

IT'S MORE THAN OUTDOOR, IT'S... QMS

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## WATCH - Video pitching for ad agency dummies

By [Chris Pash](#) | 22 October 2021 0 Comments

Some advertising agencies still struggle when it comes to video conferencing for new business pitches.

Darren Woolley at pitch consultants TrinityP3, says the main complaint is that agencies find it hard to read the room.

"But the truth is that, since the start of the pandemic, few agencies have mastered video conference presentation, including everyone from the big holding companies to the small independents," he says.

Woolley was chatting about this with Simon Joyce, founder and CEO at the independent creative company, Emotive.



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"We both found it amazing that companies who spend thousands of working days and millions of dollars producing hours and hours of video for their clients, appear to spend no time or money producing a video conference," says Woolley.

"Especially a video conference where the outcome could result in winning a new client and increasing agency revenue. We hatched a plan to turn the insights and lessons we had learned managing pitches into an instructional video for advertising agencies."

Simon Joyce: "VC client pitches are here for good. All of a sudden agencies can ignore geographical boundaries (to some extent) and work in more places than ever. But you have to win the pitch."

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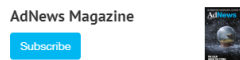
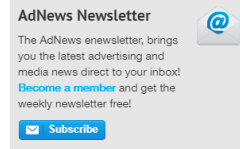


"So after chatting through Darren's tips we thought it is only right to bring them to life in video...and naturally throw in a few cheeky jabs at the industry to drive up the entertainment value on what are functional but important tips."

Video Conferencing for Dummies – The Ad Agency edition was born.

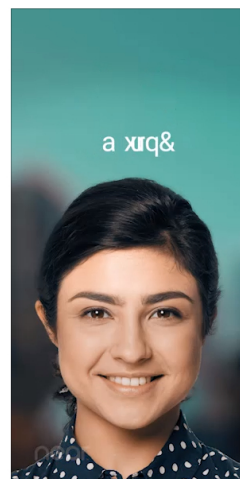


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Simon Joyce and his team at Emotive.

Writers Greta Lee Jackson and Grant McAloon.

Presenter and actress Greta Lee Jackson

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