



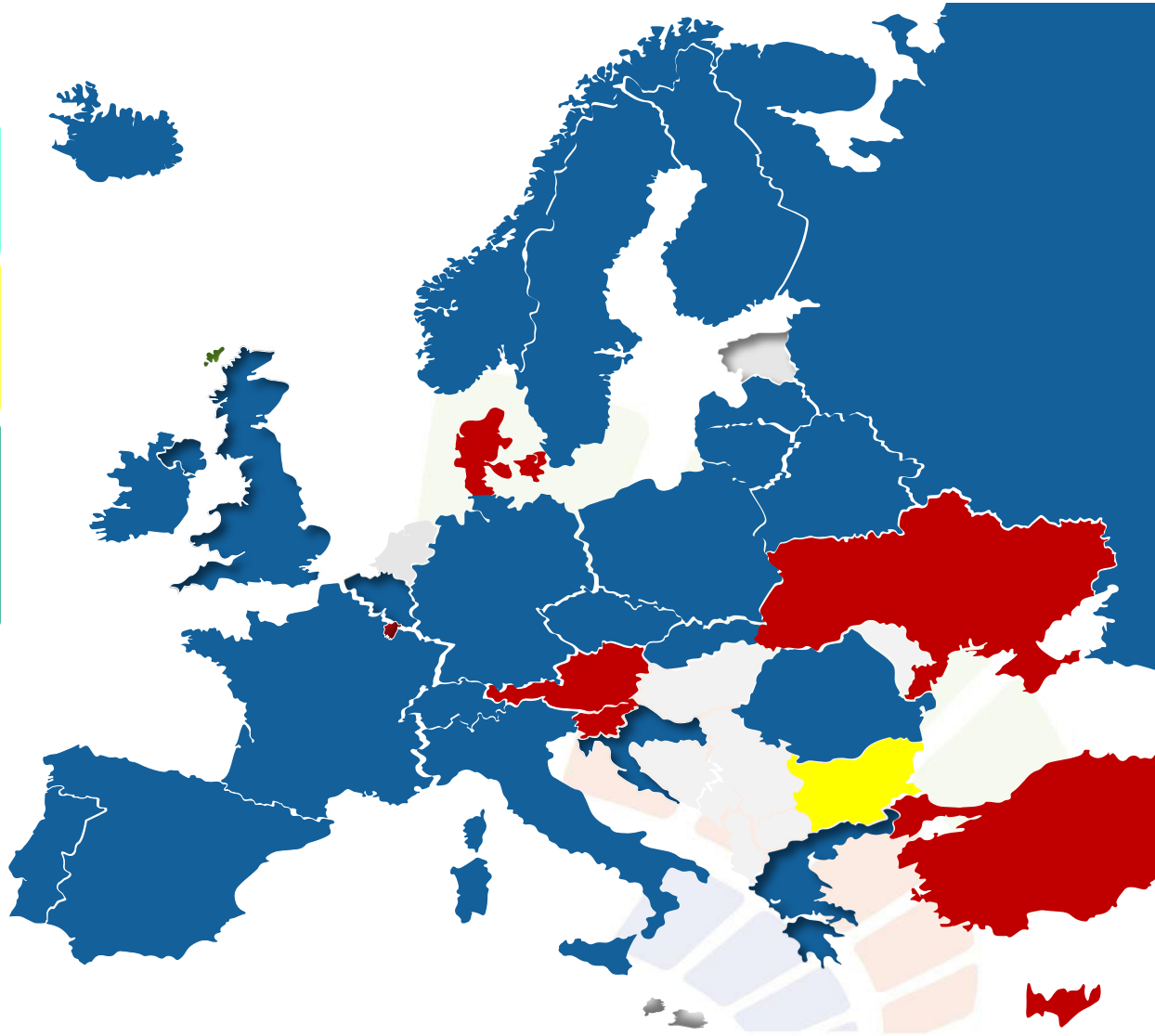
Pitching Survey 2016



23 out of 31 associations participated in a survey

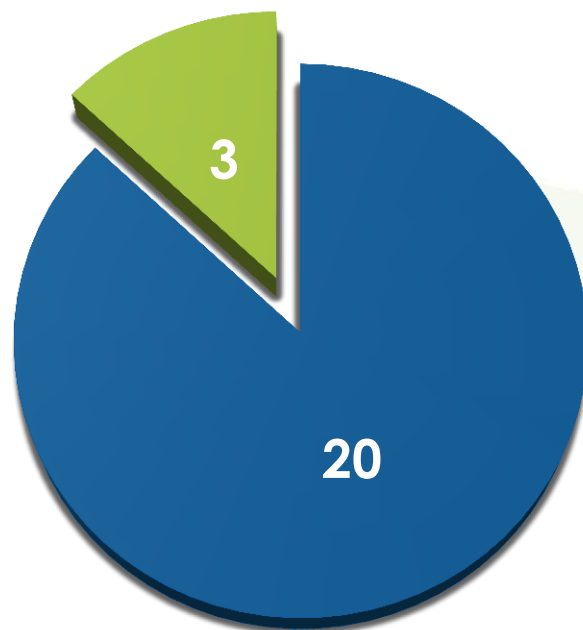
74% of EACA member associations responded...

...representing **84%** of full time employees across the associations*



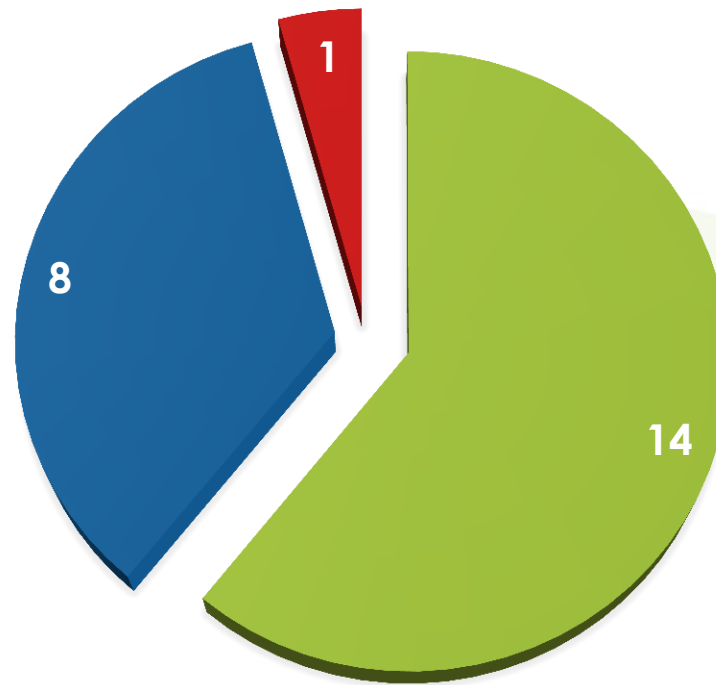
* CH and BY not included

Does your association have **pitching guidelines**?



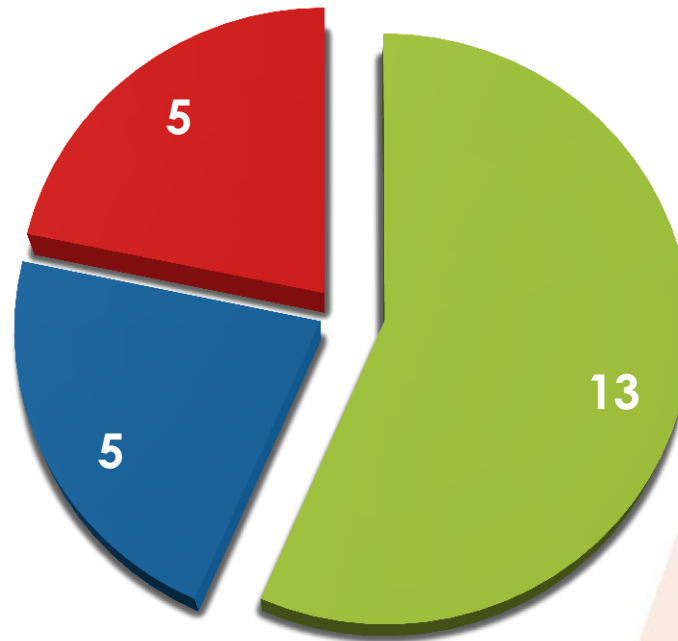
■ Yes ■ No

Is there a **client association** established in your country?



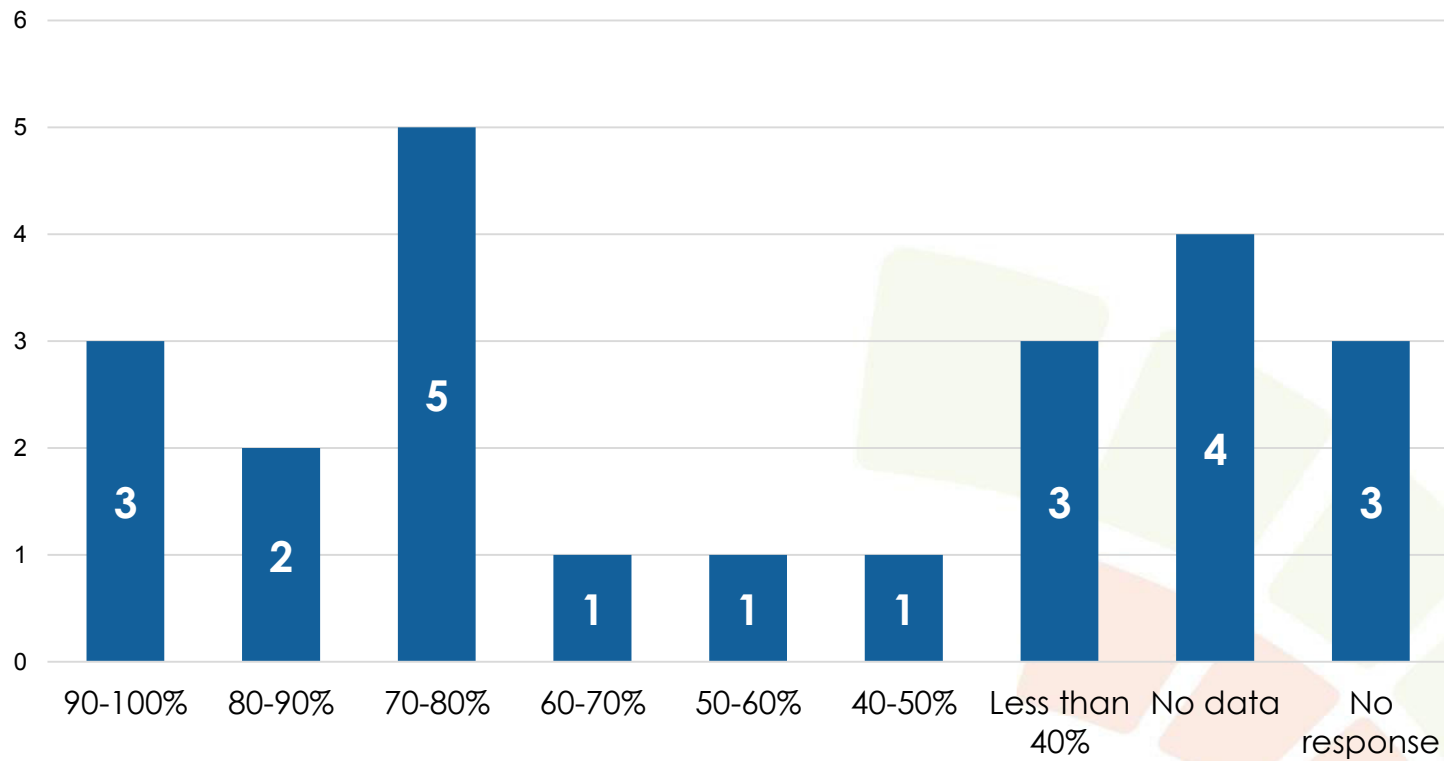
■ Yes ■ No ■ No Response

Are your guidelines agreed with clients or a client association?



■ Yes ■ No ■ No response

How many of your member agencies comply with your guidelines?



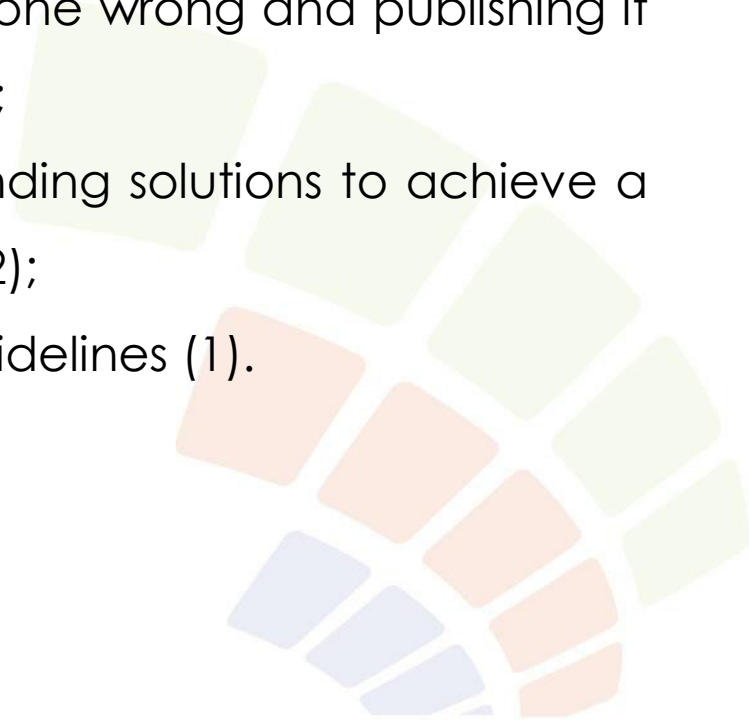
How do you make agencies comply with your guidelines? What works?

- Membership agreement includes **obligation to comply** with guidelines (3);
- **Distribution of Pitching Guidelines print** and/or online edition among agencies including advice, recommendation, case studies, successful pitch stories (2);
- Presenting guidelines to agencies in the field, and in media (3).

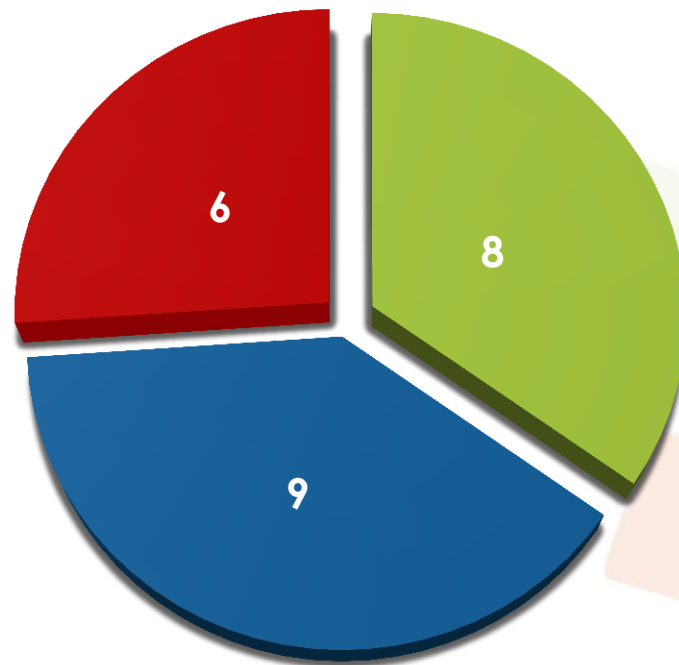
Which steps do you take if agencies do not comply with the guidelines?

- Personal contact with agencies that do not comply with the guidelines (3);
- Naming and shaming (2);
- Nothing, as actions upon recommendations are forbidden – competition concerns (3).

Which steps do you take when clients do not comply with mutually agreed guidelines?

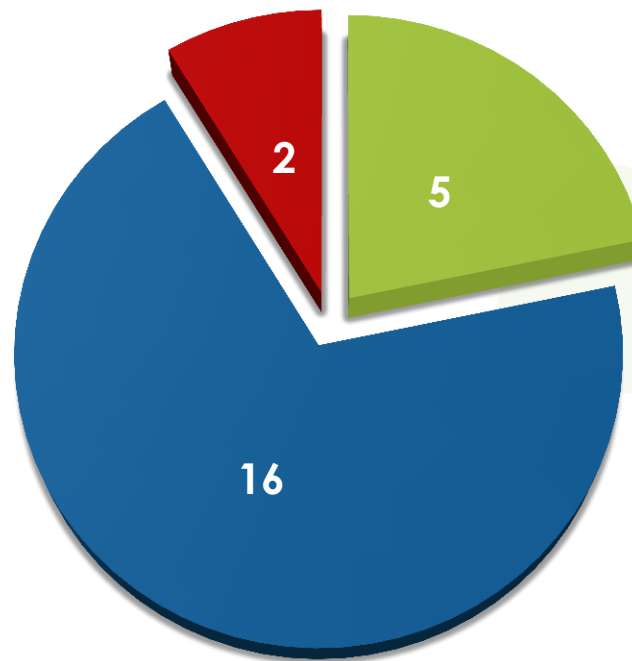
- Informing clients about guidelines in a written form (5);
 - Gathering information about pitches gone wrong and publishing it officially on an association's website (2);
 - Initiating discussions with clients and finding solutions to achieve a better way to do pitches in the future (2);
 - Recommending clients to follow our guidelines (1).
- 
- A large, faint, stylized graphic in the bottom right corner of the slide. It consists of several overlapping, semi-circular segments in shades of green, red, and blue, arranged in a fan-like shape, similar to the eaca logo but larger and more translucent.

Do you have a procedure put in place to **contact, intervene or mediate** with clients if they do not operate according to guidelines or basic professional standards in a pitch?



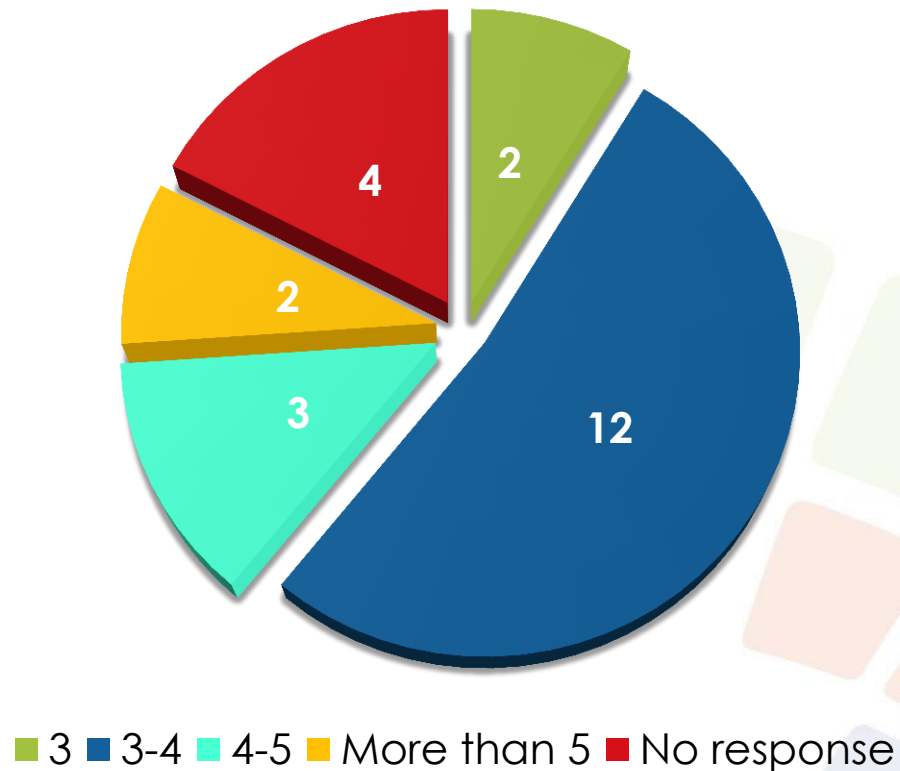
■ Yes ■ No ■ No response

Do you have a **charter/declaration** that both a client and an agency sign before they engage in a pitching process?

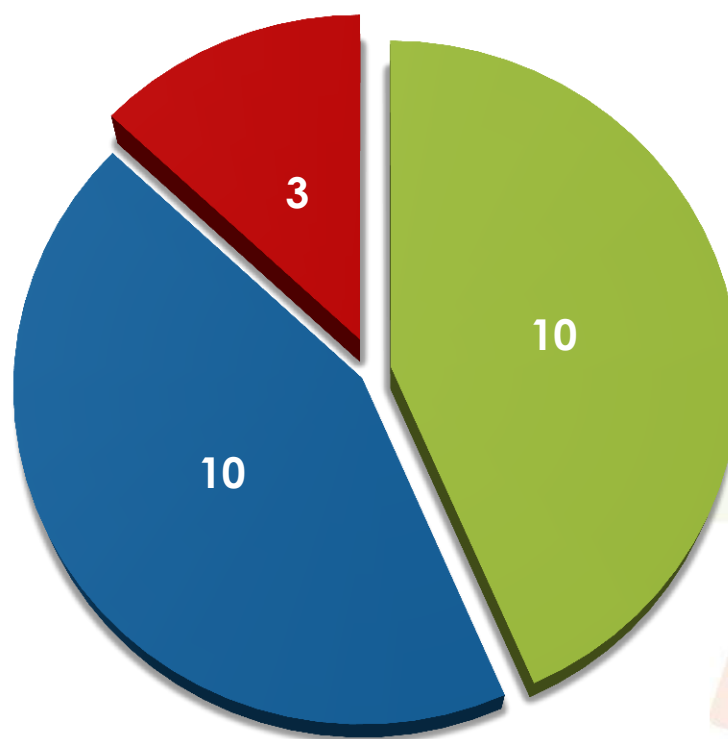


■ Yes ■ No ■ No response

How many agencies should participate in a pitch according to your guidelines?

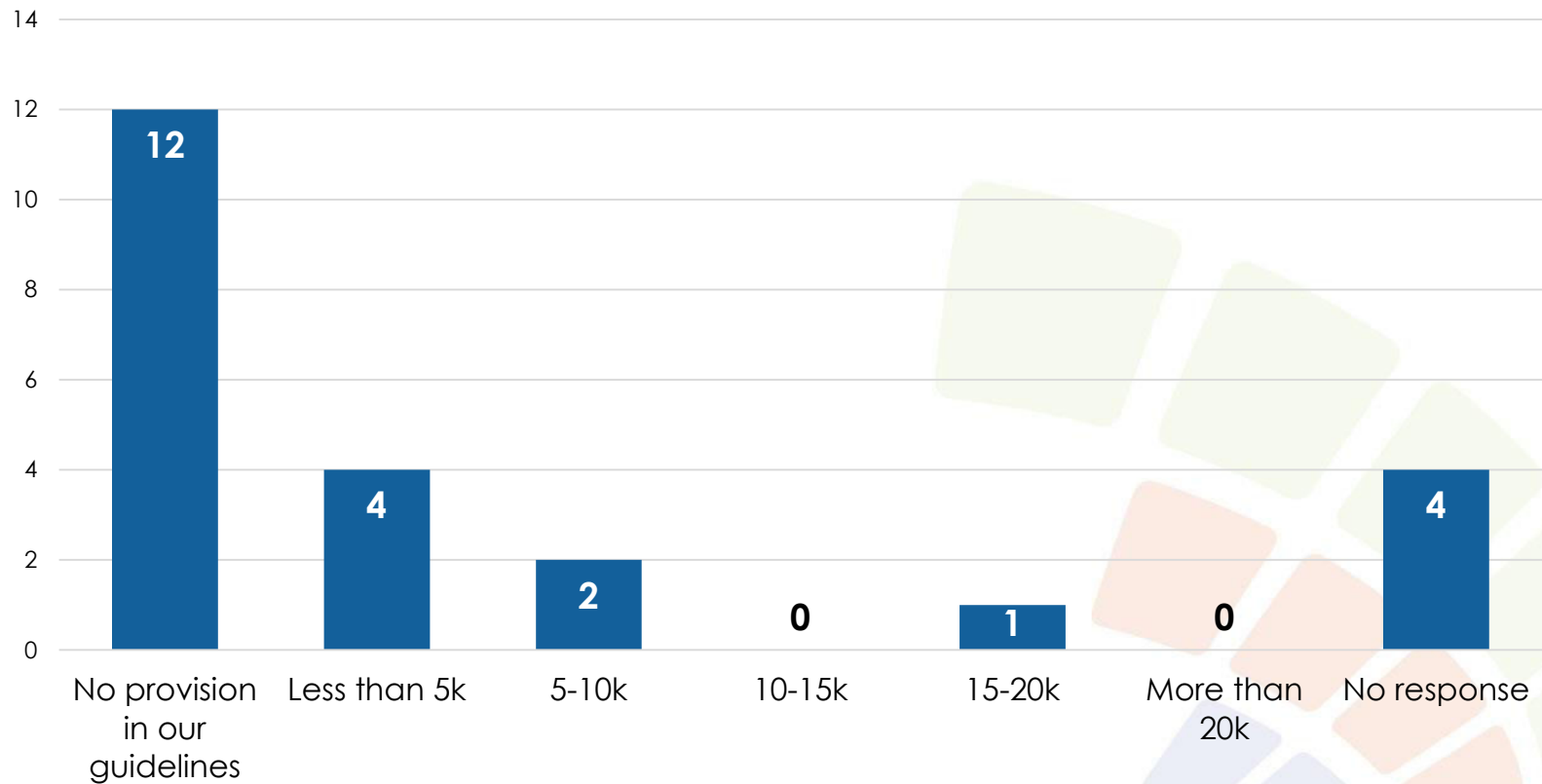


Do your guidelines contain **rules for pitching fees**?

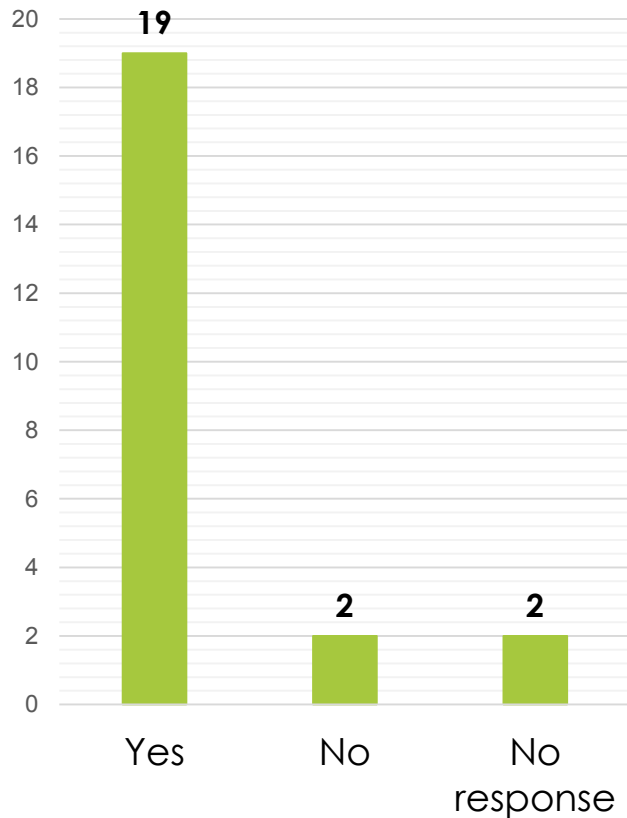


■ Yes ■ No ■ No response

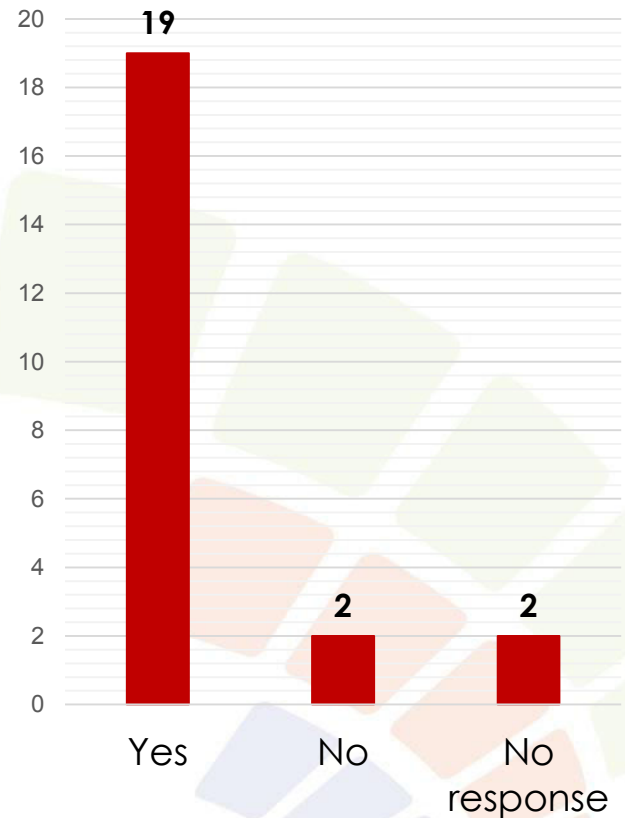
How much should agencies be paid for their participation in a pitch, according to your guidelines?



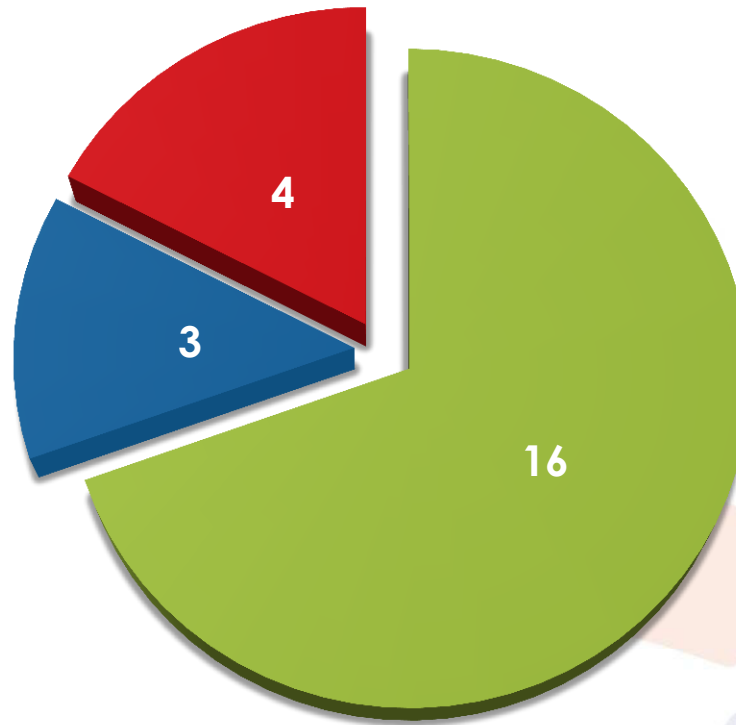
Do you recommend a client to **disclose the budget**?



Do you recommend names of **participating agencies** to be disclosed?

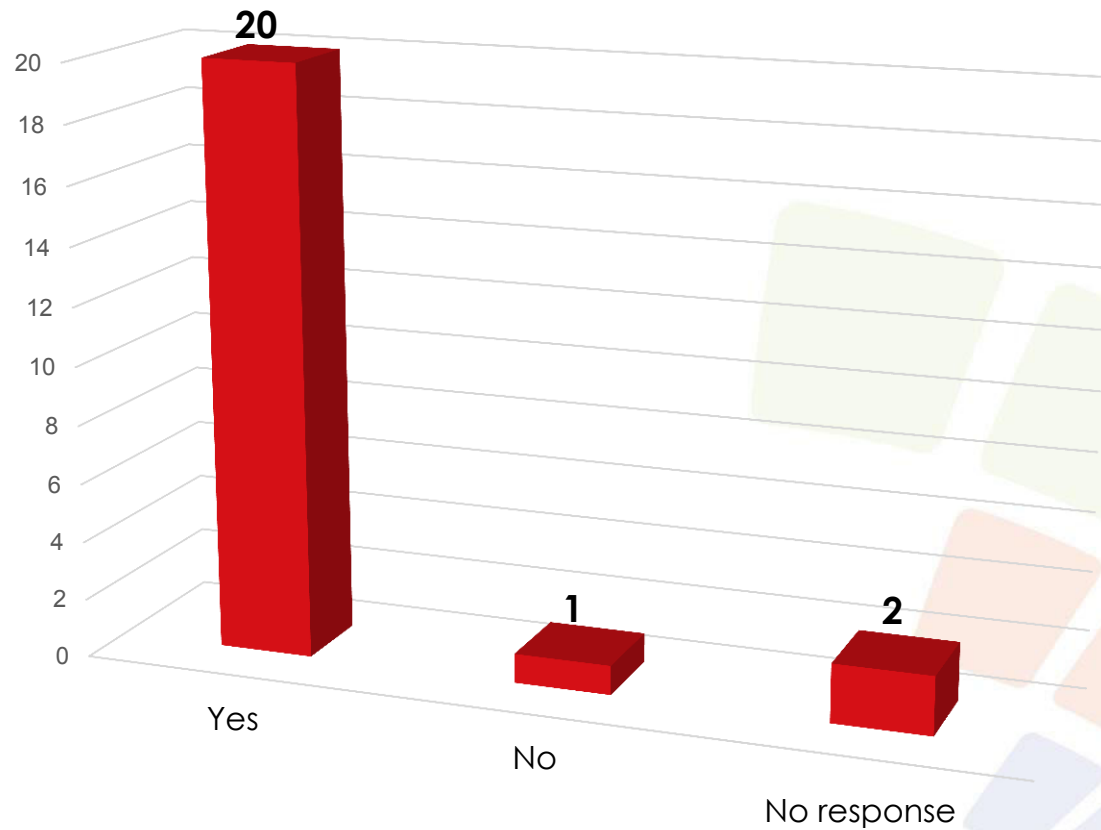


Do you recommend **the name of the incumbent agency** to be disclosed?

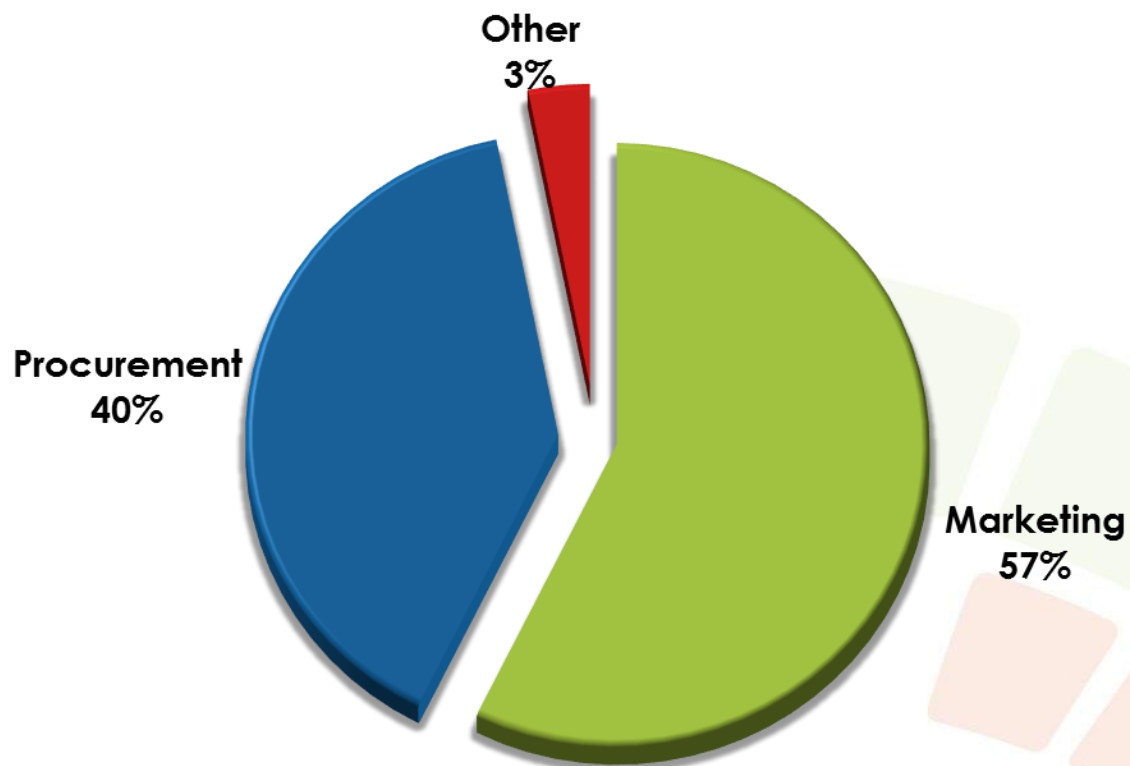


■ Yes ■ No ■ No response

Do you recommend that client **decision-makers** should be known from the beginning and be present at the pitch?

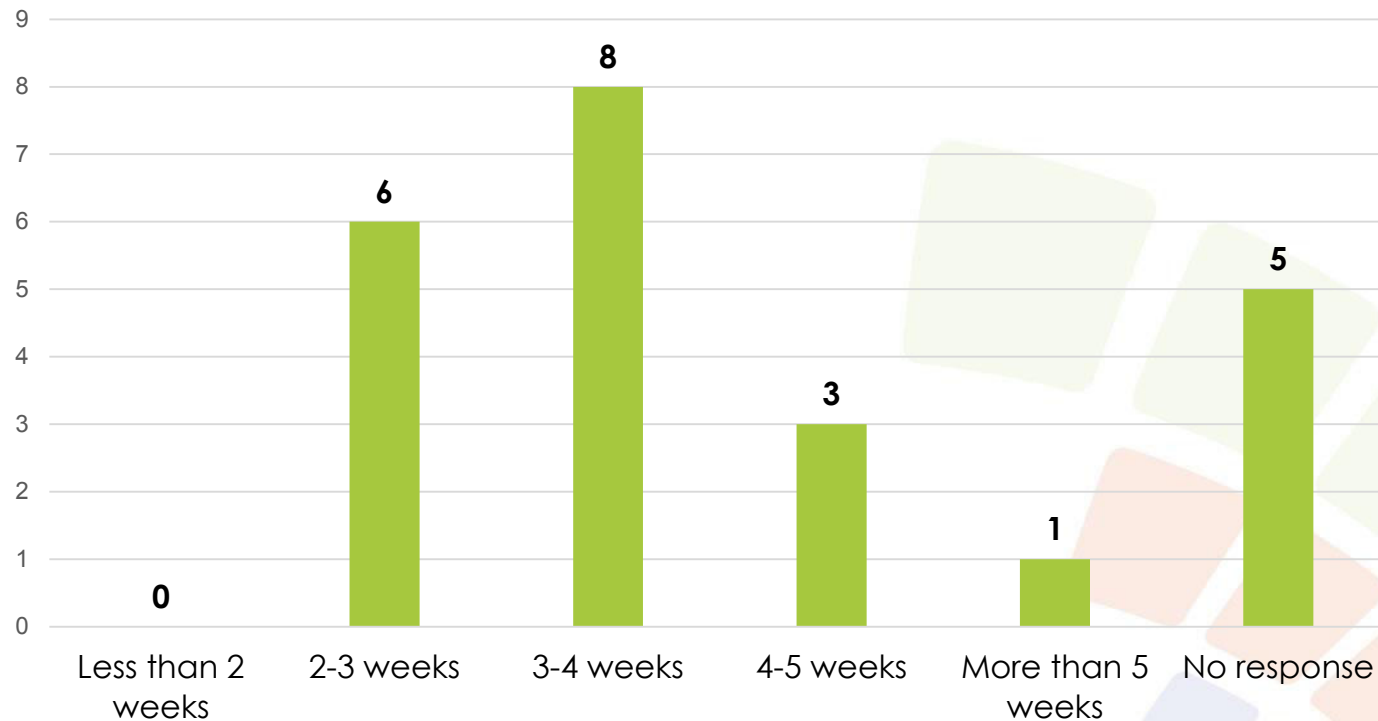


Proportion (%) of pitches led by :

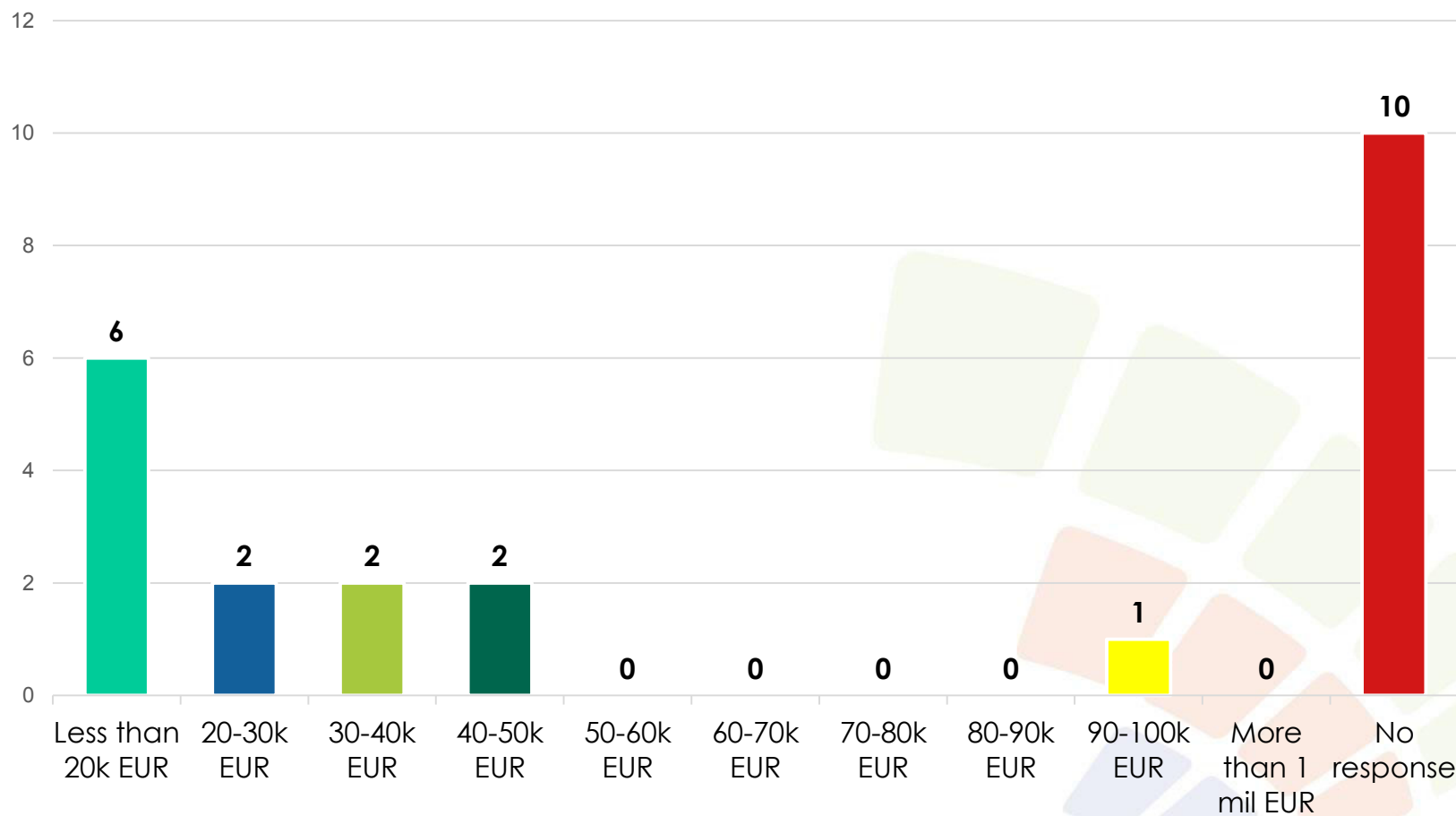


Based on responses of **14 associations**
9 out of 23 associations do **not** have the data

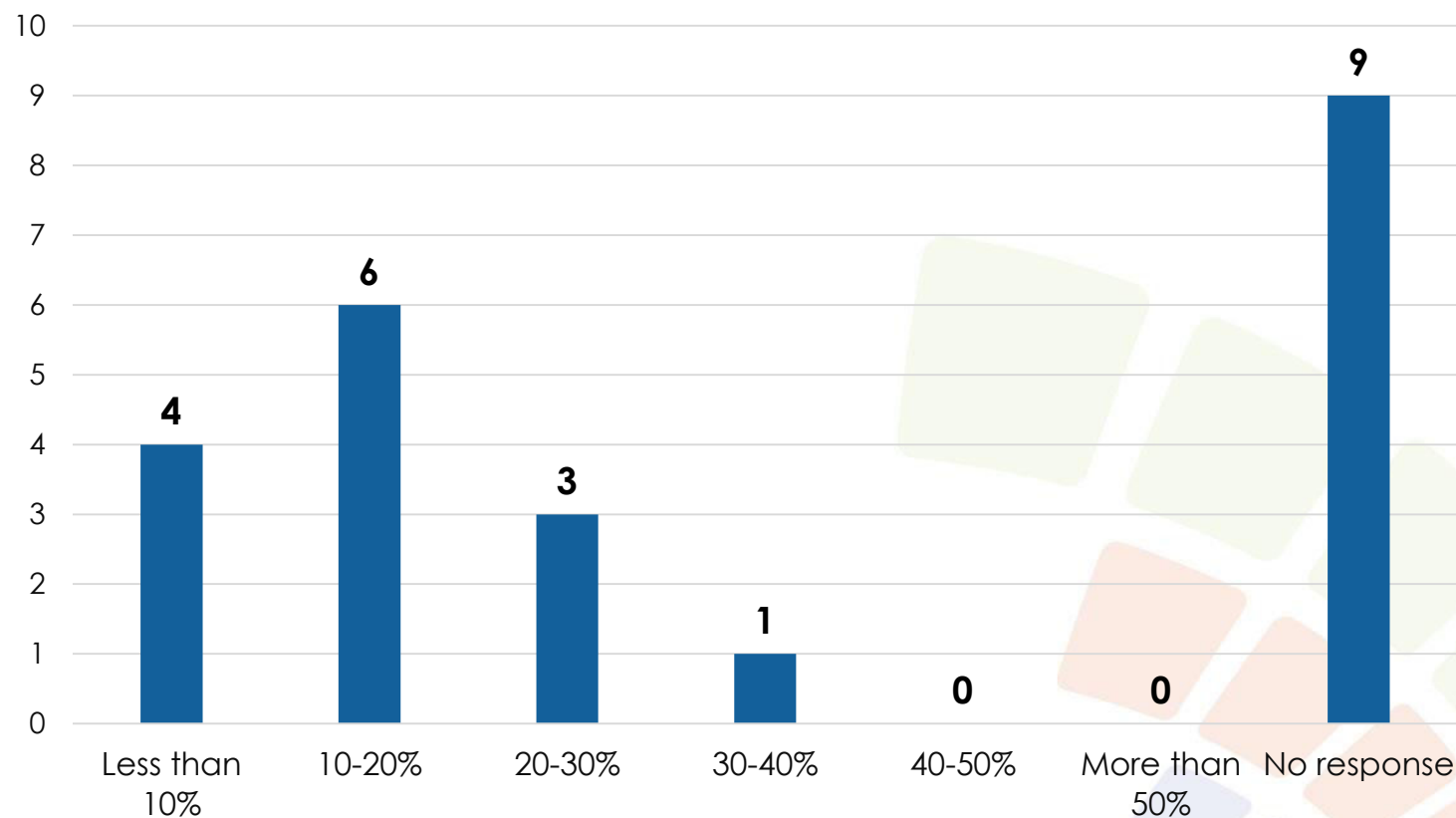
Average time frame (in weeks) in pitches between the briefing and the presentation :



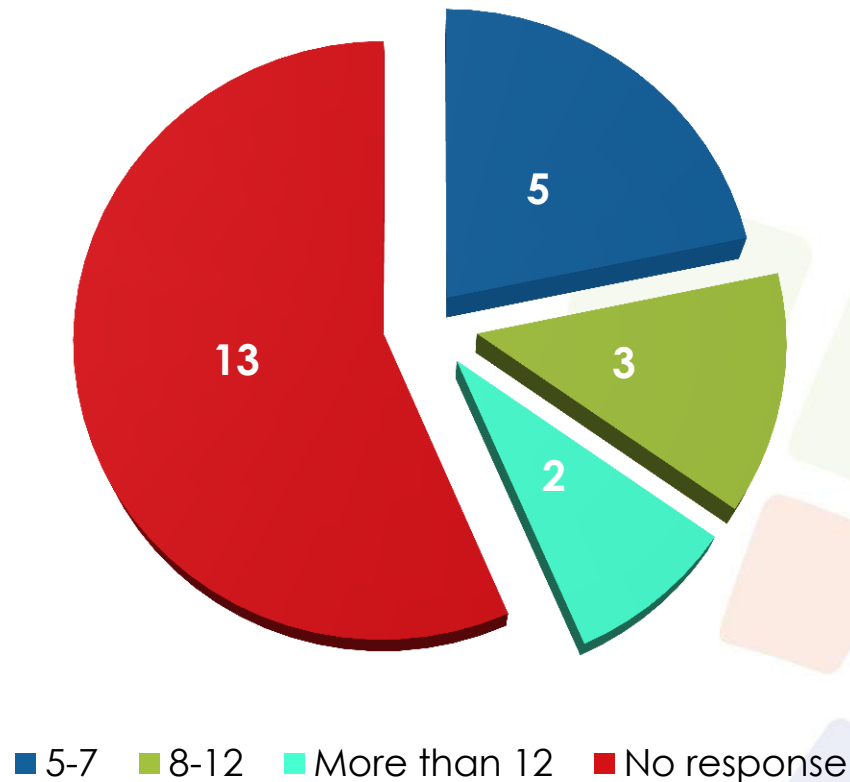
What is the average **cost of a pitch**?



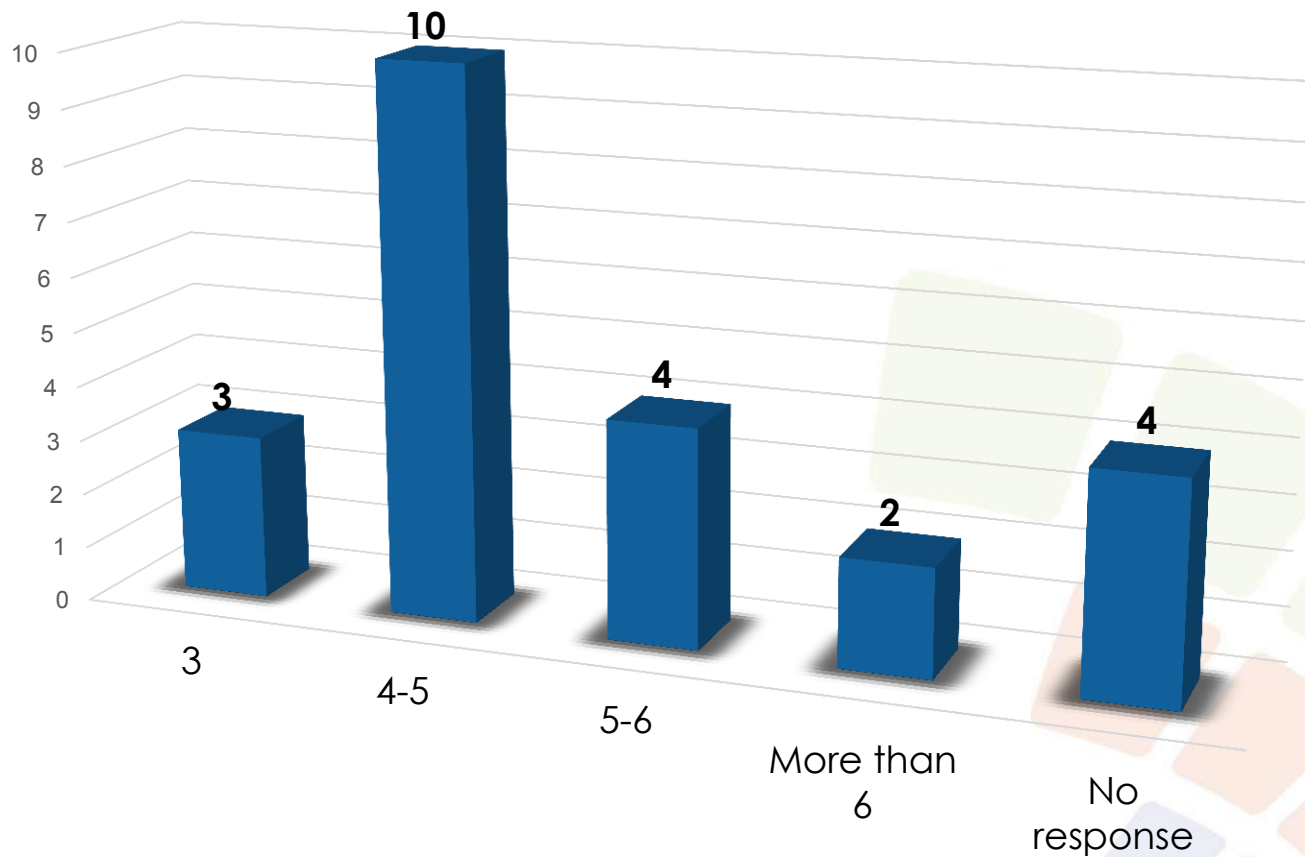
How many pitches have **no result**?



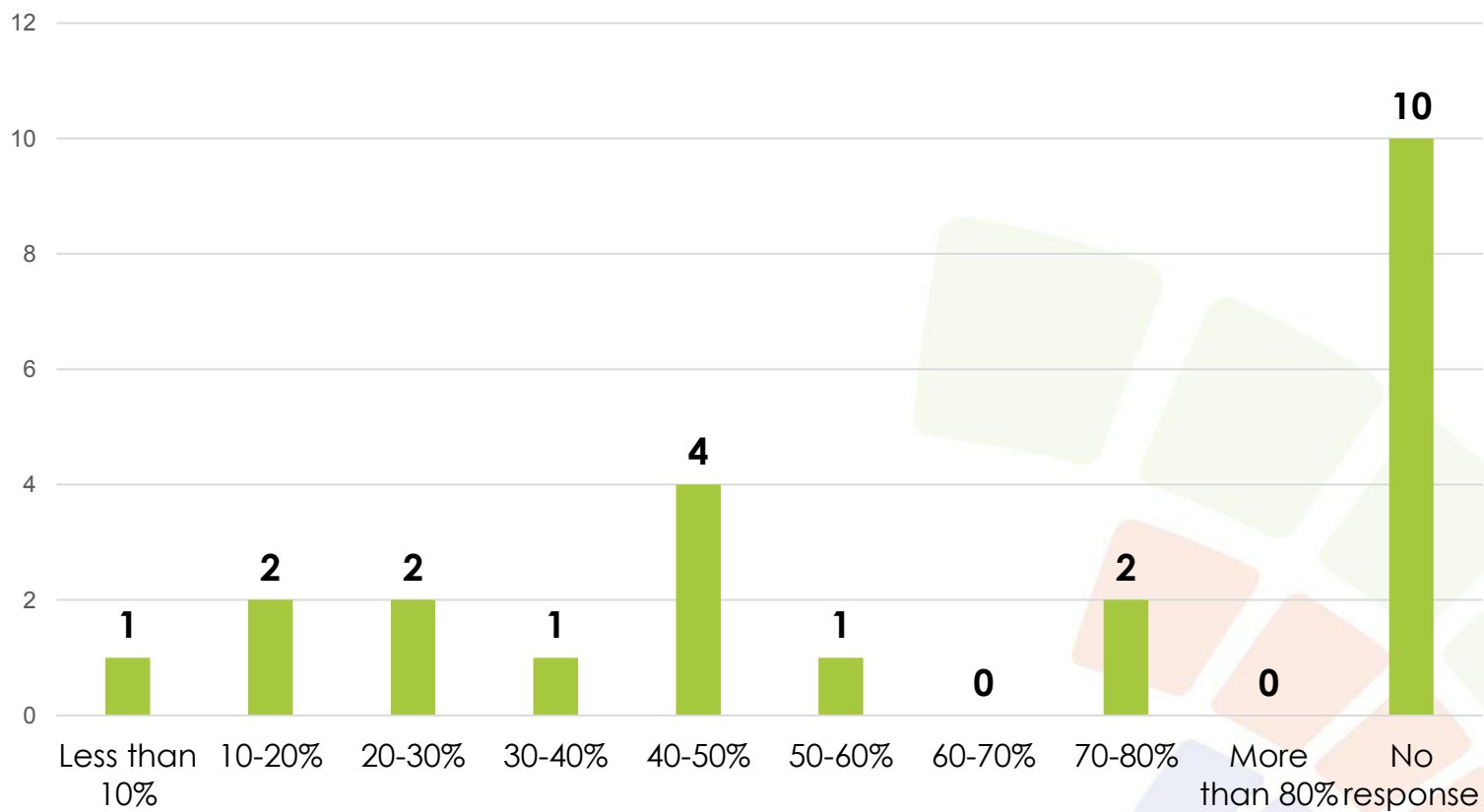
How many agencies usually take part in a **RFI (Request For Information)** process?



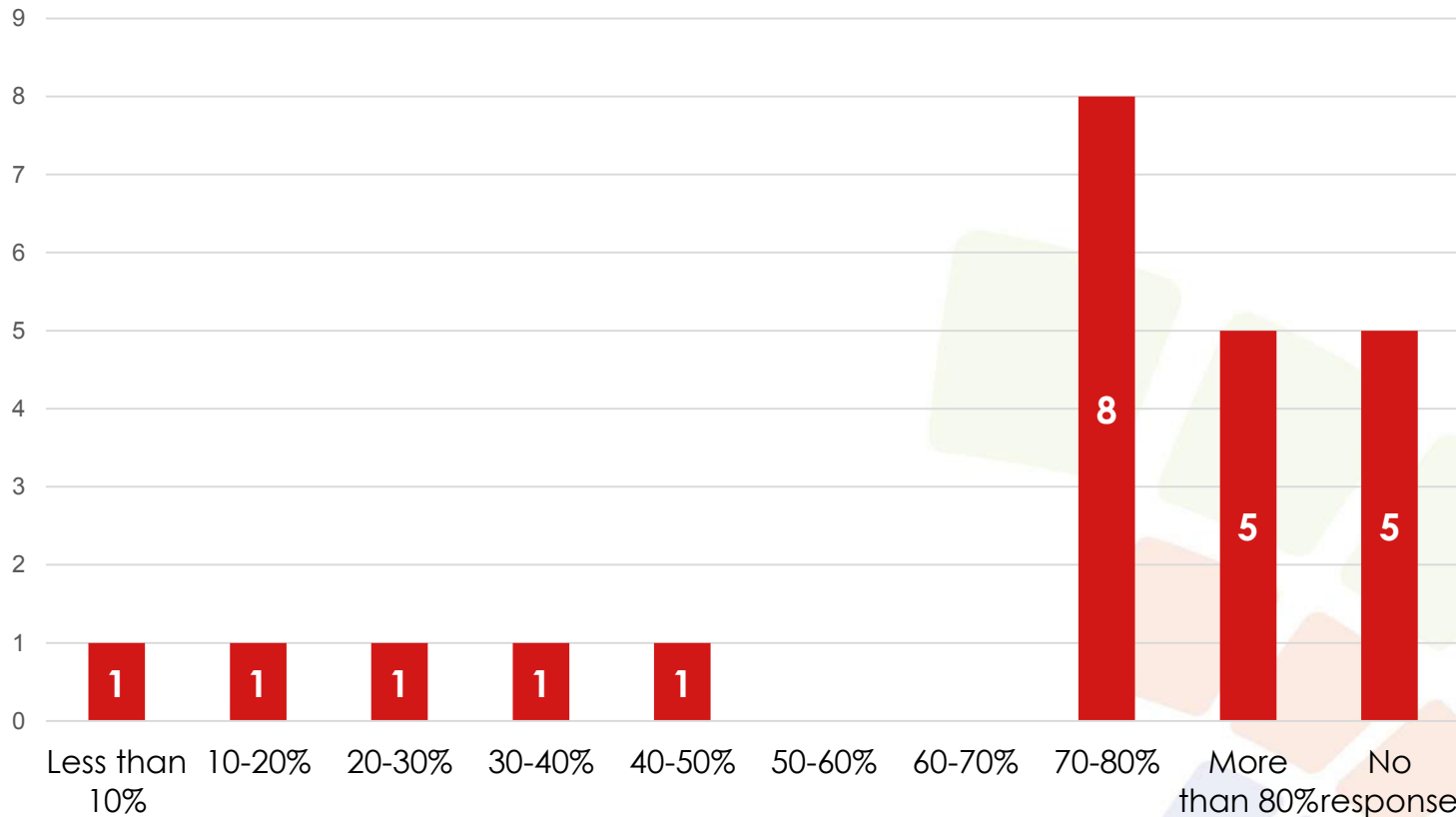
How many agencies usually take part in a **pitching process**?



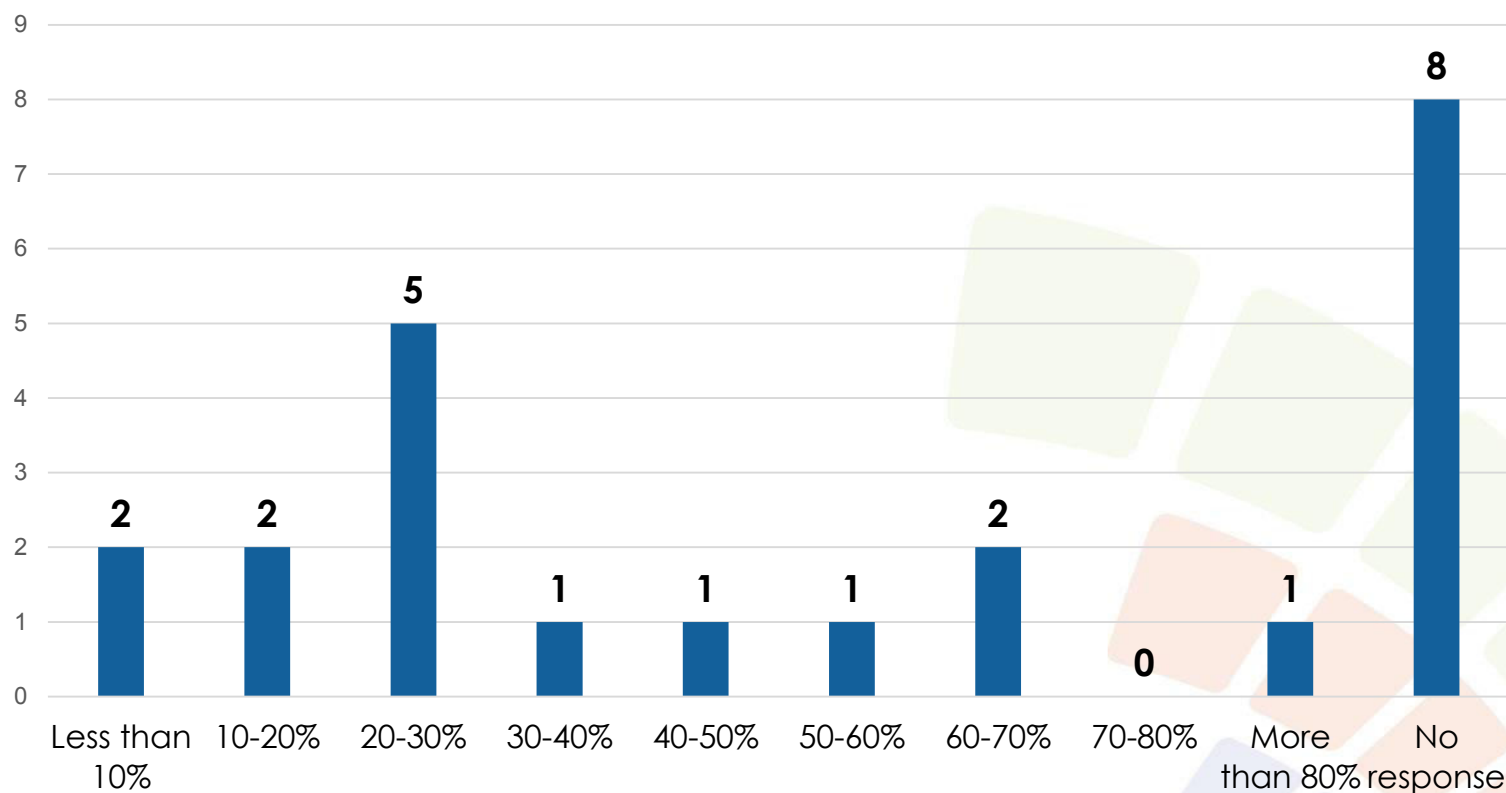
In how many cases is the budget disclosed?



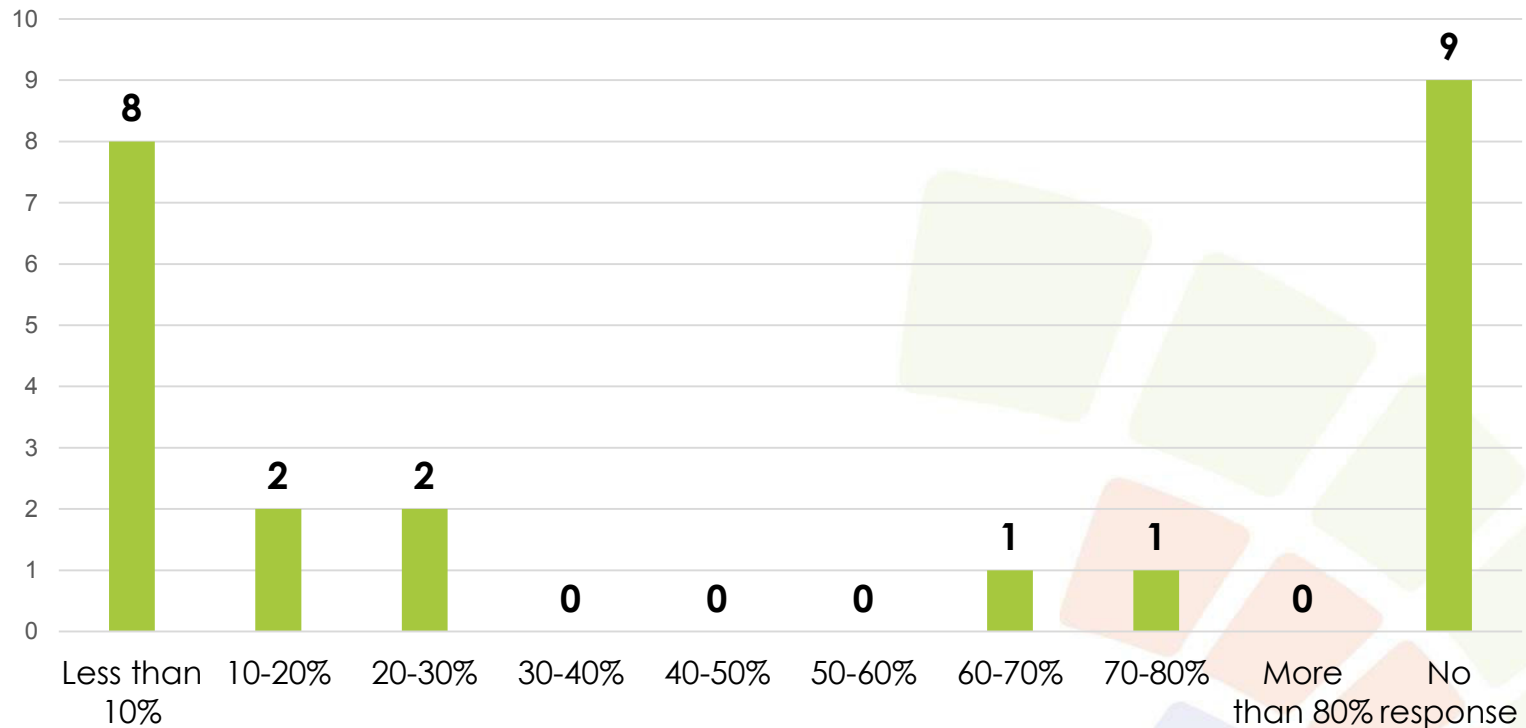
In how many cases is the incumbent agency disclosed?



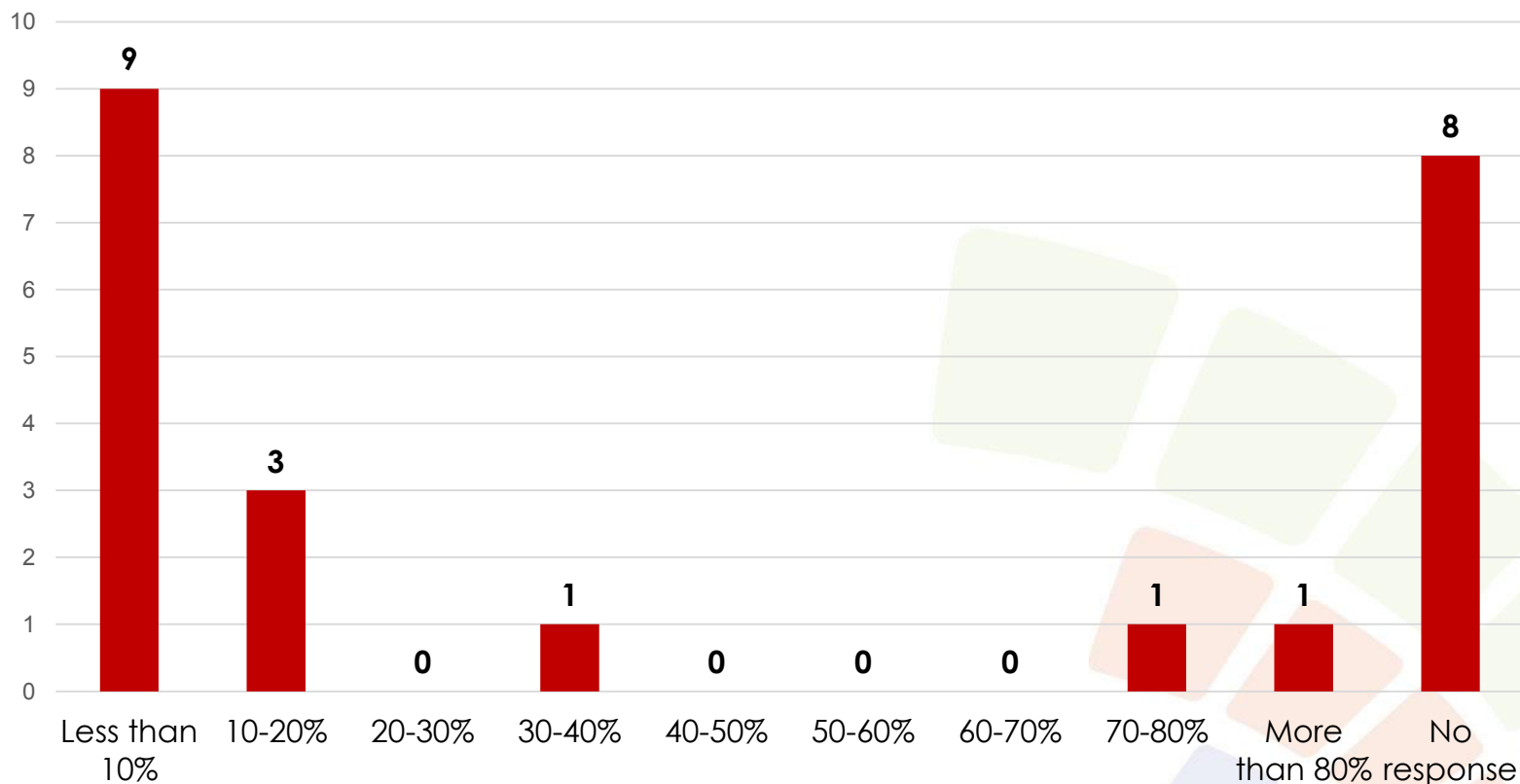
In how many cases are names of participating agencies disclosed?



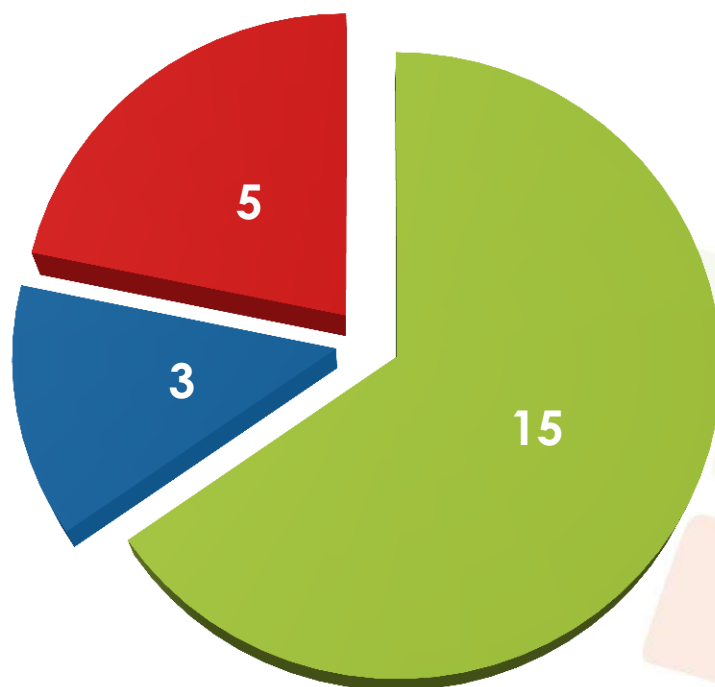
How many of your member agencies engage in **multi-market pitches?** (one campaign across 2 or more markets)



How many of your member agencies participate in pitches **outside of their original market?**



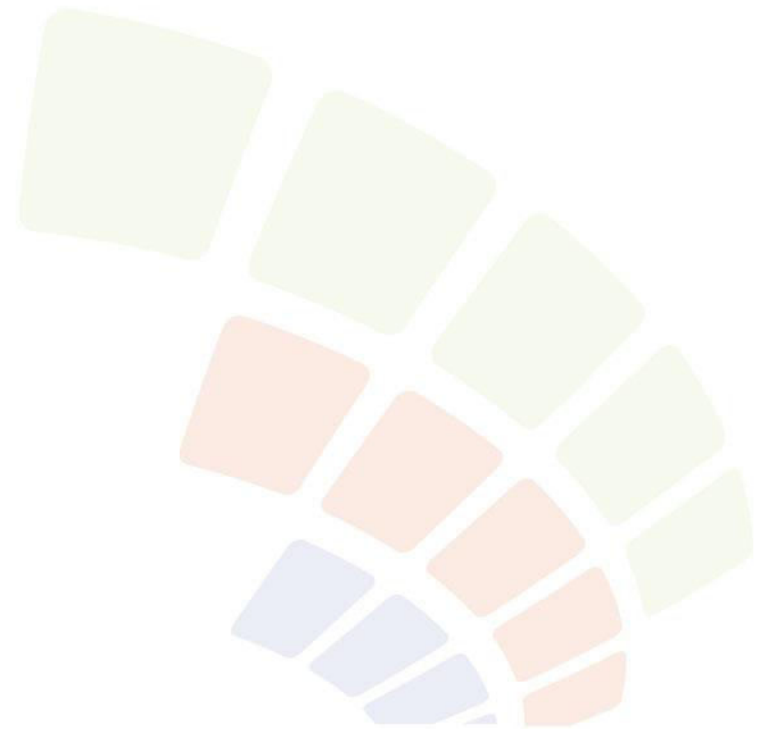
Do your member agencies use alternatives to pitching?



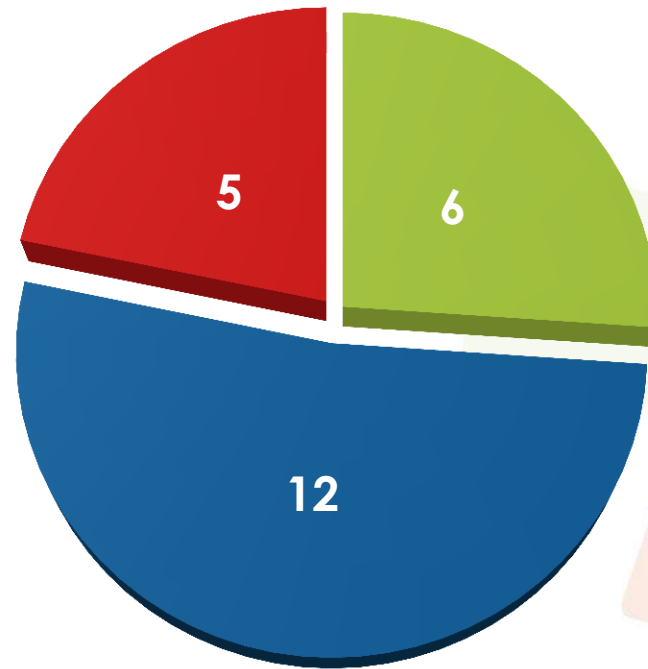
■ Yes ■ No ■ No response

Which ones?

- Working with long term clients (1);
- Direct proposals (2);
- Offering pilot test campaigns (2);
- Chemistry meetings (1);
- Workshops (3);
- Agency initiatives (3).



Do you have any tools or methods to collect and analyse information on pitches/tenders in your country?



■ Yes ■ No ■ No response

Which ones?

- Post-Pitch Survey System (1);
- Questionnaires (3);
- Online confidential database where members upload pitch details (used only intermittently) (1).

General

- Pitching is a huge issue across Europe
- Associations mostly do not monitor it analytically
 - lack of data about pitch costs, average pitch time, procurement vs. marketing etc.)

Client

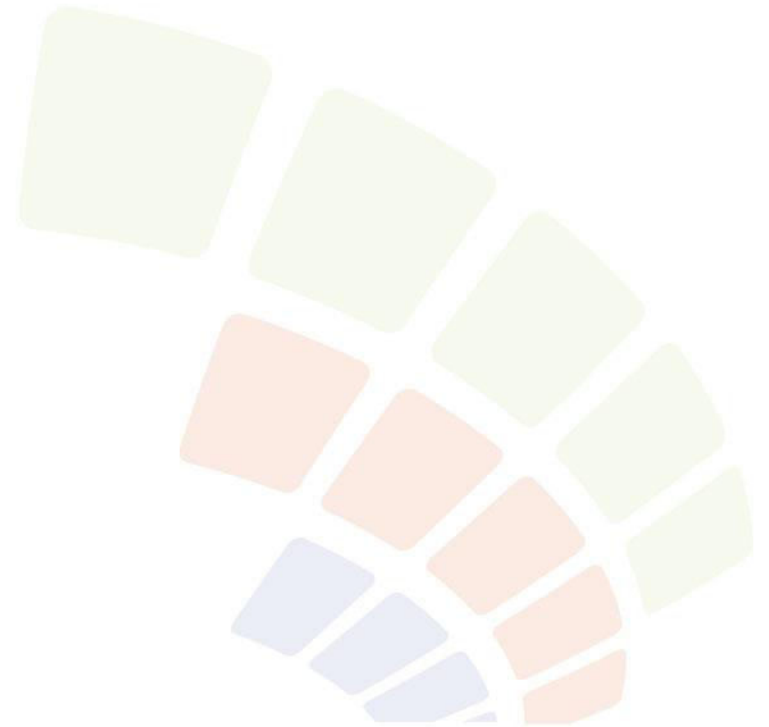
- Client associations do not exist in many countries, which makes local conversation more difficult;
- Very low association engagement with clients when a pitch goes wrong;
- Co-signed charter of good faith in pitching is a rare practice;

Pitching process

- 2-4 weeks is the average time frame between the briefing and the presentation (14);
- Usually 4-5 agencies participate in a pitch (10);
- The incumbent agency is disclosed in 70-80%+ cases (13);
- 57% of pitches are led by marketing departments, 40% by procurement; (14)
- Agencies rarely participate in multimarket pitches or in pitches outside of their home market;
- Alternatives to pitches are often used;

Future outlook of this exercise

- EACA members strongly encouraged to gather more data about pitching and to have a uniform questionnaire across Europe;





Thank you!

*Don't forget to follow us @eaca_eu!
For more info refer to: stevan.randjelovic@eaca.eu*

