested Pitch Format (cont)

7. Then show how the **Big Idea** extends to any of the additional legs! The more you show, the stronger your Big Idea will be.  
\*keep pushing the fact that the campaign is under a BIG DEA
8. Wrap it up. Stay enthusiastic. Remind them that the information is in the Leave-Behind PDF that will be supplied after today's presentations.
9. Have a clear ending and thank them for their valuable time.

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9. Have a clear ending and thank them for their valuable time.

**MORE TIPS** \* Suggested Pitch Format (cont)

7. Then show how the **Big Idea** extends to any of the additional legs! The more you show, the stronger your Big Idea will be.  
\* keep pushing the fact that the campaign is under a BIG DEA
8. Wrap it up. Stay enthusiastic. Remind them that the information is in the Leave-Behind PDF that will be supplied after today's presentations.
9. Have a clear ending and thank them for their valuable time.

**WEEK OF DEC 5**  
MON DEC 5  
• Meet in HSS-3121  
• LECTURE/DISCUSSION: The Pitch and the Leave-Behind  
• WLP critiques >> Place all work so far in Slack\*.  
Tuesday, December 6th is the last day of classes.  
FRI DEC 9  
• Final Work (= Leave-Behind) DUE in Slack\* by midnight.

**WEEK OF DEC 12**  
MON DEC 12 8-10AM >> This is the scheduled time for this class's final  
• Meet for Final Pitch(es) in HSS-3121 no later than 8am with presentation file ready to load on professor's computer. Pitches begin at 8:30am.  
TUES DEC 13  
• Complete Evaluations Form by 11:59pm on this day.