

# Top 10 tips for a successful agency pitch

- 1. Don't put your business out to pitch if you don't really have to.** It will end up costing you a fortune in lost time and potentially unnecessarily expose your business to your competitors.
- 2. Engage the key resources within the company including legal and procurement up front** to ensure you fulfil the requirements of due diligence and corporate compliance in the process.
- 3. Write yourself a brief on what you want from an agency and what you don't want** and refer to it throughout the process to make sure you get the result you need.
- 4. Use the process of credentials presentations, strategy presentations and ultimately creative presentations as separate stages** to get to know the agencies and refine your selection.
- 5. Only use the creative pitch as a way of separating two or three agencies** (i.e. never invite more than three agencies to pitch creative because if you can't decide before then, you will never make the right choice after.)
- 6. In a strategy pitch, give the agencies a very defined problem you want solved,** like something that keeps you awake at night. The more defined the problem, the less confidential information you have to share with the agency and the more focused their responses.
- 7. Be willing to create opportunities to spend time with all of the agencies.** This is the chance to get to know one another. If you don't like spending time together now, how will it be when you get into bed together?
- 8. If you do have a creative pitch stage (because you just can't decide between the last two) define for the agencies how you want the concepts presented,** (eg. storyboards, roughs, animatics). Ideally it should be how you would expect them presented day to day.
- 9. Don't ask the agency to assign copyright to you unless you are willing to pay for it.** After all, if they don't value their intellectual property, why should you?
- 10. Contact TrinityP3.** We can assist you through the process to the level which suits both your needs and your budget. From providing advice behind the scenes to running a full pitch, we can help you select the right supplier for your business.

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