



DR MUMBO

12 months in, finally ad agencies can learn how to virtually pitch

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In what must seem like clockwork now, advertisers have been pitching for work for the past 18 months, as lockdowns and the ongoing pandemic has kept teams out of offices.

At last we have a dummies guide to video conference ad agency pitching, courtesy of Trinity P3, in collaboration with Emotive.



Video conferencing looks set to continue to be a big part of agency life, as standard procedures have been flipped on their heads. If it is here to stay, it would be a good idea that everyone gets to know the dos and don't of Zooming and Google Hangouts.

Trinity P3 founder, Darren Woolley said: "There is one area where video conferencing is seen as a hindrance rather than a help – new business pitches, particularly in advertising. Why? The main complaint is that agencies struggle 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."

"I was sharing this with Simon Joyce, founder and CEO at the independent creative company, Emotive. 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. Especially a video conference where the outcome could result in winning a new client and increasing agency revenue."

"Video Conferencing for Dummies – The Ad Agency edition."

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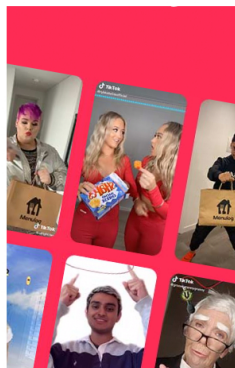
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