
Update on media pitching

Following the launch of thegoodpitch.com and 6 Pitch Principles two years ago, AAR initiated a project to produce a set of guidelines particular to media.

AAR hosted a debate at which agencies, consultants and auditors aired their views on whether the model for media agency pitching is fit for purpose today.

The issues raised were distilled into key territories and formed the basis for new media-specific pitch guidelines which were launched by the IPA, ISBA and AAR during the Good Pitch Week in November 2013.

We believe most concerns have been addressed within the new guidelines, which will be refined and updated over time.

A key frustration raised by the agency community is the amount of time spent completing client RFIs, which often ask for a lot of the same hygienic company information.

To overcome this, we have created a Standard Information Template for media agencies to populate and hold, ready for issue to interested parties.

The benefit to the client community is immediate access to the basic information they require at the initial stage of their selection process.

The benefit to agencies is that, only once relevance is ascertained will tailored credentials/RFI be requested.

We hope that, in time, requesting SITs will become standard practice and used for all disciplines. However, as with every new initiative, we need support in making availability of the media agency SIT known amongst the procurement, marketing and intermediary communities. Thus, we would be grateful if you would offer the SIT to all parties who approach the agency with an RFI, explaining that it is our industry approved template as per the IPA/ISBA 6 Media Pitch Principles. Ideally, your website will provide details of the agency contact for SIT requests.

If you haven't done so already, the SIT should take only about an hour to complete and we ask that you review and update it for 1 January and 1 July each year, attaching a copy of the agency's current client list.

If you have any questions regarding completion of the SIT, or indeed comment or feedback on the 6 Media Pitch Principles generally, please contact Alex Young, ayoung@aargroup.co.uk ■



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