

THE CREATIVE PITCH

GRFX-3603 ADVERTISING DESIGN

https://www.youtube.com/watch?v=OQA3wv3o_M
<https://www.youtube.com/watch?v=7YF34P3022w>
<https://www.researchgate.net/publication/319345461/figure/fig/1/figure-fig1/15118590>
<https://www.youtube.com/watch?v=154111700>
<https://www.linkedin.com/company/creative-pitch-workshop>
<https://www.facebook.com/creative-pitch-workshop>
<https://www.instagram.com/creative-pitch-workshop>
<https://www.pinterest.com/creative-pitch-workshop>

THE ADVERTISING PITCH

- An advertising pitch **describes the proposals of an advertising agency** to promote a product or service.
- The pitch **states the objectives** for the campaign and **describes how the campaign will deliver** its intended results.
- **Companies request advertising pitches** so that they can select the most suitable proposal from a number of advertising agencies.
- A successful pitch should demonstrate that an agency can use the marketing budget effectively to create greater value for a brand

THE ADVERTISING PITCH

WHAT IT IS NOT:

It is not an explanation of your process. In other words, don't give me another process book. Don't show sketches or ideas getting to your answer **UNLESS** you really think that's an important part of your sell.

BUT you should show me (for this class) the information from the workshop at the beginning of the project, as long as it ties into your final creative. Maybe revise some of your answers so that it matches your creative.

grfx-3603 | advertising design | fall 19

project 3 - workshop

overview Full participation is expected from all students. Use post-it notes (provided) for all of the following. Photograph them for documentation of work. **This form should include only the final answers.** Thought process should be elsewhere and documented.

HOW IT USUALLY GOES

The following is from this article. Read it. ☺

How Does an Advertising Pitch Work?

f
p
in
✉

BY PAUL SUGGETT 📅 • Updated October 29, 2019

STEPS OF THE PROCESS: CLIENT

Step 1: A New Advertising Campaign

Even if the client already has an agency, maybe they want new blood.

Or some government accounts (like the state lottery) must go up for review on a cycle.

STEPS OF THE PROCESS: CLIENT

Step 2: The Client Puts Out a Request for Agencies to Pitch

R.F.P. -> Request for Proposal

**STEPS OF THE PROCESS:
CLIENT**

Step 3: The Client Selects Agencies to Brief

Really big accounts will receive a ton of briefs answering their request. Only a certain number will be picked to present their ideas.

**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 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.** ☺

**STEPS OF THE PROCESS:
AGENCY**

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.

**STEPS OF THE PROCESS:
AGENCY**

Step 5 (cont.): 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.**

**STEPS OF THE PROCESS:
AGENCY**

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

**STEPS OF THE PROCESS:
AGENCY**

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 10-15 minutes.

Have a **slide index** (like a Table of Contents) 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=YYF54K3p2Aw>

OVERALL STRUCTURE

The following slides are from this article (see Slack), 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 the 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 pout 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.



Pitch This! How To present design work to clients like a pro!

https://www.youtube.com/watch?v=r0GAJwm3n_M

THE LEAVE-BEHIND*

A PHYSICAL SUMMARY OF EVERYTHING YOU JUST PRESENTED.

*A Leave-Behind can be much more creative than this. However, anything creative should be in addition to this most basic Leave-Behind.

OVERALL

A Leave-Behind is a **narrative version** of the presentation you give in a pitch. In other words, **tell us the whole "story" again** as if the person reading it hadn't viewed the pitch.

Why?
 To provide additional information referenced in the pitch.

And one or all of the following:

- To remind people what was said.
- As an aid for these people who attended to better recap what was said to those who didn't.
- To show to someone who wasn't there at all with no guidance to how the pitch actually went.

Leave-behinds

A lot of information is usually discussed in client pitches – your presentation is only one component. Having hard copies of your PowerPoint presentation (or any other document you reference) that you can leave behind makes it that much easier for the client to recall your discussion when it comes time to make a decision.

The client is considering hiring your marketing agency because they need help – show them how easy it is to work with your company because you have all your ducks in a row.

Leave-behinds can also be a follow-up email with the documents you presented. By emailing the documents, you also have the opportunity to summarize the meeting, thank the client for the opportunity and ask for next steps.

STRUCTURE

Have a **COVER PAGE** that shows something about your campaign. They should be able to see the cover and remember the visual power about everything you showed them.

Start with a **TABLE OF CONTENTS.** Have the following sections (next slide), though you may state them differently if you would like.

Also remember that everything you do should reinforce your campaign.

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

TABLE OF CONTENTS

- Introduction
- Objective
- Audience
- Creative Work
- Summary

PITCH STRUCTURE: STEP 1

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

Thank the client.

Be brief, but eloquent.

Do not bother talking about yourself because an actual leave-behind would reference "us" and "we".

PITCH STRUCTURE: STEP 2

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

It's listed on your project sheet, but don't call it A, B, C, or D.

- **GROUP A** : Create awareness for the season's performances and event calendar. Obtain followers on social media and encourage purchase of tickets.
- **GROUP B** : Create awareness and call-to-action for enrollment for the art classes available at FOA. In other words, get people enrolled in the classes.
- **GROUP C** : Create a desire to become involved in the many aspects of theatre performance at the FOA. These include performers as well as those who help behind the scenes. There are many opportunities available.
- **GROUP D** : Encourage community support of FOA, specifically financial even in the guise of involvement. In other words, when one attends a performance, class, etc. and pays for this, then the funds go back to the community. Also sponsorship by businesses and individuals is encouraged.

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.

Show this. All of it.

But remember that you must explain it also. Don't just place images and assume the reader knows what you're talking about.

THE ADVERTISING PITCH

WHAT IT IS NOT:

It is **not an explanation of your process**. In other words, don't give me another process book. Don't show sketches or ideas getting to your answer UNLESS you really think that's an important part of your sell.

➔ BUT you should show me (for this class) the information from the workshop at the beginning of the project, as long as it ties into your final creative. Maybe revise some of your answers so that it matches your creative.

grfx-3603 | advertising design | fall 19

project 3 - workshop

overview Full participation is expected from all students. Use post-it notes (provided) for all of the following. Photograph them for documentation of work. **This form should include only the final answers.** Thought process should be elsewhere and documented.

PITCH STRUCTURE: STEP 4

Present the creative proposal.

Show it! 😊

AND EXPLAIN IT IN A WAY THAT:

- Answers an **objective**.
- Responds to **research**.
- Shows it is the best, most creative and strategic **answer to the client's problem**. It's not just something cool you designed.

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.

Be brief, but eloquent.