

# IDEA Pitch-Checklist

## 8 practical tips for an effective pitch

Pitching is a fine art. The stakes are high and the amount of time and knowledge that is invested is considerable. Both by agencies and by clients. The IDEA Pitch checklist serves to map out an effective approach.



### 1. Be clear about the nature of the commission.

Is it a one-off project or a long-term relationship? Both situations call for their own methods and require specific approaches. Be clear in this respect with the pitching parties beforehand.

### 2. New isn't always better.

Whether it's the need for a breath of fresh creative air or standard procedures within organisations. There are various reasons for writing a pitch. Are you on good terms with your current agency? Then definitely involve them in the pitch. You'll be amazed at the new insights that can blossom.

### 3. Choose Wisely.

of live communication, the IDEA hallmark provides guidance and security. All IDEA agencies are subjected to vigorous scrutiny which includes financial stability, craftsmanship and legal know-how.

### 4. Prepare a pitch thoroughly.

Make a pre-selection of agencies that you really want to work with. In doing so, you can look at the agency's track record and its DNA, specific expertise and references. We recommend that you enlist the services of three agencies at the most. If your longlist is longer, then get acquainted with the contenders and then draw up a top 3.

### 5. A good briefing is half the battle.

Every pitch starts with a coherent and thorough briefing with clearly formulated questions and objectives. With these raw materials, an agency hits the drawing board and comes up with a concept idea. The briefing definitely contains a budget indication. This serves as a clear indication of the level of ambition and generates realistic

### 6. Go for live (contact).

At IDEA we like live. If people don't meet each other, a certain connection is lost. We strongly prefer a personal presentation of the briefing. And also, schedule a live meeting for agency presentations. Needless to say, ensure that the right contacts are at the table at the right time.

### 7. Be transparant.

Be clear about what you expect from pitching parties. Explain how the procedure works in advance and which assessment criteria you plan to use. If something changes during the process, then share this immediately with all parties.

### 8 Offer appropriate pitch fees

Fair commissioning is key. Agencies invest heavily in time and resources. Realistic pitch fees for unsuccessful agencies are appropriate. Inform pitching parties of this fee before the pitch starts and ensure that it is in proportion to the performance requested.