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FEATURES

Mumbrella360: Shorts – The Ouch! Factor, revealing the hidden cost of pitching

October 14, 2021 2:41
by MUMBRELLA STAFF**Mumbrella360**
SHORTS**Mumbrella360**
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THE OUCH! FACTOR:
REVEALING THE HIDDEN
COST OF PITCHING

New Business Methodology discusses with a panel of experts, from agency and client side, the results of its national Ouch! Factor Survey, revealing the hidden cost of pitching – to both Australian agencies and marketers – and its true impact on the industry.

We know that pitching costs money, but how much is the industry really investing in pitching as a new business strategy? And does it pay off?

Julia Vargiu, New Business Methodology Founder and SI Partners Director, Australia interviews:

- Darren Wooley, CEO/Founder of Trinity P5
- Sean Cummins, CCO/Founder, Cummins & Partners
- Simone Gupta, CEO, Havas PR Australia
- Imogen Hewitt, CEO, Spark Foundry
- Jules Hall, CEO/Founder, The Hallway
- Melissa Hopkins, Vice President Marketing, CMO, Optus
- Jenny Melhuish, Head of Group Brand, Advertising & Media, Westpac Group
- Brent Smart, CMO, IAG

Hear agency leaders and marketing CMOs' candid views on the average amount of hours an agency spends working on a pitch as reported in the Ouch! Factor Survey, the cost of these unbilled hours, the dollar-value of the 'opportunity cost' invested to win business from survey respondents, how many pitches the average agency does, what the average win rate is and how long it really takes to recoup the cost of a won client. The marketers will explore how often rostered agencies are having to pitch, what triggers a pitch, and the typical tenure of an agency-client relationship.

Watch the session for some surprising numbers, some less surprising numbers, and expert analysis from industry veterans, as we reveal the hidden cost of pitching.

Get the full report as a free download:
<https://www.newbusiness.com.au/ouch-factor-report-2021/>

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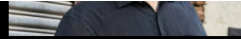
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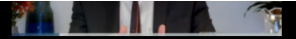
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