

PITCH BRIEF

Company background

Describe the company's history, its position on the market, portfolio and history.

Rules of thumb:

- *Make a big impression, but be honest*
- *Tell a nice story about a recent success*
- *Picture the current status and the bright future*

What the pitch is about

Allow this section as much space as possible, describing clearly the task.

Rules of thumb:

- *Detail your marketing strategy for the new project (launch, rebranding etcetera)*
- *Share as much data as possible (you, benchmarks vs. others)*

Goals (sales & marketing)

Understanding objectives is critical, so try a top-down approach.

Rules of thumb:

- *Keep it short, you need to focus the strategic thinkers towards your no.1 objective*
- *Don't state too many goals, you might end up with creative proposals that will miss the point*

Deliverables

The agencies could show many creative ideas, so you have to be very specific.

Rule of thumb:

- *If you pitch for creative work always include some references, so the agency gets your style*

The Pitch Budget

Budget details can ruin the pitch. Try to avoid "We need you to tell us a budget".

Rules of thumb:

- *This is a big issue in many pitches, clients that do not provide budgets or at least some limits look like they haven't done their homework*
- *State a budget or the creative output will suffer*

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