

## NEWS

## The true cost of pitching to be revealed in a game show at Mumbrella360

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DAMIAN FRANCIS

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Nine of the industry's most senior leaders will take part in a game show at [Mumbrella360: Reimagined](#) aiming to reveal what agency leaders and senior marketers really know about the true cost of pitching.



*The game show will be hosted by SI Partner's Julia Vargiu*

Spark Foundry CEO Imogen Hewitt will be joined by IAG CMO Brent Smart, Cummins & Partners partner Sean Cummins, Tourism Australia's CMO Susan Coghill, The Hallway's founder Jules Hall, AANA CEO John Broome, Trinity P3's founder and global CEO Darren Woolley with SI Partner's director Julia Vargiu to host.

Two more contestants will be revealed in the near future.

Called 'The OUCH! Factor', the game show will be in the style of Family Feud and will pit an agency 'family' composed of four agency CEOs against a 'family' of four marketers. The teams will compete to correctly answer the most questions on the true cost of pitching according to a recent national survey.



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The survey, which 3,500 agencies, marketers and procurement were invited to take part in, will reveal what the industry win rate really is, how often rostered agencies are having to pitch against each other and how often clients shop around.

It will also reveal the dollar amount of opportunity cost invested to win businesses, how long it really takes to recoup the cost of a won client, how many pitches an agency does per annum, and who's winning most between the indies and the multinationals.

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### News

Mumbrella360: Reimagined now has almost 30 sessions confirmed across three venues – the Hilton Hotel, the Four Seasons and the Sheraton Grand Sydney Hyde Park.

It will take place on 13-15 July in Sydney. A Masterclass stage will also be run from the Hilton Hotel and live streamed to the other two venues.

***Earlybird tickets are available now for a limited time.***

### Damian Francis

Damian is the head of content at Mumbrella, overseeing all content and editorial within the business. He has worked as a journalist and communications consultant across a number of industries for over 15 years. He has been with Mumbrella for more than three years, initially running event content. Damian was previously print editor of AdNews.

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