



GETTING THE MOST OUT OF VIRTUAL PITCHING

An R3 White Paper

ADAPTING THE PITCH IN UNCERTAIN TIMES

Companies across the globe have called for their workforce to work remotely as part of precautionary and social distancing measures to ensure the health and wellness of their employees. What will be the impact of current and future work? Will there be a decrease in pitch activity? Questions abound as both marketers and agencies try to figure out how to maintain productivity in volatile times.

Despite uncertainty, marketers won't stop planning for the future. Now more than ever, they will be looking for ways to manage costs, increase effectiveness, and explore innovative ways for reaching audiences. Pitches will continue though methodologies and approaches will need to be adapted to accommodate people working from multiple locations and time zones.




One platform that will aid the pitch process is video conferencing. With chemistry a significant component of the selection process, many marketers and agencies have voice reservations around its effectiveness. Connecting with people through a screen requires a lot more preparation and consideration than conducting a presentation in person. One must be conscious of nuance and pay attention to clarity when the opportunity for in-person presentation is not available.

However, these are not reasons to avoid using video conferencing to aid the pitch process. It might not be a replacement for face-to-face meetings, but if there are restrictions on travel and gathering, if done right, virtual pitching can help keep business moving.

THE CORE REMAINS UNCHANGED

It is important to remember that the core elements that make up a pitch is not diminished in a virtual situation. Marketers are still looking for agencies that can engage and show great creative and innovative thinking. They want to meet agencies who they can envision having a relationship with. New skills might need to be learned to communicate capability in a virtual environment, and agencies that are looking to sharpen their techniques should take the initiative to do so.

A ROBUST AGENCY REVIEW PROCESS

	PROVEN PITCH PROCESS		THE TASK		THE OUTCOME
1	CLIENT NEEDS ASSESSMENT Detailed needs analysis Tailored approach		Understanding the business challenge and aligning on roles of the different agencies.	<ul style="list-style-type: none"> • Clear Agency Search Brief • Set Expectations on Agency Model and Job Description. 	
2	LONG LIST A whole world of possibilities A long list of agency choices		Researching about potential agencies who would meet the requirements.	<ul style="list-style-type: none"> • SWOT analysis and quantitative scoring of long list. • Decision on short list for agencies to go to the next stage. 	
3	RFI Request for information from agencies on the long list		<ul style="list-style-type: none"> • Agencies to provide their credentials, track records, and case studies. • Client to analyze the submissions. 	<ul style="list-style-type: none"> • Scoring and Evaluation report of agency track record, operational health, relevant experience and team structure. • Decision of short list to next stage. 	
4	CHEMISTRY MEETING 1st face-to-face meeting with the shortlisted agencies		<ul style="list-style-type: none"> • Meeting the agencies face-to-face to better understand their offering. • Seeking clarification from written submission. 	<ul style="list-style-type: none"> • Gauging chemistry with the agencies. • Reviewing agency team dynamics. • Decision of short list to next stage. 	
5	PITCH CHALLENGE Evaluating the Pitch Challenge Response		<ul style="list-style-type: none"> • Evaluate agencies based on the challenge response. • Review of agency's strategic approach and creative thinking to a challenge. 	<ul style="list-style-type: none"> • Final agency selection. 	
6	FEE ANALYSIS Setting compensation and incentive structures		<ul style="list-style-type: none"> • Analyze and benchmark remuneration model and resource allocation. • Developing incentive structure. • Contract negotiations. 	<ul style="list-style-type: none"> • Final fee and contract finalization. 	
7	AGENCY SELECTION	<ul style="list-style-type: none"> • Selection of most suitable agency. • Providing feedback to all shortlisted agencies. 	<ul style="list-style-type: none"> • Announcement of the winning agency. • Transition to new agency. 		

VIRTUAL

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